



RECRUITMENT REPORT - 30 SEP 2015

2015 Association Recruiting Committee - Division Membership Directors

Good-day Directors.

Can you believe it, the Labour Day weekend has come and gone. Where did summer go? Hope everyone got in lots of recreational activities and some tasty BBQs. The weather man is forecasting a nice fall and a mild winter. Hope that prediction is right.

It appears that many of you were really enjoying this fine summer that we had as is reflected in the low recruitment numbers for June (19), July (7) and August (15). Our monthly composite goal is (41). As coach, what can I say? Hopefully, "It ain't over till it's over". Seriously, we have 4 months left to score some runs to successfully reach our goal of 488. To catch up, we need to average **71** new members per month. You are the team captains, only you can make this happen. So for the team, please do all you can from now to year-end to achieve your individual Division recruitment goal. The following is the breakdown to the end of August.

Recruitment Goal - **41/mth** x 8 - 328
Active Members on August 31 - 208
Shortfall at the end of August 120

Associate Members end of August - 51
Associate Serving RCMP Employees - 6
Total Associate Members end of August 57

Membership - Recruiting + Retention

Recruiting new members is one side of the coin; retention of current members is the other side. As Membership Directors, you have to be equally concerned about getting them and also keeping them. As of 30 Sep 2015, there were 591 Active members not in Good Standing because they have not paid their annual dues. If we lose these folks, obviously our membership will be greatly reduced. It is much easier to keep an existing client than having to find a new one. Collection of dues is an important and necessary job for the continued welfare of Divisions and the Association as a whole. Most of the time members have just forgotten to pay their dues, or thought they already had. It can be a friendly reminder notice sent out initially, or a pleasant chat on the phone about their welfare and dues status. Most will appreciate getting the reminder message or the personal call. A pat on the back to the 6 Divisions that currently have all their members

in good standing for 2015. For the remainder, please try to give this important matter your full attention.

Membership Invitation

In ongoing efforts to get the attention of serving members and employees for recruitment purposes, a Membership Invitation poster was created and placed on the digital signage screen in the front lobby of "H" Division HQ.



ROYAL CANADIAN MOUNTED POLICE VETERANS' ASSOCIATION
Since 1886

**TRADITION - SERVICE – SUPPORT
OUR LEGACY ... YOUR FUTURE**

Membership Invitation



To all Serving and Former RCMP Members & Employees (RM / CM / AUX / PSE / ME / TE) a cordial invitation to join your Veterans' Association.

For Membership Criteria and an Application form, please take a membership envelope on the front counter, or make contact via



nsrcmpvets@gmail.com www.ns.rcmpvet.ca

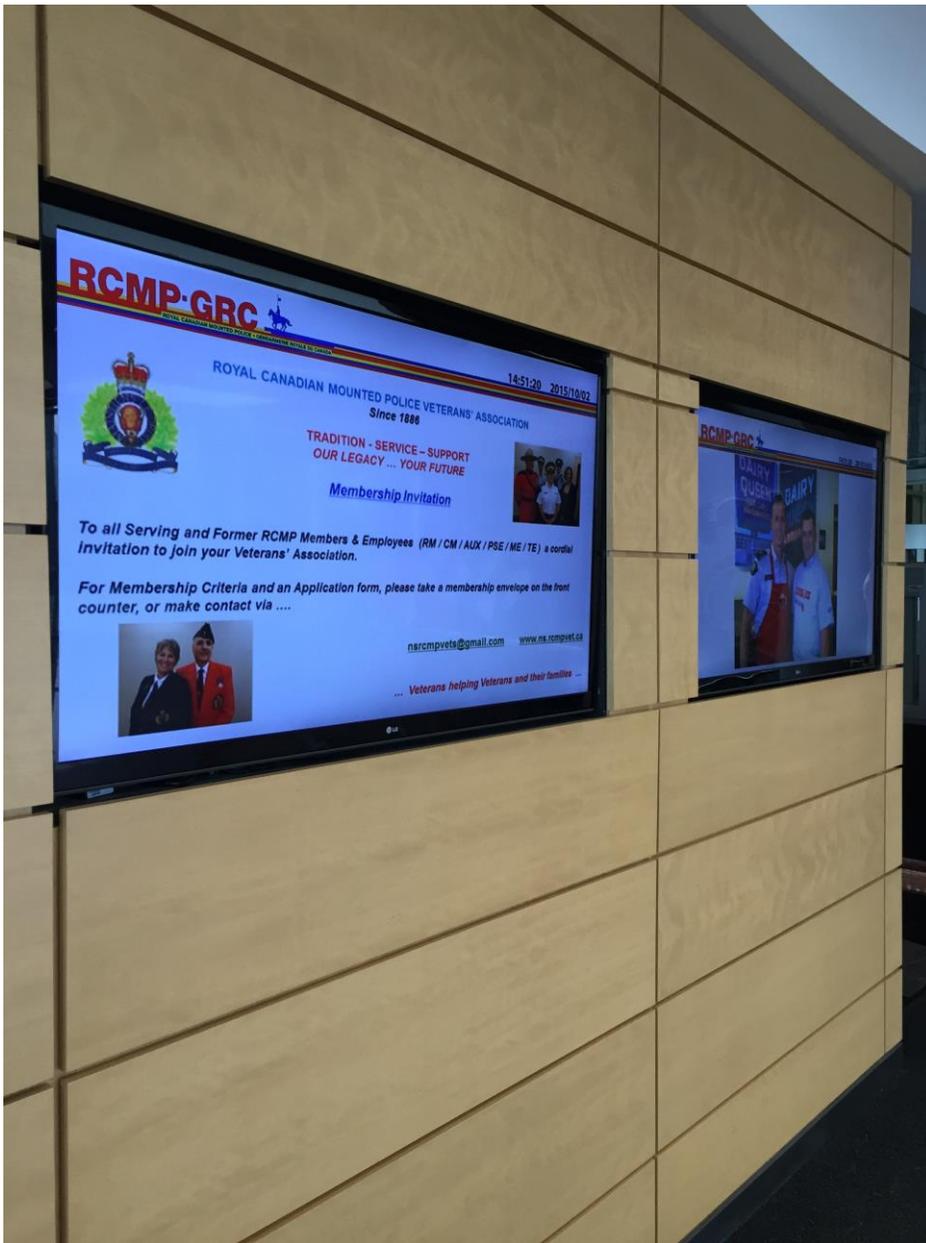
... Veterans helping Veterans and their families ...

Digital Signage Board - RCMP Buildings

Many RCMP buildings have digital signage screens to display messages, photos of events, items of interest, social invitations, etc., to both serving former members/employees and to outside visitors. In most cases, if the RCMP Division's Communications Manager is approached, a discussion can take place to have a Vets Association membership recruitment ad posted on the continually revolving screen. These screens are strategically located so their messages are observed by all

passing traffic. See the sample membership invitation on the left screen located in the lobby of "H" Division HQ.

Recruitment Survey 2015



Once again, just a reminder to keep record of the answers to the two questions on the reverse side of the Application form for each new member. The 2015 Recruitment Survey form is on the Association website under Membership/Recruiting. Hopefully this year I will get reports from all 30 Divisions by the end of January. It is important that we gather this information for recruiting assessment.

Join to Win - 3rd Quarter

This fun recruiting promotion with Tim Horton gift cards has produced some good feedback from the quarterly winners. Each quarter all new member names go into an RCMP hat for a draw of (12) gifts in denominations of \$15, \$20 and \$25. This 3rd Quarter draw the winners were taken from our very own Wedge Cap. The gift cards will be mailed to the lucky winners along with a welcome letter. The letter has 3 recruiting questions asking the recipients to provide responses. The recruitment report of 15 Jul 2015 has the text of these 3 questions. Here are the 3rd Quarter winners:

\$25.00 Cards - James Graves - New Brunswick Division
- Jules Martin - Victoria Division
- Fernand Martel - Quebec Division
- Richard Hamilton - Kingston Division

\$20.00 Cards - Brian Lynch - Regina Division
- Louise Rodrigue - Ottawa Division
- Brian Merryweather - Saskatoon Division
- Daniel Diemert - Okanagan Division

\$15.00 Cards - Charles Scott - Manitoba Division
- David Hickey - Newfoundland & Labrador Division
- Kurt Bringsli - Yukon Division
- John Anderson - Nova Scotia Division

Successful recruiting in the last quarter, please make every effort to achieve your Division goal.

George Savage, Chair
National Recruiting Committee
RCMP Veterans Association
(902)483-7608

“ The strength of a team is each individual member ... the strength of each member is the team” ~ Coach Phil Jackson

