

## **Award-Winning Recruitment Tips – YIPPEE!**

***Our strength is in our numbers.***

From Sue Stephenson, Recruitment Chair, D 39 Peel

Our Recruitment Committee has been in place for two years taking on some of the work formerly done by Membership Committee. I have been on our local Executive since 2002 and am a former President in 2005.

- Develop a **“How to Join” Brochure** and print it in colour if possible.
- **Appeal to younger retirees** with our examples and speakers making each session fun. We always use our Retirement Cheer - Yippee!
- **Send two mailings** to retiring staff.
  1. **First** to every retiree at their work location. You may be able to get from names from school board minutes – include a letter, brochure, and reply form to get their home address, email and phone number for a database. (Our Catholic board sends our brochures to retirees themselves.) For secretaries, caretakers etc., send the Information Kit directly to them and let them reply directly to the provincial office.
  2. **Second**, to those who return their home address form, an Information Kit (application forms) with a letter, copy of newsletter, Q&A pages and another brochure.

Then **follow up** with the ones that don't reply – send a **last letter** to their schools with a stamp on the envelope asking it to be forwarded to their home address.

- We started a **Speaker Series** in September this year – 2 speakers, Saturday morning, to advertise to those further away from retirement than we usually do. This gets a lot of good advertising by word of mouth.
- **New Retiree Celebration events.** We hold two each year in February and September. These feature 2 new retiree entrepreneurs as speakers at the beginning, short meeting, Q & A pages, resources, sharing their activities and complimentary lunch.

This involves an email invitation (use a pdf file), a hard copy invitation, a phone call (if no reply to the email) and then a reminder phone call just before the event. Most non-members who come do join before they leave the event to be entered in our **door prize draw**.

We are going to try an after school wine and cheese' this Sept. (rather than a luncheon) as so many retirees go back to work during the day.



- **Retirement Planning Workshops** - We hold two each spring – this year in Feb and April on Saturdays. We advertise through principals in both boards and in federation newsletters (except OSSTF). (We have 400 schools/locations for us to mail to using the board courier mail.) Many people come to hear about the pension, financial and health benefits information but we also feel they need to talk about the emotional issues of retirement as well.

This year we are trying a panel where they submit questions and also an activity where they write their post-retirement plans on blank "Retirement Business Cards" and get up and share with other participants. We want it to be more interactive and less 'sit n'git'.

This involves a significant time commitment to put together the mailing and compile registration lists, and then collate all the materials.

- **Send RTO posters** to every school via the principals a year ago for a bulletin board location to post our mailings.
- Everyone is a recruiter message. **Our strength is in our numbers** – remind members at General Meetings etc.  
We have talked about starting an incentive program but have not found a time-effective way of advertising or tracking this.
- Recent efforts to contact Community College and now a few private schools that have qualified teachers. This is not easy.
- We have discussed asking people their reasons for not joining but have not done this.

We want to emphasize that all of this takes hours of volunteer work from the chair and committee members in the administrative tasks of compiling and stuffing the mailings, phoning for the events and keeping the database up to date. In addition, there are planning meetings and, of course, attending the events themselves.

I would recommend splitting these activities into different teams on a committee, especially in large districts. I am sure we could do more but this is what we have decided is enough for us. After all, we are all volunteer retirees.

Our Executive supports our efforts and many of them attend the sessions too. We are proud to have won the provincial award two years running now for the highest number of new members.

If you have any questions or suggestions for us, please feel free to contact me.

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