



RECRUIT & RETAIN

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Current Situation

- Loosing members faster than we are attracting new ones
- All volunteer organizations are dealing with diminishing membership
- We aren't doing a good job of promoting our mission to the public
- Weak in onboarding, mentoring and involvement planning





REPORT OUT

- **Common Practice Sharing**
- **National Report (NACON)**
- **Useful Tools and Materials**
- **Recommendations**





COMMON PRACTICE SHARING





What we got - D5NR

- PE Classes – (Incorporate Materials)
- VE Inspections – (Hand outs)
- PA Booths – (Shows, Fairs, Public Events)
- Boating Clubs
- Advertising – (Newspapers, Online)
- Parents of Coasties





D5NR

- Not Much Commitment
- Limited Thinking “Outside the Box”
- Poor Follow-up
- Expectation that New Members “Need Us” more than we need them
- Little Mentoring and Involvement Planning





NATIONAL REPORT (NACON)





National Best Practices

- Marketing/Advertising in ABS Classes
- National Web Site “Robot” Leads
- Speaking at Other Volunteer, Civic and Business Opportunities
- Local Radio & PA Announcements





National Best Practices

- Concentric Circles (Friends, Family, Alumni, Neighbors, Affected by Issues)
- Social Media
- Discharged Military
- Parents of Coast Guard (other Military)
- Vessel Exams & PA Events





Recruiting “101”

- ✓ Create a Recruiting Team
- ✓ Define a Compelling Message
- ✓ Develop a Standardized Process
- ✓ Utilize Tools and Materials
- ✓ Market your Message
- ✓ Make Enrollment Simple
- ✓ Assign a Mentor





USEFUL TOOLS AND MATERIALS





UNITED STATES COAST GUARD

Office of Auxiliary

**Membership
Recruiting
and
Retention Guide**

COMDTPUB P16794.12B

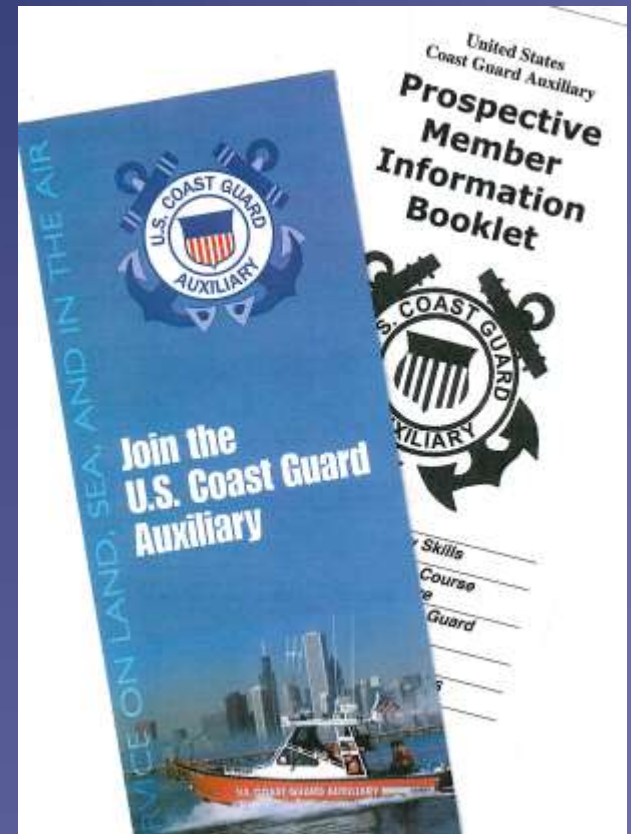
**Membership Recruiting
and Retention Guide - 1998**





Tools & Materials

- Well Maintained Web-Sites
- Social Media
- Posters
- Public Affairs Displays
- Auxiliary Brochures





RECOMMENDATIONS





Web-Site “Robot”

- Take each Lead Seriously
- Don't assume that another Flotilla is handling this
- Follow-up Quickly
- Be Persistent
- These people already have an interest in Joining – “close the deal!”





Recommendations

- Make Recruitment a Priority
- Follow-up in a Timely Manner on all Leads
- Be Persistent, Get a Face to Face
- Speak in Clear Civilian Language
- Sell the “WIFM” and How they can help the CG Mission





Recommendations

- Make the Enrollment Process as Simple as Possible
- Set Clear Expectations
- Assign a Strong Mentor
- Encourage Early Involvement
- Recognize them for their Participation and Accomplishments





Follow-up

- Full Findings and Report will be posted on D5NR Web-Site
- 1998 Report will be Forwarded to National Requesting an Update



