

# **MARINE CORPS LEAGUE PROFESSIONAL DEVELOPMENT PROGRAM**

## **RECRUITING AND RETENTION LESSON PLAN 8**



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# RECRUITING & RETENTION

## THE FEW, THE PROUD



## WHERE DO WE STAND TODAY?

- As of The Latest Roster
- Total Paid Members?
- Regular, Associate / Other?
- Number of Paid Members?
- Increase In Membership?
- Percentage Increase?

**OUTSTANDING!**

## ON THE OTHER HAND...

### COMMON CAUSES

Death

Relocation

Financial Status

Job Changes

Number of Unpaid?

Percentage of Delinquent %

Why?

***“Every organization, regardless of their level of success is in a constant state of decay”***

IMPROVISE

ADAPT

HAVE SOME FUN!



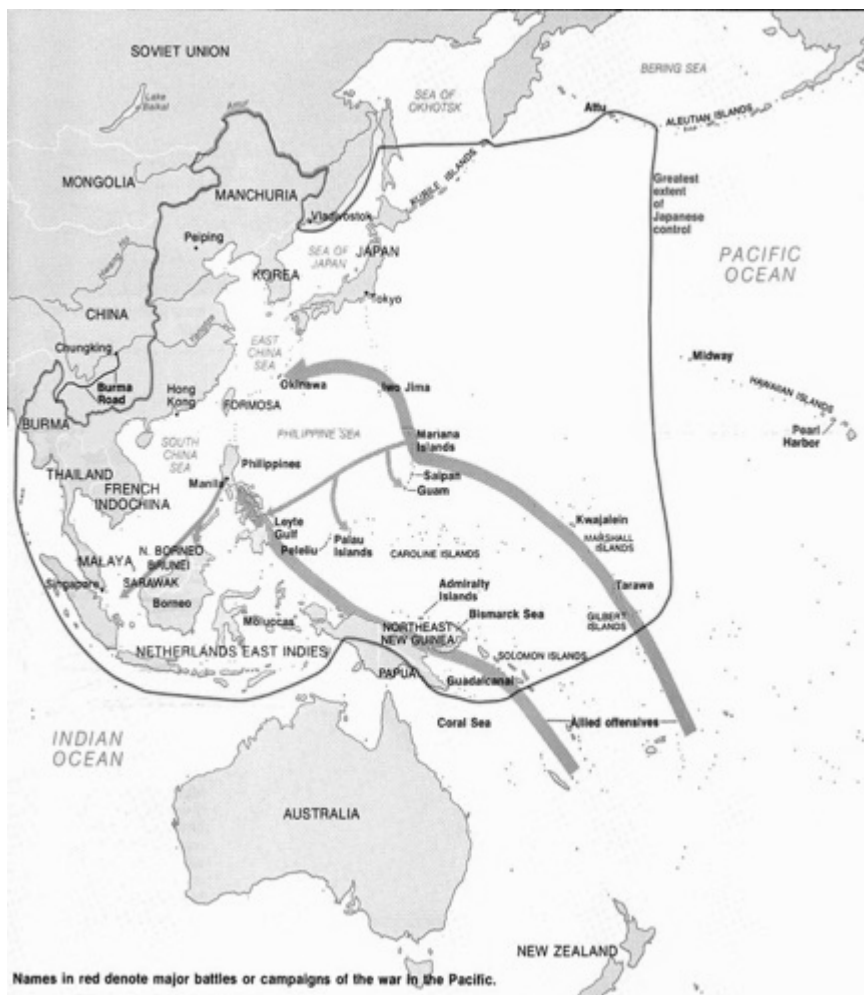
HOW DO YOU  
RECRUIT?

M  
A  
R  
I  
N  
E  
S



# MISSION

# A R I N E S



## MISSION

Members of the Marine Corps League join together in camaraderie and fellowship for the purpose of preserving the traditions and promoting the interests of the United States Marine Corps, banding together those who are now serving in the United States Marine Corps and those who have been honorably discharged from that service that they may effectively promote the ideals of American freedom and democracy, voluntarily aiding and rendering assistance to all Marines and former Marines and to their widows and orphans; and to perpetuate the history of the United States Marine Corps and by fitting acts to observe the anniversaries of historical occasions of particular interest to Marines.

**MISSION  
ACTION  
R  
I  
N  
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S**





# ACTION



Participating in Parades and other events



Visiting Marines in Hospitals and Nursing Homes



Showing our Colors



Putting on events to help our veterans

**MISSION  
ACTION  
RECON  
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# **RECON**

‘If You Want To Recruit Marines,  
You Need To Go  
Where Marines Are’

**AMERICAN LEGION**

**VFW/DAV**

**VA SYSTEM**

**LOCAL VET COUNCIL**

**RECRUITERS**

**RESERVE CENTERS**

**FACEBOOK**

**COLOR GUARDS**

**MISSION  
ACTION  
RECON  
IMAGE  
N  
E  
S**



# IMAGE

**“Show me your friends and I’ll tell you all about yourself”**



**MISSION  
ACTION  
RECON  
IMAGE  
NATIONAL  
E  
S**



# **NATIONAL PROGRAMS AND BENEFITS**

## **PROGRAMS**

- **MARINES HELPING MARINES**
- **RIFLE COMPETITIONS**
- **BIRTHDAY BALLS**
- **VAVS PROGRAM**
- **EAGLE SCOUT RECOGNITION**
- **SCHOLARSHIPS**
- **MARINE CORPS 'FAMILY'**

## **INSURANCE**

- **TRICARE SUPPLEMENTS**
- **MEDICARE SUPPLEMENTS**
- **LONG TERM CARE**
- **CANCER PLANS**
- **DENTAL INSURANCE**
- **TRAVEL INSURANCE**
- **SENIOR TERM LIFE INSURANCE**

**MISSION  
ACTION  
RECON  
IMAGE  
NATIONAL  
ENTHUSIASM  
S**



**ENTHUSIASM**

**‘You’ve got to be  
‘Red Hot’ for them  
to be ‘Lukewarm’.**



**MISSION  
ACTION  
RECON  
IMAGE  
NATIONAL  
ENTHUSIASM  
SEMPER FI**



# SEMPER FI

If you cared enough to swear them in, then you should care enough to pick up the phone and make the call!



# SEMPER FI

**Recruiting  
is not  
A  
'One Man'  
Committee**

## OVERDUE MEMBERSHIP

### February

Robert Beale

### March

Dave Sargent – no – Gone to California

Mike Roselle – Charlie Smith

Don Heitoff - Gwyn

Tony McNeal - Tom

Pete Riehm - Tom

### April

Hewitt Ballard – recruiter

John Graham – Tom/Bryan Dewberry

Phillip Laden - Call

Carl Mathews - Rev

Robbie Reed - Ricky Reed

### May

None

### June

Tricia Allen – Officer (Commandant)

Jay Buckson

Tony Claxton - Tom

Michael Dueitt - Rev

Jerry Elder

Leonard Fayard – Perry V

Gregory Fleming – Tom

Ernest Gandy



NO ONE CAN DO EVERYTHING,  
BUT  
EVERYONE  
CAN DO  
SOMETHING

# RECRUITING GOAL

**NUMBER OF PAID MEMBERS**

**BY WHEN?**

**‘ONCE A MARINE  
ALWAYS A MARINE’**

**SEMPER FIDELIS**



# MARINE CORPS LEAGUE EAGLE SCOUT GOOD CITIZENSHIP AWARD



Earning the rank of Eagle Scout, earning the title Marine!

Becoming an Eagle Scout is something that is not just given to an Eagle Scout, it is earned just like in the Marine Corps the Eagle, Globe and Anchor is earned not just given to a Marine



Successful life ahead

Becoming an Eagle Scout puts you on a path that great men have earned the right to walk down and that will provide you with the tools to do and achieve great things in your life, for example:

President Gerald R. Ford,



Astronaut Neil Armstrong,



USMC LtCol.  
Aquilla J. Dyess  
MOH recipient

# MAKING A DIFFERENCE?

Some people go through life wondering if they made a difference.



Eagle Scouts and Marines don't have that problem!



# FOR LIFE!



The Marine Corps has a saying - "Once a Marine always a Marine"

That also stands true for Eagle Scouts "Once an Eagle Scout always an Eagle Scout"



# THE MARINE CORPS LEAGUE EAGLE SCOUT GOOD CITIZENSHIP AWARD



# HOW TO OBTAIN THE GOOD CITIZENSHIP AWARD

You can order certificates from the Semper Fi Store @ <http://semperfistore.org/products/c09> or by calling:

703-207-9588

## FINAL NOTE:

On behalf of the Marine Corp League, we would like to congratulate you on your achievement and we look forward to presenting you your award. Enjoy the adventures life brings your way and keep pushing forward, just like a Marine would! Semper Fi!



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## END OF LESSON PLAN 8

