



## RECRUITMENT REPORT - 15 JUL 2015

### 2015 Association Recruiting Committee - Division Membership Directors

*Good-day Directors.*

Hope you all are enjoying summer in your part of the country. Here on the East Coast many of us attend a marvellous performance this past week by the cast of the Royal Nova Scotia International Tattoo. Lots of pipes and drums, military history and our own RCMP lance drill troop. We had a reserved seating block which was filled with members from Nova Scotia, New Brunswick and PEI. Great annual show, loved by the locals and tourists alike.

Now to our recruiting results to the end of May, 5 months in. As you can see, we're about one month off our targeted goal.

Recruitment Goal - 41/mth x 5	-	205
<b>Active</b> Members on June 30	-	<u>166</u>
Shortfall at the end of May		39

<b>Associate</b> Members end of June	-	44
<b>Associate Serving</b> RCMP employees	-	<u>6</u>
Total Associate Members end of June		50

### AGM Round Table - Growth

On Friday, May 29th, three table groups, Mission, Growth, Money, spent the day in serious discussion about the challenges ahead to reshape and revitalize the RCMPVA in compliance with legislation under the Canada Not-for-profit Corporations Act. Director Jack Briscoe and I lead the discussion at the Growth table which consisted of four Division Membership Directors and eight others. It was a good exchange of ideas on membership, recruiting, leadership, volunteerism, advertising, etc and generally how to attract new members and retain current members. The three groups will draft their recommendations and will inform a Board of Directors' Strategy Workshop in the fall. The desired outcome of the workshop would be a Strategic Plan of Action for the next 5 years, 2016-2021.

In preparation for the fall BOD workshop, you have received the Membership and Recruiting Survey sent to your Division President after the AGM. We have received replies from 14 Divisions so far. If you haven't responded as yet, please do so at your earliest convenience. Feedback from you as Directors is very important and it will have an influence in constructing the new membership strategy as we go forward.

### **Join to Win**

The *2nd Quarter* random draw for the 12 winners of Tim Horton gift cards has taken place out of an old Mountie's forge cap and the following are the lucky recipients:

**\$25.00 Cards** - Mathew Stringfellow - Regina Division  
- David Dillon - Quebec Division  
- Penelope Ann Power - Newfoundland & Labrador Division  
- Deborah Reitenbach - Ottawa Division

**\$20.00 Cards** - Roger Waite - Nova Scotia Division  
- Linda Wiggins - Newfoundland & Labrador Division  
- Cam Croal - London Division  
- Bruno Arseneau - New Brunswick Division

**\$15.00 Cards** - Edward Balone - Saskatoon Division  
- Calvin Alexander - Okanagan Division  
- Barry Leith - Lethbridge Division  
- Laurie Milsted - South Okanagan Division

The gift cards will be mailed to the winners along with a welcome letter. In the letter they will be cordially asked to answer the following 3 questions:

Q1 - What was your main reason(s) for joining?

Q2 - Were you influenced to join because of certain advertising by the Association?  
i.e. - Quarterly ad, stand-up Recruitment Banner, annual CO's Communique, Online Exit Questionnaire, Vets Net, Frank's Facts & Funnies, Division or Association website, InfoWeb, Advocacy & Support, Why Join pamphlet, other.

Q3 - In your opinion, why do some former members and employees not take membership in their Veterans' Association?

I look forward to getting feedback back from all the 12 lucky winners in this 2nd Quarter. Make sure to inform new candidates that this joining incentive is in effect and that their name will be put in the hat for the next draw at the end of September.

## **Recruitment Tip of the Month**

An excellent opportunity to recruit new members is to attend retirement parties for discharging Force members and employees. Feedback from retiring members is that they expected to be contacted for an invitation to join the Association and were disappointed when that didn't happen. So the message is, personally *ask* them to join, then provide a return addressed envelope containing an Application form and a Why Join pamphlet.

Well that's it for this report folks. Have a fun summer, but ... *keep recruiting!*

George Savage, Chair  
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