



Step One: Unit Assessment

Before you can start to develop any sort of “plan,” you first need to look at the status of your Unit, what it has to offer and what you want to accomplish.

Why do you need a Recruiting Plan?

A well-planned out initiative will yield higher results for recruiting...and retaining those members...versus just “hosting an Open House.” Know why you want to add members to your roster, what type of members you want to target and if you Unit can handle adding new members or needs help from Group or other units.

There is a common theme from the National Exit Surveys as to “why” members leave:

- 1) Experience wasn’t what they were told it was going to be
- 2) Lack of activities and training
- 3) Lack of communication
- 4) Not feeling needed or appreciated

By taking the time to do an assessment of the current standing of your Unit and not going right into “recruit” mode, you will put yourself in a better position to retain these members that you will put so much effort into recruiting.

The rest of this booklet is to be used as a workbook so that you can immediately write down any thoughts or ideas to help you better formulate a plan for recruiting year-round in the blue boxes on each page.

So, let’s ask our first question:

Who will you include on this planning process and when will you have the first meeting?



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Here are some key questions to ask when putting together a recruiting plan specifically for YOUR Unit:

1) Why are you trying to recruit?

You can better focus your recruiting platform when you know who and why you are recruiting. Is it to add members? Is it to help fill staff positions? Is it to expand the Unit to include staff in other areas?...i.e. building ES teams, finding more members to manage Cadet programs, etc.

2) What type of recruiting do you want to focus on?

Are you looking to increase the number of cadets, the number of seniors, or both? Don't recruit just to build a roster! Remember that once you "recruit" the new member, you automatically have to start working on "retention." So if you bring on too many members at once, you may not be able to get them through the training in a timely manner or have enough to get them involved to keep their attention.

3) What are your Unit's "prime" activities?

If you are going to recruit people, you will need to have on-going or frequent activities/training to keep them engaged.

*What regular activities does your Unit have planned for the upcoming year?

*What training does your Unit conduct or needs to conduct for new members?



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4) What is your plan for on-boarding the new member?

Yes, you need a plan. Don't just invite them to a meeting, have them fill out an application and then tell them they "need to study to get their Curry" or "need to complete Level I."

Questions to develop an on-boarding plan:

*Who is the member that will be assigned as this new member's "buddy"?

*Do you have an "announcement" process in place to introduce the new member to the rest of your Unit?

*How will you help them get through their first 90 days? Great Start for Cadets and Seniors provides a guided process but you need to integrate that with your Unit's weekly meetings.

*Who is going to track the new members progress to make sure they are getting through everything they need and staying engaged?



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5) Is your Unit setup to advertise and publicize itself?

While 50% of all members who have joined CAP did so from word-of-mouth, we live in a world where social media has become a dependent part of our everyday lives. Its not just Cadets that "text" or use Facebook and Twitter – it's the Seniors as well.

A) Does your Unit have a webpage?

You can easily set a simple one up using Google and it won't cost the Unit anything. Be sure to use your Unit name in the web address so it shows up in "searches." Using your Unit charter number won't help you pop up on the first search page.

B) Make sure your "Home" page includes two vital things:

- 1) What your Unit does...not just the standard "what does CAP do." You are trying to attract people to YOUR Unit – include photos from activities to catch their interest.
- 2) List contact information! People today spend less than 30 seconds scanning a page to see whether or not they will look for more information or move on. If they don't have to "click" somewhere else or scan to look for who to contact, they will be more inclined to reach out for more information.

C) Does your Unit have a community Facebook page?

Having a "community" page is the easiest advertising tool your Unit can set up and maintain for ongoing recruiting purposes!

In 2012, it was estimated that Facebook had 1.2 BILLION users world-wide! According to a Nielsen Media Research study from 2011, Facebook is the second most-accessed website in the U.S. (second only to Google). If your Unit has a Facebook page open for the public to view, your "page" will probably show up in the top 5 results thanks to Facebook's rating on Google.

You will want to make sure you post information about your Unit that can easily and quickly be found: Where do you meet? When do you meet? Who can they contact for additional information? What kinds of activities does your Unit do?

Because Facebook allows the option to "share" interesting articles, status updates and photos with their "Facebook friends" which now may draw more interest to your page. Now people who may never of heard of CAP- and never thought to search for it - see what their friends share and may go to check it out for themselves....curiosity will want them learning more - or just trying to find out "what is CAP? and why do they keep posting about it?"