



ROYAL CANADIAN MOUNTED POLICE VETERANS' ASSOCIATION

RECRUITMENT REPORT - 31 Dec 2015

Good-day Directors and Happy New Year.

I hope everyone had a good Christmas season with family and friends. This will be the last recruitment report for the year 2015. I think you would agree that the recruiting results for the year are somewhat disappointing, only 312 new Active members or 63.9% of our recruitment goal of 488. The final numbers for all Divisions can be seen on the Active and Associate member spreadsheets.

The following are the final results to the end of December 2015.

Recruitment Goal - 41/mth (round) x 12	- 488
Active Members on December 31	- <u>312</u>
Shortfall at end of December	176

Associate Members end of December	- 95
Associate Serving RCMP Employees	- <u>7</u>
Total Associate Members end of December	102

As in previous years, the campaign formula for setting recruitment goals was based on the number of members in each individual Division. The membership was divided into blocks of 50, each block meant the recruitment of (4) new Active members. For example, if your Division membership was less than 50, then your goal was 4; if membership was 93, then your goal was 8; if your membership was 423, your goal was 36. New this year was a half credit given for each Associate member that joined. So the total credit earned by each Division is a combination of both Active and Associate members that were recruited during the year.

At present, the Howard Kearley Award campaign is on hold and not known yet if it will continue in 2016. It will be up to the Divisions to decide its fate, whether it can be modified so all Divisions compete equitably, or should a new recruitment model be adopted. Currently consultations are in progress between the Board Directors and the Divisions to try and draft a new strategic plan that hopefully will result in a significant increase in membership growth for our Association.

HOWARD KEARLEY MEMBERSHIP AWARD

2015 ASSOCIATION RECRUITMENT CAMPAIGN

2015 Winner - YUKON Division - with *Highest % Gain of 250.0*

Congratulations to Yukon Division, the 2014 winner for once again achieving a very impressive year of recruitment. Your Division will be presented with the 2015 Howard Kearley Membership Award on the AGM Cruise in September 2016, along with a \$250 hospitality gift to celebrate this well earned honour.

2015 total Recruitment Goal for (30) Divisions **488**
 2015 total number of new Active Members recruited **312** or 63.9%

	<u>Active Member</u> (One Credit)		<u>Associate Member</u> (Half Credit)		<u>Total</u>	<u>% Gain</u>
	<u>SetGoal</u>	<u>Credit</u>	<u>NoGoal</u>	<u>Credit</u>		
<u>GOLD</u> (100+ % Gain)						
Yukon	4	9	2	1.0	10.0	250.0
Nfld & Lab	16	24	29	14.5	38.5	240.6
London	8	16	2	1.0	17.0	212.5
Shuswap	8	11	8	4.0	15.0	187.5
Nova Scotia	48	41	20	10.0	51.0	106.3
<u>SILVER</u> (80+ % Gain)						
Ottawa	40	34	7	3.5	37.5	93.8
Quebec	32	28	4	2.0	30.0	93.8
Vancouver	36	29	5	2.5	31.5	87.5
Calgary	20	12	9	4.5	16.5	82.5
<u>BRONZE</u> (60+ % Gain)						
Cypress Hills	4	3	0	0.0	3.0	75.0
Central Vancouver Island	16	11	1	0.5	11.5	71.9
Kingston	8	5	0	0.0	5.0	62.5

Yukon's recruiting secret for success is pretty simple as revealed by their recruitment survey. The executive got out of the office, went and sought out former members, told them about the good work being done by the Association and then cordially invited them to take membership. So the lesson of the story ... *Go see the People ... it works!*

Recruiting new members, both Active and Associate, is very important work which is vitally necessary for the continued existence of our organization. I want to thank all Membership Directors for their dedicated efforts and hard work this past year. The only regret is that we didn't do a bit better in growing the membership of our proud and historic Veterans' Association. Hopefully 2016 will be a more productive year of growth.

JOIN to WIN ***4th Quarter Winners***

This is the final draw in the 2015 *Join-to-Win* recruitment promotion. This fun project was kindly supported through a financial donation by the Fred Falconer family Tim Horton's of the Annapolis Valley, NS. Each quarter a draw was made of new members and a welcome letter was sent to the winners with a Tim's gift card for \$25, \$20 or \$15. Feedback from the winners was solicited to learn why they had joined the Association, as this information is very helpful in analyzing recruitment initiatives as we go forward. Happy to report that some good feedback and comments were received from the recipients.

Congratulations to the following 4th Quarter winners:

\$25.00 Cards - Cliff Brown, London Division
- Bernard LeBlanc, Quebec Division
- Dave Conrod, Vancouver Division
- Michel Doucet, Nova Scotia Division

\$20.00 Cards - Ray Kolstad, Manitoba Division
- Ernest Chaulk, Newfoundland & Labrador Division
- Sylvain Hamel, Quebec Division
- Raymond Fast, CVI Division

\$15.00 Cards - Tom Wasiuta, Shuswap Division
- Terry Dueck, Edmonton Division
- Luke Sauve, Ottawa Division
- Jackie Chasse, Nova Scotia Division

Enjoy your Tim's refreshment folks.

During the Annapolis Valley Region's Christmas dinner held at the Royal Canadian Legion in Kentville, NS on December 10th, it was a pleasure to present the Falconer family with a Certificate of Appreciation from the National Executive for their very kind financial donation in support of the 2015 *Join-to-Win* project of the RCMP Veterans' Association.



Debbie Falconer, Geraldine Falconer, Fred Falconer Jr., George Savage, P/Pres. NS Division, Life Mbr. Fred Falconer Sr., S/Sgt. (Rtd.), Barry Gerrard, President NS Division

2015 Recruitment Survey Results

On the reverse side of the application form, two questions were presented in 2015 for new members to answer. Their feedback is helpful in assessing the effectiveness of our recruitment initiatives and advertising. The following are the results from surveys submitted by 25 Divisions; surveys were not received from 5 Divisions.

Question 1: *What influenced you to join the Vets Association?*

1. Always intended to join on Discharge - 128
2. Attended a Social / Recreation event - 10
3. Saw Ad in the Quarterly - 5
4. Reading VetsNet / Frank's F&Funnies - 5
5. Read CO's Annual Communique - 0
6. Attended an Advocacy Workshop - 4
7. Conversation at a Member's Funeral - 16
8. Invited by an Association member - 124
9. Saw the Recruitment Banner - 4
10. Visited Division or National website - 3
11. Attended a Roadshow meeting - 2
12. Was contacted & Rejoined - 11
13. Saw in my Online Exit Questionnaire - 3
14. Chat at a Coffee gathering - 15
15. Saw the Vet's Link on InfoWeb - 6
16. Other: *Joined* - after a visit to Depot; suggested by family member; suggested by Auxiliary Coordinator; wanted to join after spouse died; once found out that "serving" members could join. Observed group attending funerals, as non-members saw respectful way veterans supported the family and showed the 'flag' for their former RCMP members, wished to join upon seeing this show of support and respect.

Question 2: *Please indicate if you are willing to serve in some capacity within the Division on either the Division Executive or on a Committee.*

As indicated below, it pays to ask. The following Divisions have new members who volunteered to serve:

Ottawa (4) - two as members of communications team; one editor for newsletter; one for set up and run AGM nights; one for sick & visiting group

Nova Scotia (2) - one as Division Secretary; one to assist in project work

Yukon (1) - for committee work or executive position

Golden Horseshoe (1) - committee work

Vancouver (4) - committee work or executive position

Well folks, that's the final recruitment report for 2015. Let me ask you this as Membership Directors, are you content with the recruiting results?

We are now into a new year which challenges us to do better. As consultations continue with all Divisions to map out the road ahead, it is not known at this time whether there'll be a formal recruitment campaign in 2016. A decision will be announced some time in this first quarter.

I want to thank everyone for their support and cooperation the past year on this most important membership assignment. All the best, good luck and successful recruiting in the days ahead.

George Savage, Chair
National Recruiting Committee
RCMP Veterans' Association

PERSISTENCE

"Continuous effort - not strength or intelligence - is the key to unlocking our potential"

~ Sir Winston Churchill