

## **District 7 Recruiting Incentive Plan For 2023**

### **Background**

A historical decline in membership continues to impact the Auxiliary and its duty to fulfill RBS missions and be the force multiplier it can and should be. The continued loss of seven to ten percent of our membership annually must be reversed and new methods need to be considered if we are to succeed.

Efforts to turn around this pattern require fresh methods that include a motivational marketing approach and monetary incentives that form a competitive mind set within our members and that provides real value.

The motivational incentives are being developed by our DSO staff in PA, HR, and Diversity. The concept will use social media campaigns, motivational messaging, and items on meeting agendas at all levels to focus on this issue.

### **Plan Resources**

The budget being approved today includes a \$15K line item that will be a one-year monetary incentive amount to test the value and effectiveness of this approach. When compared to other districts, D7 can easily afford to try this idea without any material impact on the district's financial position. Financial data from 2017 to 2021 shows increased revenue of about 10% annually. This increase has been consistent and is not impacted by the cost of district conferences or other expenses, as these tend to be cost neutral or minimal profit events.

## **THE PLAN!!!!**

### **Division Awards**

Each division that achieves a 15% increase in new, Basically Qualified (BQ) members during calendar year 2023, in accordance with the Recruiting Incentive Qualification Criteria (below), will receive an incentive award in the amount of \$1,000, to be used as they see fit for any authorized program that furthers the general purpose of the Coast Guard Auxiliary and is consistent with the USCGAUX Auxiliary Financial Controls Standard Operating Procedure (SOP). When the funds are disbursed, the SO-FN shall advise the DSO-FN of how the monies were spent (email shall be sufficient). Each division achieving this goal will also receive a plaque that recognizes their success.

### **Flotilla Award**

The flotilla that achieves the highest number of new BQ members in calendar year 2023, in accordance with the Recruiting Incentive Qualification Criteria, will also receive an incentive award in the amount of \$1,000, to be used as they see fit for any authorized program that furthers the general purpose of the Coast Guard Auxiliary and is consistent with the USCGAUX Auxiliary Financial Controls SOP. When the funds are disbursed, the FSO-FN shall advise the DSO-FN of how the monies were spent (email shall be sufficient). The Flotilla Commander of the flotilla that achieves the most new BQ members will be invited to our district conference as a presenter to share the methods used to achieve their success.

### **Recruiting Incentive Qualification Criteria**

- Membership increases will be determined by a comparison of unit AUXDATA membership records between 1/1/2023 and 12/31/2023.
- Only members newly enrolled in 2023 and who achieve BQ status in 2023 will be counted toward the unit's membership increase.
- The DSO-FN and DSO-IS will work together to jointly determine the divisions that qualify for this incentive payment. They will inform the DCO, who in turn will notify the recipients.

### **Plan Parameters**

The program is a one-year plan. The concept includes a small built in ROI, since new members will pay dues to the district. In addition to incentivizing the recruiting efforts of our Auxiliary units, it also rewards units that focus on advancing their new members to BQ status as expeditiously as possible.

The monetary incentive combined with a comprehensive marketing approach using print media, social media, and recruiting events, represents trailblazing, but not uncommon, activities for the Auxiliary. The recent ALAUX 047/22 provides for a similar program with significant monetary awards for Auxiliarists and the issuing of an ACLOC award as well!

All U.S. military branches now provide significant bonuses to new enlistees. Based on this trend, I believe we need to market this to our members broadly, monitor it, measure its outcomes, and reverse this long-term pattern of decline.