

RECRUITING



“Looking for the few good members”



RECRUITING



Targeting recruiting area's
Identifying potential new members
Recruiting Ratios
Theme and Compelling Message
Challenging members



TARGETING AREAS

- Marine Corps Recruiting Offices
- Marine Corps Reserve Centers
- Veterans Hospitals/Clinics
- VFW Posts
- American Legion Posts
- Media that focuses on Veterans and is veteran friendly
- Local Church Bulletins



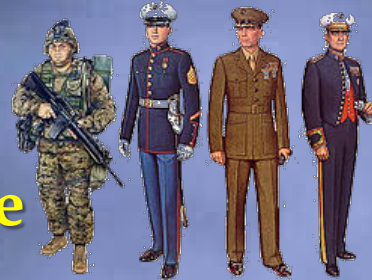
An American flag is shown on the left side of the slide, partially obscured by the USMC emblem. The emblem features a globe with an eagle perched on top, surrounded by a anchor and a crossed sword. The background of the slide is a dark blue gradient.

RECRUITING OFFICES

- Every Officer should make it a point to visit a recruiting office once a month
- Ask for leads of newly released Marines
- Leave a Poster or Flyer in the office
- Make them aware that our goal is also USMC Recruiting
- Make parents aware of the Detachment and invite them out to a meeting and meet marines

MARINE RESERVE CENTER

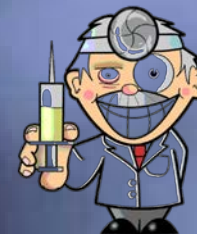
- Make Contact with the Reserve Leadership.
- Ask and see if you can setup an information table in their center during their monthly drills.
- Get personal email address and send out the monthly news letter





VETERANS HOSPITALS

- Get the hospitals community or HR contact information
- Identify the Veterans Service Officer
- Get the hospital calendar of events
- Get Permission to setup an information Table



An American flag is shown on the left side of the slide, partially visible, with the stars and stripes clearly seen.

VFW AND AMERICAN LEGION POSTS

- Get the post contact information and web sites
- Identify the post commander, call him if not present
- Get the Post calendar of events
- Get Permission to setup an information Table on their meeting night



An American flag is positioned on the left side of the slide, partially visible. The background is a solid blue color.

RECRUITING RATIO

- It takes 3 contacts to encourage someone to join
- 3 Follow-ups to let them know your interested
- Use all 3 medias to encourage membership, Facebook, Webpage, and newsletter
- Bring them to the meeting, meet them and have them ride along so that they can see how to get to the meeting place

An American flag is shown on the left side of the slide, partially visible, with its stars and stripes clearly depicted. The background of the slide is a textured blue gradient.

COMPELLING MESSAGE

- **Have a unit purpose**
 - Camaraderie
 - Help out local Marines in need
 - Support Marine at the VA Hospital
 - Support families when in grief
 - Scholarships
 - Eagle scout recognitions
 - ROTC support with awards
 - Toys for tots program
 - Perpetuate the History and Traditions of our corps