

RECRUITING

What is really important is that we educate the public... BUT remember that without members squadrons' would eventually be *out of business* with no one left to teach ANYBODY!! SHOW YOUR PRIDE IN USPS - We are *not* a secret!!

Remind your Public Boating Class instructors, Squadron Educational Officer's, etc. that the Public Boating Classes, including BoatSmart, afford an excellent opportunity for membership enhancement. HOWEVER, it requires taking advantage of classroom opportunities to mention USPS®. Waiting until graduation night to extol our virtues may be to late.

Here are some suggestions for planting the seeds:

1. Put your Banner up on the classroom wall
2. Layout a static display of our member course materials in the classroom
3. Utilize Bridge Officers (particularly) the Commander to meet and greet students (on class nights)
4. When covering a subject use the phrase: "We discuss this more in depth in the member Piloting Class" etc.
5. Wear clothing that advertises your USPS affiliation such as Team Casual clothing that has the USPS or Squadron logo
6. Share appropriate USPS Boating Experiences to enhance the subject matter
7. Always have a supply of membership forms on hand - students can fill them out ahead of time if they so desire

When applied on a low-key, subtle basis, these tips will go a long way towards membership drive success on graduation night.

28 RECRUITING TIPS

1. Use your best instructors in the Public Boating classes
2. Ensure adequate proctors at all Public Boating classes (approximately 1 per 5 students)
3. All instructors and proctors must sell USPS® and membership
4. Be open, friendly and smile a lot at Public Boating classes
5. During class, constantly inform students regarding what they don't know and sell USPS' advanced classes
6. Put labels on Public Boating course books or folders with Membership Chair's name and phone number
7. Spend a few minutes each class explaining USPS, the USPS triangle, civic service projects, etc.
8. Stress the social, "fun" part of USPS. Use photos, videos, etc.
9. The class before the examination, inform students re membership opportunities. Tell them the benefits and the costs. Request that they bring their checkbooks to the final class.
10. Have pre-filled application forms for each student on exam night
11. Offer Seamanship immediately. Same night of the week, if possible
12. Review examination results. Remind candidates of membership benefits. Have them sign application forms and write checks for membership plus Seamanship class

13. Have VSC examiners carry USPS literature and application forms
14. See a neighbor with a boat, invite them to join USPS
15. Invite boating friends from cruising clubs, yacht clubs, etc. to a USPS meeting and membership
16. Sell educational opportunities
17. Sell the fraternity of boaters, fun on the water
18. Explain the opportunity to contribute to safer boating through community service
19. Raise the profile of USPS in your community by expanding your public service image
20. Make your town aware of your Squadron by participating in local events
21. Bring your dock partner or boating friends to a rendezvous in order to demonstrate USPS
22. Advertise classes in all local papers, radio, stores, licensing offices and all other popular locations
23. Conduct seminars at boat shows and recruit
24. Teach GPS classes to the public and recruit
25. Teach youth safe water/boating classes in marinas, mobile home parks, etc and recruit
26. Place emphasis at general meetings on guest speakers, activities, etc. Minimize business. Keep the excitement up so that guests will want to join
27. Explain financial benefits to prospective members, i.e. insurance, Dell computers, Ensign, software discounts, etc.
28. Explain the value towards securing safe waterways by their tax deductible, benevolent contribution that accompanies membership

Lastly, this was submitted by a squadron in Virginia – having at least one woman in the classroom as a monitor was found to be a major asset. The older women are more comfortable with another woman in the classroom - especially if that woman is a Cdr or P/C. That is something we were not aware of until a few members told me that they had joined because their wives were very pleased that women were involved and held positions of responsibility.

This addresses, without saying a word that some husbands yell. It is oh so subtle - but in this squadron, at least 10 members are there because women were there... Something to think about...

It goes back to the "If the woman is happy - and involved - then they stay" syndrome. While this may sound sexist, it is not mean to be. It is just a statement of something that this squadron found to be true.