



Merry Christmas & Happy New Year

Season's Greetings Everyone



RECRUITMENT REPORT - 15 DEC 2015

Another year is quickly coming to an end. I hope it has been a good one for you and your family. The year has been eventful for our Association with the installation of the new not-for-profit act. With it brings change and adjustment in order to comply with the legislation. The current edition of the Right Marker gives an overview of where we stand now and the next steps to develop a strategic plan for Growth as we go forward.

To enhance communications and strengthen relations between the Presidents and the Board, the "Liaison Director Model" has designated a director for each of the four Division regions. They will be a direct voice to the Board on matters of mutual concern and interest. Discussions with the Divisions will begin in January concerning growth, recruiting and many other topics.

With respect to membership growth, an understanding of the needs and expectations of the serving RCMP employees is required. To achieve this, steps are being taken to access the serving employees to learn what they think is important reasons and the value of belonging to the Association.

Now, here are the recruitment results for September, October and November:

Recruitment Goal - **41**/mth x 11 - 451
Active Members on November 30 - 271
Shortfall at the end of November 180

Associate Members end of November - 76
Associate Serving RCMP Employees - 7
Total Associate Members end of November 83

The recruitment results for December are not available yet, but it is obvious now that we will not achieve our annual goal of 488 new Active members. The final results and naming the top recruiting Division for 2015 will be announced in January. Remember that this year both Active and Associate members will count in the final tally, so keep the pressure on for getting new members this final campaign month.

The Howard Kearley recruitment campaign has been in existence for the past 4 years in its current format. During the process of reviewing and getting feedback from the Divisions on this format, the 2016 HK campaign is going to be suspended at this time. The Liaison Directors in the four regions will be having discussions with the Divisions starting in January and the continuation of the Howard Kearley Award will be an agenda item. I know that there are different views on holding an annual competitive recruiting campaign. But it's the only visual scoreboard that regularly shows how the Association is doing as a whole and continuously focuses everyone on membership recruitment. Growth of the Association has been identified as the primary concern for our existence into the future. Of course, there may be other campaign formats that could result in greater numbers joining the organization and they should be carefully examined and considered. But consider that the HK Award is well established now for over 6 years and it can certainly be modified to make it more attainable for large and small Divisions to compete. This is a friendly competition meant to simulate everyone to give their upmost attention to the common cause of membership growth. As Membership Directors you have a very important role to play in the growth, welfare and future of this Association; consider your recruiting options carefully.

George Savage, Chair
National Recruiting Committee
RCMP Veterans' Association

**The warmest wishes to you and your families for a very Merry Christmas
and a Happy, Healthy and Prosperous New Year.**