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?