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Note:

These worksheets are for CAP personnel with responsibilities for relationship management as part of their role. Completed worksheets will contain PII, and should be handled accordingly.

Recruiting Prospecting resources

Instructions & Worksheets

Recruiting & Retention Prospecting Instructions

Several positions on a unit staff need to interface with public to build rapport, develop support, and engage with stakeholders in order to accomplish our missions.

This is especially true for Recruiting and Retention Officers, who need to work seamlessly with Public Affairs Officers, Cadet Program Officers, Personnel Officers, and others across the enterprise.

In order to provide this seamless cooperation, up-to-date and accurate information about our community partners (and prospective community partners), what their capabilities and priorities are, and how CAP and these other groups can provide mutually beneficial support to each other.

Prospecting documents like these worksheets are living documents, and should be updated after nearly every interaction between CAP and the outside organization. They should reflect the current status of the organization, and be of use for building current and future plans for conducting recruiting operations and holding recruiting events. They should be shared within CAP and only with those personnel who will be interfacing with the organization or planning such events. We should keep these worksheets professional, to-the-point, and safeguarded from unplanned use. Because these worksheets hold sensitive information, including personally identifiable information (PII), we must be diligent about how they are handled.

Information is a powerful tool to ensure that our recruiting efforts build on successes, address previous setbacks, and substantially build the pool of personnel and resources that are vital to accomplishing our three missions.

Recruiting & Retention Prospecting Summary Worksheet

Date Updated:

Unit Name: Charter Number:

Completed By:

1. Describe what the unit needs community support/outreach to accomplish:
2. Schools Within \_\_\_ Miles of Squadron
   1. K-8 Public Schools

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| Name | Address | POC | Phone | Current CAP Members Attending? | Notes |
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* 1. Public Middle Schools

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| Name | Address | POC | Phone | Current CAP Members Attending? | Notes |
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* 1. Public High Schools

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| Name | Address | POC | Phone | Current CAP Members Attending? | Notes |
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* 1. K-8 Private Schools

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| Name | Address | POC | Phone | Current CAP Members Attending? | Notes |
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* 1. Private Middle Schools

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| Name | Address | POC | Phone | Current CAP Members Attending? | Notes |
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* 1. Private High Schools

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| Name | Address | POC | Phone | Current CAP Members Attending? | Notes |
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* 1. Home School Organizations

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| Name | Address | POC | Phone | Current CAP Members Attending? | Notes |
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* 1. Colleges/Universities

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| Name | Address | POC | Phone | Current CAP Members Attending? | Notes |
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1. Civic Organizations Within \_\_\_ Miles of Squadron  
     
   🞏 Rotary Clubs 🞏 Kiwanis 🞏 Churches 🞏 VFW  
   🞏 Odd Fellows 🞏 Chamber of Commerce 🞏 American Legion  
   🞏 Lions 🞏 Elks 🞏 Eagles 🞏 SAR Organizations

🞏 Optimists 🞏 Other: 🞏 Other:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name | POC | Phone | Relationship with Squadron | Opportunity | Notes |
|  |  |  |  | * Recruit from Members * CAP Presentation * Service Project * Host an Event |  |
|  |  |  |  | * Recruit from Members * CAP Presentation * Service Project * Host an Event |  |
|  |  |  |  | * Recruit from Members * CAP Presentation * Service Project * Host an Event |  |
|  |  |  |  | * Recruit from Members * CAP Presentation * Service Project * Host an Event |  |
|  |  |  |  | * Recruit from Members * CAP Presentation * Service Project * Host an Event |  |

Recruiting & Retention Prospecting Details Worksheet

Date Updated:

Unit Name: Charter Number:

Completed By:

1. Organization (name):
   1. Organization Description:
   2. Organization Mission Statement:
2. Primary Point of Contact (Name):
   1. Title:
   2. Phone:
   3. Email:
   4. Relationship with CAP:
   5. Description of involvement or potential involvement with squadron:
   6. Description of next steps:
   7. Other Notes: