



RECRUITMENT REPORT - 21 MAR 2015

2015 Association Recruiting Committee - Division Membership Directors

Greetings everyone. First, I want to welcome the new Directors to the 2015 Recruiting Committee and to welcome back those Directors who have stayed on from last year. To see who your colleagues are, the 2015 Committee is posted on the Association site under *Membership/Recruiting*. A new and exciting year ahead folks, I look forward to working with you all in the coming days.

2015 Recruitment Goal - 488 Active Members

Recruitment Goal - **41**/mth x 2 - 82
Active Members on February 28th - 57
Shortfall end of February 25

Associate Members end of February - 14
Associate Serving RCMP Employees - 3
Total Associate Members end of February 17

As shown, all Divisions need to pick up their recruitment numbers. At the end of February there's a shortfall of 25 Active members.

2014 Howard Kearley Award Winner & 2014 Year-End Recruitment Results

A little late getting the Howard Kearley Award announcement out but a big congratulations goes to **YUKON** Division as the top recruiter for 2014. The HK plaque and a \$250 hospitality gift will be presented at the AGM in Quebec City on May 29, 2015. The 2014 results for all Divisions are posted on the Association site. There could be a few errors in the final numbers as there were discrepancies between the monthly spreadsheets and the Association Data Base. The 2014 composite recruitment goal was 488 Active members, 357 were recruited being 73.2% of the goal. Pretty good but a little bit disappointing overall. In 2013 we achieved 97.6% or 457 new Active members. Hopefully we can improve the percentage this year and to this end the recruitment goal is remaining at **488**. Unfortunately each year we also have members pass away. In 2014 there were 101 deaths reported, therefore our net membership gain was 256 new Active members. But, four Divisions have not yet sent in this stat.

2014 Recruitment Survey Results

QUESTION 1: What influenced you to join the Vets Associations?

#1 Always intended to join on Discharge	- 90
#2 Attended a Social / Recreation event	- 2
#3 Saw Ad in the Quarterly	- 9
#4 Reading VetsNet / Frank's F & F	- 4
#5 Read CO's Annual Communique	- 4
#6 Attended an Advocacy Workshop	- 10
#7 Conversation at a Member's Funeral	- 4
#8 Invited by an Association member	- 118
#9 Saw the Recruitment Banner	- 7
#10 Visited Division or National website	- 17
#11 Attended a Roadshow meeting	- 3
#12 Was contacted & Rejoined	- 11
#13 Saw in my Online Exit Questionnaire	- 8
#14 Chat at a Coffee gathering	- 8
#15 Saw the Vet's Link on InfoWeb	- 1
#16 Other	- 15

Total Replies 311

21 - Divisions returned completed surveys

9 - Divisions didn't return surveys, as didn't keep records during the year

* Some new members gave more than one reason.

New Member Comments:

- *Attended funeral, impressed by the support and member turnout*
- *Wife encouraged him to re-apply after absence of number of years*
- *A visit to Depot*
- *Wish to join Division of my former postings and to be associated with former members whom I worked*

As observed, new members joined for a variety of reasons and our marketing and advertising has been effective in a number of cases. It's obvious that a personal invitation proves very successful for recruiting new members as is indicated by #8. For 2015, would "all" 30 Divisions please record on the Recruitment Survey the new member Answers entered on the reverse side of the Application forms. Make sure all applicants answer both Question 1 and Question 2. Please be diligent in collecting this statistical information, it's important for us to get this feedback.

Recruitment Potential

I wanted to get an idea of the number of former members that are potential applicants to join the Association. So I contacted the RCMP National HQ and asked for some statistics. In the last 15 years, 17,560 RMs and CMs discharged from the Force. No doubt there are about the same number for the previous 15 years back to 1975, so that's 35,000. In total there are probably 50,000 out there who have taken discharge from the Force. In those numbers we only account for a little over 5,000 or 10% as Active members. I think you're getting the picture, there are many potential candidates across the country to contact and invite to join their Veterans' Association. Now these statistics are only for former RMs and CMs, but we also have former and serving Auxiliary Members, RCMP PSEs, MEs and other eligible Associate members. Now the question is, why are we only scratching the surface in our recruitment efforts? I've expressed some of my thoughts in the latest edition of the Right Marker and in previous recruitment reports. If you have thoughts on this, I'd invite you to share them for the good of our organization. The following is a breakdown by province for the last 15 years:

Regular and Civilian Member Departures

Fiscal Years 1989/90 To 2013/14* - last 15 Years

<u>Province</u>	<u>Regular Member</u>	<u>Civilian Member</u>
Newfoundland	378	32
Quebec	937	97
Manitoba	874	104
British Columbia	4363	543
Saskatchewan	1383	142
Northwest Territories	115	15
Nova Scotia	917	191
New Brunswick	605	48
Alberta	2308	354
Prince Edward Island	121	16
Yukon Territory	74	18
Ontario	2824	1119
Nunavut	27	5
	<u>14,926</u>	<u>2,634</u>

Total RMs and CMs **17,560**

* Data extracted January 28, 2015

2015 Recruitment Campaign Rules

The 2015 Campaign Rules have been posted on the Association site under *Membership/Recruiting*. **Attention:** The big change this year is that you do not email monthly results or send applications into the Association office. Enter your new Active and Associate members directly onto the Association Data Base. I will prepare the monthly spreadsheets by retrieving the results from the Data Base. The other notable change this year is that credit will be given to Associate Members recruited.

Application Form Revision - 07 Mar 2015

The application form has some slight text changes but the main addition is QUESTION 2 on the reverse under QUESTION 1. This added question is asking new members if they would be interested in volunteering for an Executive position or serving on a Division committee. As we know it is difficult to get members to take volunteer roles, this is for them to self-identify at the time of making membership application. It is stressed that it's very important to have each new member answer these two questions on the applications so feedback on marketing, advertising and volunteering are collected. To record their answers the 2015 Recruitment Survey form is on the Association site.

Marketing and Advertising

We now have access to the Force's internal communications system, *InfoWeb*, for postings to a link on our Association website. Last year stand-up Recruitment Banners were placed in RCMP HQ buildings and Surrey and Burnaby detachments. There is a four page colour recruitment ad in each edition of the Quarterly. There's a posting on the VetsNet and in Frank's Facts & Funnies. A reference is made to joining the Veterans' Association on the RCMP Online Exit Questionnaire. These are just some of the current advertising spots to gain visibility for the organization.

Well that's it for this report folks. Good recruiting out there and let me know if you need any assistance. Welcome to spring.

George Savage, Chair
National Recruiting Committee
RCMP Veterans' Association

"Some succeed because they are destined to, but most succeed because there are determined to"
~ Henry Van Dyke

