

Recruiting

&

Retention



*Is better
described
as...*

GROWTH



What if we ran a factory?

❖ 115 years old

❖ Produces a one-of-a-kind product

- Consumers may choose a similar product over ours – not everyone wants our product
- Some dislike our product to the extent that they want it abolished and our factory closed

❖ Past 20 years –

- 90,000 customers
- 2/3 (60,000) quit using our product

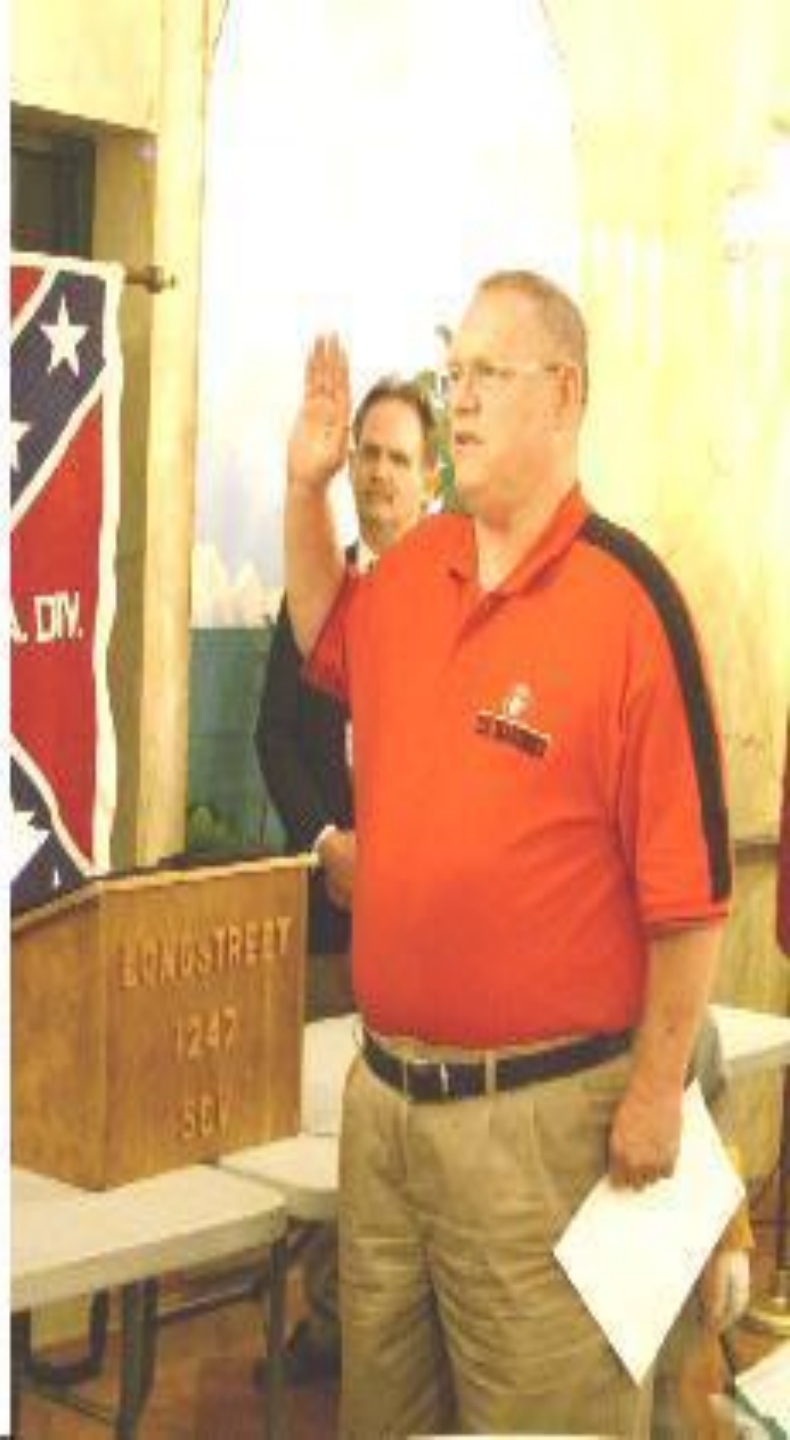
Let's ask 3 questions...

- ❑ **MOST IMPORTANT** - How do we attract new customers that we don't lose?
- ❑ **MORE IMPORTANTLY** - How do we keep current customers?
- ❑ **FIRST** - How do we bring back the lost customers?

GROWTH

- Recruiting
- Reinforcement
- Retention
- Reinstatement
- Replication

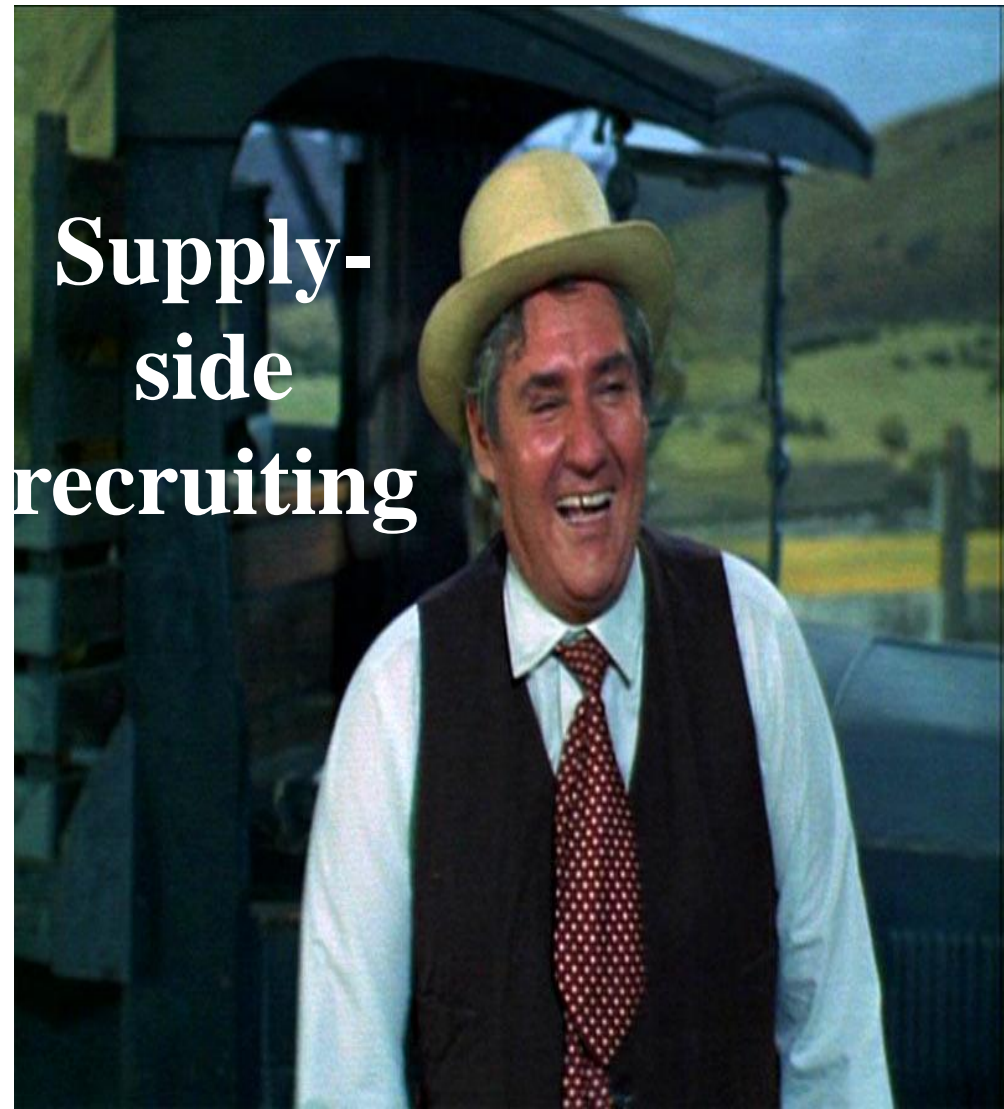
Who is the
primary
beneficiary of
SCV recruitment?



What is the
primary
motivation for
SCV recruitment?

"...the vindication of the cause for which (the Confederate soldier) fought... the defense of (his) good name, the guardianship of his history, the emulation of his virtues, the perpetuation of those principles which he loved... to see that the true history of the South is presented..."

2 philosophies on recruiting...



*In other words... we
need to be more
concerned about
helping a man to honor
his heritage than just
“pushing” membership*

Recruiting

- Keep an on-going prospect list
 - Send newsletters, announcements, etc.
 - Purge list as necessary (15-18 mos?)
- Advertise meetings in local weekly paper
- Annual recruiting meeting
 - Invite prospects (written invitation) –
 - From list
 - From member contacts
 - Place ad in local weekly paper (sound familiar?)
 - Easily found location (not necessarily regular site)

Recruiting (cont.)

- Annual recruiting meeting (cont.)
 - Use SCV media (kiosk, videos, etc.)
 - Answer questions about the SCV
 - Make it a regional or Brigade meeting – involve other camps
- Utilize *Friends of the SCV* more effectively
 - Genealogy can take time – *Friends* allows us to quickly identify and assimilate our allies
 - Serves as a “holding tank” – *Friends* can become full members

Friends of the SCV- Membership Application

Full Name: _____

Street Address: _____ City: _____

State: _____ Zip Code: _____ E-Mail Address: _____

Phone number: _____ Gender: _____ Male _____ Female

Date of Birth: _____

Name and location of Sponsoring SCV Camp: _____

Name of recommending SCV member: _____

I have enclosed a check in the amount of \$40.00, made payable to the SCV for an initial membership in the Friends of the SCV for which I will receive a membership certificate, lapel pin and a one year subscription to the Confederate Veteran magazine which is published six times each year. I promise to always conduct myself in a manner that will reflect positively on the Sons of Confederate Veterans, its members, camps and divisions and especially the Confederate soldiers and sailors whose good names and military service the organization honors by its very existence. Furthermore, I declare that I am not a member of any anti-American or hate group such as the KKK, neo-Nazi or other White supremacy organization, including groups whose objectives are contrary to the mission and purpose of the SCV as described above and in official SCV literature.

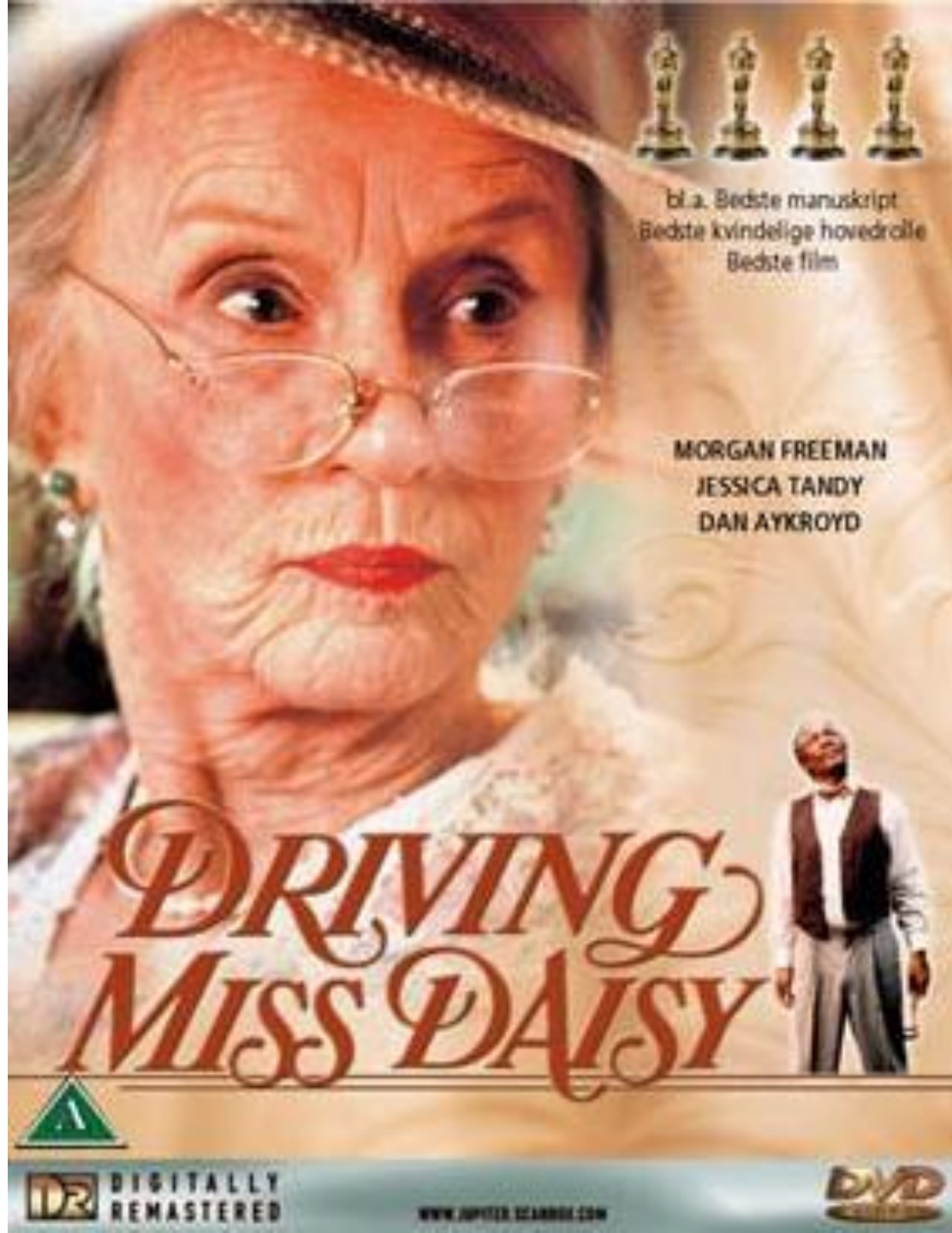
(Signature of applicant) (Date)

The SCV General Headquarters (GHQ) will provide notice annually, beginning about one year after the initial membership is processed, that a payment of \$30.00 is required to maintain active membership in the Friends of the SCV in order to continue the magazine subscription.

Recruiting (cont.)

- Target method - personal appeal
 - Assets
 - Know the potential recruit
 - They might be somewhat familiar with the SCV
 - Traditional source of our recruiting
 - Liabilities
 - Prospects are limited by our personal acquaintances
 - Likely to adopt “club” mentality
 - Often join as “courtesy” to recruiter; not truly motivated
 - Often characterized by...

Often a
product of
the
**Supply-
side**
Recruiting
philosophy



Recruiting (cont.)

- Broadcast method – wider appeal
 - Assets
 - Number is limited only by medium of appeal
 - Demand-driven (motivated prospects find us)
 - Liability
 - Recruit could be a stranger to all
 - As a new member, could find acclimation difficult
 - Often characterized by...

KEVIN • COSTNER

All his life, Ray Kinsella was searching for his dreams.
Then one day, his dreams came looking for him.



FIELD OF DREAMS

A GORDON GOODWIN PRODUCTION | A PHIL ALLEN PRODUCTION FOR "FIELD OF DREAMS"

KEVIN COSTNER • AMY MADSEN • JAMES EARL RAYNE • RAY LIOTTA • BURT LANCASTER | BASED ON THE BOOK "SHILLOW JOE" BY W. P. KINSSELLA
MUSIC BY JAMES NEWTON HOWARD | DIRECTOR OF PHOTOGRAPHY JOHN LINCOLN | PRODUCTION DESIGNER DENNIS GARDNER | EXECUTIVE PRODUCER BRUCE FRANKLIN
PRODUCED BY LAWRENCE GORDON AND GORDON GARDNER | WRITTEN FOR THE SCREEN AND DIRECTED BY PHIL ALLEN ROBINSON

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The aim of
the
**Demand-
side**
Recruiting
philosophy

*Both **TARGET** and
BROADCAST are legitimate
means to pursue **GROWTH**...
but **BROADCAST**
RECRUITING will bring
motivated workers (and those
more likely to renew)*

Recruiting (cont.)

The best recruiting tool is a vibrant camp in an accessible location with consistent programs, organized and punctual meetings, a fraternal atmosphere and an outreach to the community.

Reinforcement

- New members go immediately to a committee
 - Increases their usefulness to the camp
 - Gives them a sense of ownership
- Commander makes effort to meet new members
 - Let them know the work of the camp is important
 - Let them know they are important to the camp
- Process must occur in the first months of membership

Reinstatement

- GHQ can assist with lists
- Delinquent members – 2 of every 3 in SCV since '90s
- Camp #584 (HQ) – member “on paper” only

Retention

- Effective communication
 - ✓ Newsletter
 - ✓ Phone tree
 - ✓ Website
- Opportunity for activity
- Membership Renewal System (MRS)

Replication

- The “monster” camp is a poor goal
- If you’re having success, spread it...
- New camps bring new members

Remember these?

- ❑ How do we attract new customers that we don't lose?

RECRUITING

- ❑ How do we keep current customers?

REINFORCEMENT / RETENTION

- ❑ How do we bring back the lost customers?

REINSTATEMENT

Closing thoughts to take away...

- Not just Recruiting & Retention...
GROWTH
- Not just Man-to-man...
CAMP-TO-COMMUNITY
- Not just SCV membership...
FRIENDS OF THE SCV