Annual Recruiting Plan Worksheet

Calendar Year: 20xx

Unit Name: Charter Number:

Completed By: Date Completed:

Commander Approval: Date Approved:

1. Current Membership:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Membership Last Year (31 DEC) | Current Membership (Today) | Membership Goal This Year(31 DEC) | Members Remaining to Meet Goal |
| Senior Members |  |  |  |  |
| Patron Members |  |  |  |  |
| AE Members |  |  |  |  |
| Cadet Sponsor Members |  |  |  |  |
| Cadets |  |  |  |  |

1. Cohort Recruiting
	1. Spring Open House Date:
	Recruiting Officer Verifies:
		* Unit Calendar Checked for Conflict
		* Wing Calendar Checked for Conflict
		* Local School Calendar Checked for Conflict
		* Community Calendar Checked for Conflict
	2. Spring Marketing Plan Project Officer:
		* Flyers at Local Schools
		* Flyers at Local Community Organizations
		* Current Members Asked to Invite 2 Prospective Members Each
		* Open House on Unit Calendar/Website
		* Print Announcement (local paper)
		* Radio Announcement (local station)
	3. Spring Open House Point of Contact:
	Responsible for:
		* Cadet Programs Staff Involved
		* Aerospace Education Staff Involved
		* ES Staff Involved
		* Hands-on Activities Planned
		* Flyers with Follow-Up Information (Meeting Info) Printed
		* Unit Members Reminded to VERBALLY ASK Visitors to Join (nicely)
	4. Fall Open House Date:
	Recruiting Officer Verifies:
		* Unit Calendar Checked for Conflict
		* Wing Calendar Checked for Conflict
		* Local School Calendar Checked for Conflict
		* Community Calendar Checked for Conflict
	5. Fall Marketing Plan Project Officer:
		* Flyers at Local Schools
		* Flyers at Local Community Organizations
		* Current Members Asked to Invite 2 Prospective Members Each
		* Open House on Unit Calendar/Website
		* Print Announcement (local paper)
		* Radio Announcement (local station)
	6. Fall Open House Point of Contact:
	Responsible for:
		* Cadet Programs Staff Involved
		* Aerospace Education Staff Involved
		* ES Staff Involved
		* Hands-on Activities Planned
		* Flyers with Follow-Up Information (Meeting Info) Printed
		* Unit Members Reminded to VERBALY ASK Visitors to Join (nicely)
2. Event Recruiting
	1. Recruiting Event (name): Date:
		* Project Officer Assigned:
		* Table / Booth Space Secured
		* Recruiting Collateral Printed & Ready (flyers/brochures)
		* Hands-on Activity Prepared
		* Knowledgeable and Presentable Members Available to Assist
	2. Recruiting Event (name): Date:
		* Project Officer Assigned:
		* Table / Booth Space Secured
		* Recruiting Collateral Printed & Ready (flyers/brochures)
		* Hands-on Activity Prepared
		* Knowledgeable and Presentable Members Available to Assist
	3. Recruiting Event (name): Date:
		* Project Officer Assigned:
		* Table / Booth Space Secured
		* Recruiting Collateral Printed & Ready (flyers/brochures)
		* Hands-on Activity Prepared
		* Knowledgeable and Presentable Members Available to Assist
3. Targeted Recruiting - Current Unit Vacancies/Personnel Needs:

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| --- | --- | --- | --- |
| Vacancy | Prospect for Recruiting (Organization/Individual) | Network or Relationship | Date for Next Meeting/Visit |
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1. Community Outreach
	1. Presenting about CAP

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| --- | --- | --- | --- | --- | --- |
| Organization Name | Point of Contact Name | Organization POC Email | Organization POC Phone | Date of Presentation | CAP Project Officer/Speaker Assigned |
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* 1. Community Service (Schools, Churches, Vets’ Orgs, Senior Homes, etc)

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| --- | --- | --- | --- | --- | --- |
| Organization Name | Point of Contact Name | Organization POC Email | Organization POC Phone | Date of Service Project | CAP Project Officer Assigned |
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1. Retention
	1. Renewal Reminders
		* How will these be sent/discussed with members?
	2. Exit Interviews
		* Who will be responsible to interview/survey a non-renewing member?
		* Who will collect the results of the interview/survey and report them to the commander?
	3. Parent Satisfaction Surveys for Cadets
		* Who will be responsible to interview/survey parents?
		* Who will collect the results of the interviews/surveys and report them to the commander?
	4. Membership Appreciation
		* What kind of membership appreciation can the unit accomplish?
		* When will this take place?
		* Who will be the project officer for this?