MARINE CORPS LEAGUE
PROFESSIONAL DEVELOPMENT
PROGRAM

RECRUITING AND RETENTION
LESSON PLAN 8
## INDEX OF LESSON PLAN 8

### VII. Recruiting and Retention

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. The few the proud…</td>
<td>3</td>
</tr>
<tr>
<td>B. Delinquent (Common causes)</td>
<td>4</td>
</tr>
<tr>
<td>C. How to recruit</td>
<td>5</td>
</tr>
<tr>
<td>D. Mission</td>
<td>7</td>
</tr>
<tr>
<td>E. Recon (Go where Marines are)</td>
<td>11</td>
</tr>
<tr>
<td>F. Image</td>
<td>12</td>
</tr>
<tr>
<td>G. National programs and benefits</td>
<td>14</td>
</tr>
<tr>
<td>H. Once a Marine always a Marine</td>
<td>21</td>
</tr>
<tr>
<td>I. Eagle Scout Award Program</td>
<td>22</td>
</tr>
</tbody>
</table>
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…

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?
The U.S. Marines
Want You
Apply at
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.
WANT ACTION?

Join U.S. Marine Corps!
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
INES
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

READY

JOIN U.S. MARINES

LAND SEA AIR

APPLY, OR WRITE, TO NEAREST RECRUITING STATION
“Show me your friends and I’ll tell you all about yourself”
MISSION
ACTION
RECON
IMAGE
NATIONAL
ES
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

If everybody could get in the Marines,
it wouldn’t be the Marines.

WE’RE LOOKING FOR A FEW GOOD MEN.
SEMPER FI

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

Recruiting is not A ‘One Man’ Committee

SEMPER FI
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
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!

Authored by: Dave Masunas Department of Michigan
Edited by PDP Committee, Chairman Bill Cona

END OF LESSON PLAN 8