

Recruitment - National Recruiting Committee - 2012



Greetings Division Presidents

It was good to see those of you who made it to the AGM cruise. A perennial topic at the AGMs is how to increase membership in our Veterans' Association. How do we attract and get former members to join the organization? And how do we keep them in the organization? What has been done in the past has obviously not worked as the membership has not grown; in fact is shrinking somewhat. Having spoken to many of you, I know that you are as concerned about this situation as I am. So I'm sure you would agree that we must try some new marketing and sales techniques or we'll be out of business in a few years.

Over the past six years there have been three major membership studies undertaken and reports prepared; the National Modernization Study in 2006; the National Membership Strategic Plan in 2010; and most recently, the Membership Study by Vancouver Division. A lot of hard work and time by many people has gone into producing these reports. Unfortunately, all the study and recommendations have not led to recruitment of a high volume of new members. I'm told that there are approximately 16,500 former members in the country. The Association only has about 4,600; less than a third. Obviously then a very large recruitment pool exists in which to find prospective new members.

I was asked to Chair this National Recruiting Committee because our Division has had some good recruitment results in the last couple of years. But it hasn't been easy, and the success achieved didn't happen overnight. Serious planning and implementation of initiatives started after the completion of the National Modernization Study in 2006 when Division members, non-members and spouses were surveyed for feedback. The Vancouver Division's comprehensive Membership Study arrived at many of the same conclusions as our major Nova Scotia member survey and suggests a lot of commonality of issues. I will be asking for your enthusiastic support and participation in implementing some of these initiatives that have proven successful. This will require dedicated work and time on your part as leaders of your respective Divisions. The challenges will be offset by the rewards when positive results are achieved. It will take some time and effort to get everything in place and functioning smoothly.

The primary reference that will be used is the National Membership Strategic Plan that was approved last year by the BOD. To see what can be accomplished if we conduct a formal, structured recruiting campaign in 2013; I propose a friendly competition for the Howard Kearley Membership Award. In order to establish recruitment goals, I will be asking you in December to

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provide the number of Active and Life members in your Division. In the lead-up to the January 1st. kick-off, we will work to put in place some of the Best Practices in the Membership Strategic Plan, as well as some other initiatives. I would appreciate you giving me your "best, single recruiting idea" that's proven successful in your Division.

My next message to you will have attached a new universal Membership Application form. On the reverse there will be the criteria for each class of membership. We desperately need to standardize our documentation and to design it to have aesthetic appeal.

It's time folks to aggressively market and sell our product for the survival of this Association. We're all volunteers in the leadership and work of this organization so the task falls to us to succeed. I trust that you all will fully participate in this recruiting drive and will give it your best effort. I look forward to us working together as a team in the months ahead.

George Savage, Chair
National Recruiting Committee
Imd. P/President NS Division

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Thought of the Day - *Individually we are one drop.*

Together, we are an ocean. ~ Ryunosuke Satoro

Who Am I? - Reg. # 22257, S/Sgt. (Rtd.)

- Joined 4 Jan 62; Retired 16 Jun 87; 25 $\frac{1}{2}$ yrs. service
- Detachment "J" Div.; Ident., Fredericton, Halifax, Yarmouth
- Crime Labs; Forensic Documents Regina; i/c Halifax Doc. Section
- Graduated U of Regina 1975, BA (Dist.)
- Financial Advisor past 20 years since retiring
- Joined NS Division Vets Assoc. 1987
- Served on Finance Committee; Division Modernization Rep.
- Division President 2010/2011