



## RCMP VETERANS' ASSOCIATION

### HOWARD KEARLEY MEMBERSHIP AWARD 2015 ASSOCIATION RECRUITMENT CAMPAIGN

#### CAMPAIGN RULES

**Campaign Period** 01 January to 31 December 2015

**Recruitment Goal** The 2015 Division goal for **Active** dues paying members will be the same as 2014. One (1) credit for each member recruited.

For **Associate** members there will be no assigned goal.

A half ( $\frac{1}{2}$ ) credit for each new member recruited will be awarded.

Based on membership size, each Division is encouraged to recruit the following number of new **Active Members**:

Division Goal Total	
Cypress Hills - Thunder Bay - Yukon	3 x <b>4</b> = 12
Georgian Bay - Kingston - Lethbridge - PEI - Prince Albert - Shuswap - South Okanagan - BC North - Red Deer - London - Golden Horseshoe	11 x <b>8</b> = 88
Kamloops - Victoria	2 x <b>12</b> = 24
CVI –Newfoundland/Labrador - Saskatoon	3 x <b>16</b> = 48
Calgary - Okanagan - Regina - Toronto	4 x <b>20</b> = 80
New Brunswick	1 x <b>24</b> = 24
Edmonton - Manitoba	2 x <b>28</b> = 56
Quebec	1 x <b>32</b> = 32
Vancouver	1 x <b>36</b> = 36
Ottawa	1 x <b>40</b> = 40
Nova Scotia	1 x <b>48</b> = 48
<b>Total Active Member recruitment goal for 2015</b>	<b>488</b>

**Eligible Applicants** **Active** members – see membership criteria on application form.

**Associate** members – see membership criteria on application form.

**Note:** Honourary members are now considered Associate members pursuant to the Canada Not-for-Profit Corporations Act and Association by-laws.

## Application Credit

All new **Active** and **Associate** members to be entered on the Association Member Data Base on the date they join.

The monthly recruitment results will be taken directly from the Association Member Data Base by the Chair of the Recruiting Committee and tabulated on the **20<sup>th</sup>** of each month.

The only way to receive credit for new members is to add the information to the Member Data Base.

Association members who transfer from one division to another do not count as new members.

**Progress Reports** Results for all Divisions will be posted on the Association website at [www.rcmpvetsnational.ca](http://www.rcmpvetsnational.ca) under the Membership/Recruiting tab.

## Documents

Association Membership Application form  
Membership Criteria (on reverse of application form)  
Why Join? Pamphlet

## Recruiters

Membership Director and committee members  
Division Executive members  
All Division members

**Top Recruiting Division** The Division with the **Highest % Gain** on 31 December 2015.

## Winner Recognition

- The Howard Kearley Award (plaque) will be presented to the winning division at the Annual General Meeting (AGM) *along with a framed certificate and a \$250 hospitality gift.*

## Recruiting References

- Recruitment reports posted on the Association website under *Membership/Recruiting*
- Association By-laws and Association Manual posted on website.
- See the *Membership* section of the Association manual for reference.

## Advertising Assistance

- The InfoWeb, the RCMP internal communications system has a Veterans' Association link on its home page to direct serving employees to our site.
- Recruitment Banners have been placed in Division HQ's and large detachment buildings across Canada.
- Advertising is posted in The Quarterly.

- RCMP Online Exit Questionnaire
- RCMP Vets Net and Frank's Facts & Funnies
- Division Auxiliary coordinators
- CO's Annual Communiqué to RCMP employees
- RCMP Veterans' Association website

Best wishes and good recruiting to all Divisions.

George Savage,  
Chair, Recruiting  
RCMP Veterans' Association