



# Detachment Officer Orientation

Understanding the Duties  
of the  
Detachment  
Jr. Vice Commandant

# • Detachment Jr. Vice Commandant

Join Us!

## Jr. Vice Commandant

- Responsible for the membership drives
- Establishes a recruiting drive for the year
- Encourages members to visit areas of recruiting monthly
- Identifies areas to recruit and visit
- Welcomes new members to the meeting
- Reports any new members and recruiting effort at the monthly detachment meeting
- Greets any new members with the Sgt. at Arms before the detachment meeting
- Introduces any new or potential members during the Jr Vice Report.
- Designs and publishes recruiting brochures, post cards and posters to be placed in the community.
- Establish the financial requirements for the year for recruiting and ensure its added to the operational budget.

# Places to Recruit Members

## Recruiting Places

- VFW Posts in the area
- American Legion posts in the area
- Marine Recruiting Office
- Marine Corps Reserve Center
- Personal Work place's



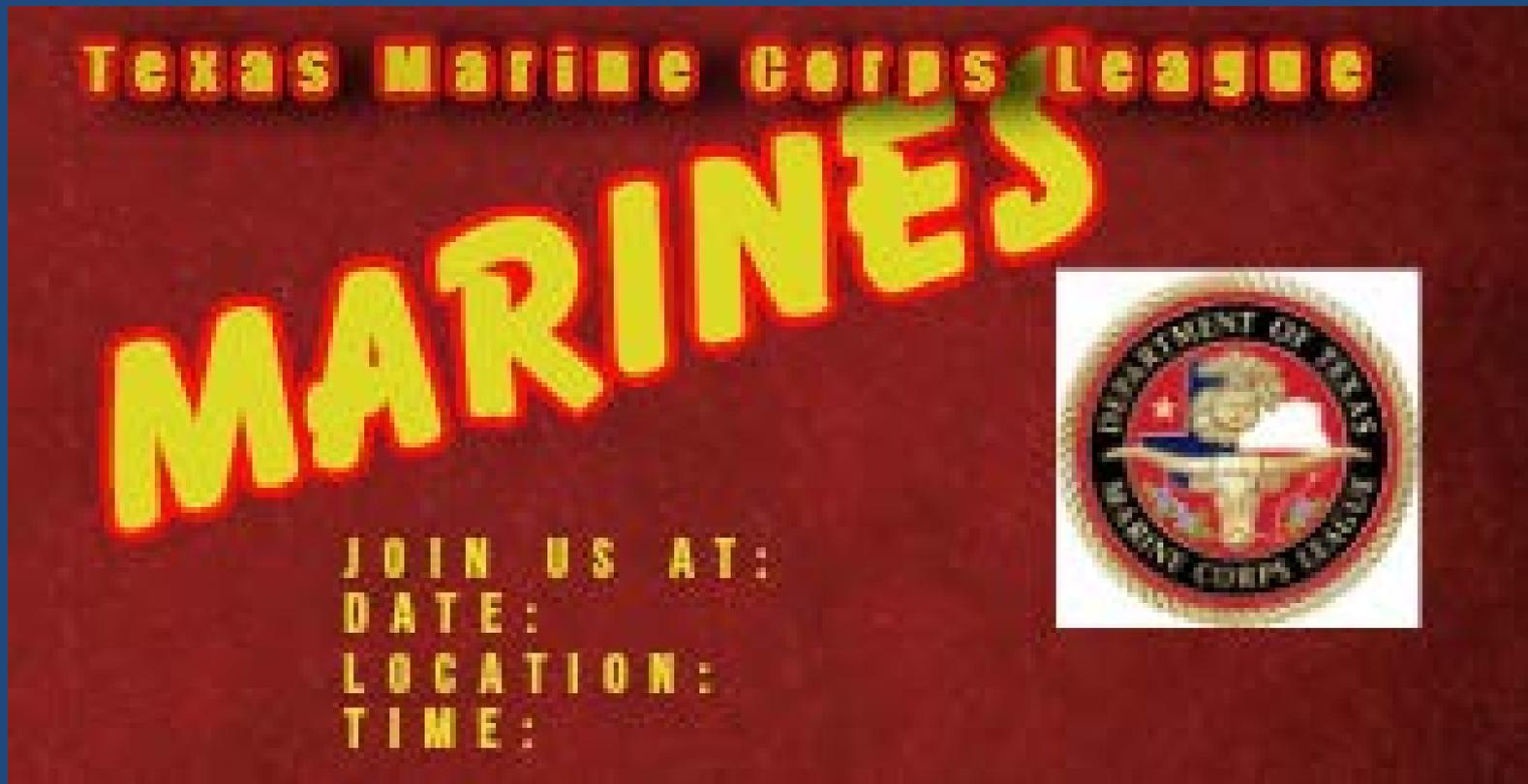
# Recruiting Materials

- Recruiting posters placed in any location that Marines would Visit
- Postcards that can be placed on windshield of vehicles with a Marine emblem.
- Detachment business cards with meeting location, time and date.
- Radio and newspaper announcement or news of detachment events.
- Television detachment event release

# Media Release Sample

- FOR IMMEDIATE RELEASE: CONTACT: Contact Person Company Name Voice Phone Number FAX Number Email Address Website URL
  - <HEADLINE>
  - <City>, <State>, <Date> - The first paragraph. Begin your press release with a two sentence paragraph that provides a quick overview of the news why it is important. It should read easily and make your news sound exciting to a general audience.
  - Next, provide some background information on the product or service. Make sure to write your release in terms that readers consumers, your target audience, and the general public will understand. Do not use industry terminology, and provide definitions that readers might not know about or understand.
  - Your text should explain the purpose, target market, and benefits of your product or service, and intrigue the the reader to find out more, visit your website, contact you for more information, recommend your product to a friend, or sell your product to management.
  - ABOUT <COMPANY> The final paragraph should be a brief description of your company and the products and services it provides. Include a summary of other products and services your provide, and a brief history of the company. Also include "For more information, contact: " as the last sentence.
  - - END –
- **Generate a list of all local newspapers, television and radio stations**

# Post Card Sample



Cards can be pout on the windshield of a car

Making sure that a contact name wna phone number is on the back of the card

**Leonardo Da Vinci**

Creator of the most well known portrait in the world, the Mona Lisa, Da Vinci is a genius that still has a reputation of unrivaled talent. Considered the father of the Renaissance and the first designer for Da Vinci's architecture, engineering, science and art. Considered to be the most famous man in history, his work has inspired the world for centuries. He is buried in the Church of San Donato in France, de Vinci, France.



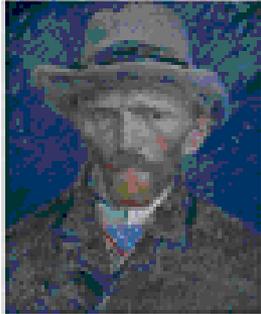
**Phrases**

The last stroke of Da Vinci is that the essence of life is a constant struggle between the light and the dark. The Mona Lisa is a masterpiece of the Renaissance, a work of art that has inspired the world for centuries. He is buried in the Church of San Donato in France, de Vinci, France.



**Winslow Homer**

Winslow Homer was born in 1837 in New York City. He was a painter and an illustrator. He is best known for his maritime scenes. He was a member of the National Academy of Design. He was a member of the Society of American Artists. He was a member of the Society of Marine Artists. He was a member of the Society of Watercolor Artists. He was a member of the Society of Oil Painters. He was a member of the Society of Sculptors. He was a member of the Society of Engravers. He was a member of the Society of Lithographers. He was a member of the Society of Printers. He was a member of the Society of Bookbinders. He was a member of the Society of Stationers. He was a member of the Society of Stationers.



**Phrases**

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**McKenzie Art Gallery**

**Opening Hours**

Monday to Friday 10am to 5pm  
 Saturday 10am to 4pm  
 Sunday 11am to 4pm

Open Public Holidays

**McKenzie Coffee Break**



Enjoy a coffee and a slice of the gallery's coffee shop. Light lunches are also available. A great place to sit and discuss your favorite art pieces.

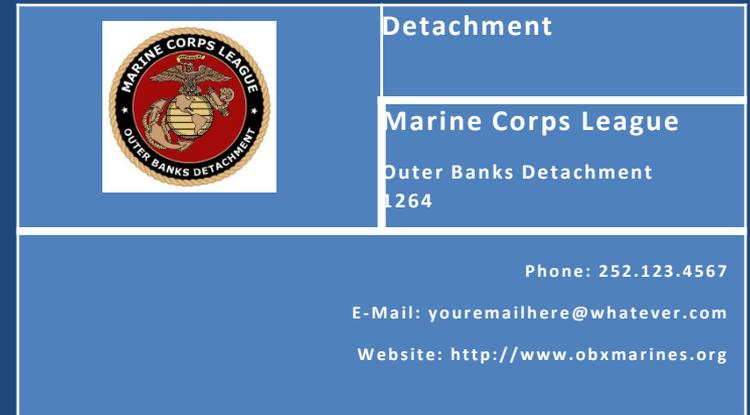
**McKenzie Art Gallery**  
 1000 10th Street  
 Regina, Saskatchewan  
 S4P 0Z6  
 Phone: 306-773-1100  
 Fax: 306-773-1100  
 Email: info@mckenzieart.com

Brochures can be designed in word or Publisher to promote the detachment

## Detachment Brochure Sample

# Detachment Business cards

- Detachment generic business cards can be designed so that any member can use it and put their name on the back with contact information



# Detachment Health

The detachment health is dependent on its membership, The Jr. Vice Commandant is the person that the detachment relies on to maintain the membership and recruit new members.

- The Jr. Vice Commandant must have a copy of the detachment roster and keep it updated.
- Follow-up of those members that have not paid their annual dues must be made through a phone contact.
- The Jr Vice must always have a quantity of new membership forms available
- Information on the new members must be relayed to the Adjutant and the sr. Vice Commandant for the monthly activity report.
- A monthly meeting report must be made on all the Jr Vice Commandants recruiting effort.

# Annual Staff Planning

- The Jr Vice Commandant must:
  - Establish an monetary requirement to purchase or print all detachment recruiting materials
    - 500 Generic Business cards
    - 200 brochures
    - 50 Posters
    - Welcome aboard fund for a new member drink
- Establish an annual new member goal
- Identify all regular members and their membership renewal.
- Identify a life potential ne life member
- Set the budget for presenting a 2<sup>nd</sup> year commandant with a life membership



“Thank you for all you do”

Semper FI