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
• 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
• 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
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
RECRUITING RATIO

• It takes 3 contacts to encourage someone to join

• 3 Follow-ups to let them know you're 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
• 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