

Cadet Recruiting Incentive Program (CRIP)

Capt Richard Rezac, CAP

Assistant Recruiting and Retention Director, South Dakota Wing

Why is this important?

- **CAP is one of many things competing for our time**
- Family
- School
- Sports
- Church
- Friends
- Other extra-curriculars
- If we want CAP to continue, we have to make sure we are growing.
- Change is inevitable. We can either be green and growing or wilting and dying.
- “As long as you're green you're growing, as soon as you're ripe you start to rot.” Ray Croc, founder of McDonald’s

CAP Ribbons All Cadets Should Try to Earn

Award Name	Ribbon Image	Requirement	Reference	Echelon
Cadet Recruiter Ribbon		Recruit 2 new cadets or seniors	CAPR 39-3	Squadron
Community Service Ribbon		Provide 60 hrs service outside CAP	CAPR 39-3	Squadron
Red Service Award		Complete 2 years' service in CAP	CAPR 39-3	Squadron

National HQ has 3 awards they want cadets to earn

We can't help you earn 2 of these, but we can help you earn your Cadet Recruiter Ribbon.

Cadet Recruiting Incentive Program (CRIP)

- 1) This program will be in several stages.
- 2) Progress will be tracked.
- 3) Regular updates will be published (Skychaser, email, etc).
- 4) There is an “I” (Incentive) to this program.

Cadet Recruiting Incentive Program (CRIP)

- **Recruiting Reports**
- Can be accessed through eServices by Unit CC's and Recruiting/Retention officers.
- Credit for recruiting can be entered in eServices by Unit CC's and Recruiting/Retention officers.
- Credit for recruiting a senior member can be indicated on their Membership Application (CAPF 12).

Cadet Recruiting Incentive Program (CRIP)

Recruiting (3) - Excel

Member Recruiting Report

Total Recruiters: 10, Recruited: 16

Recruiter Name	CAPID	Unit	Recruits	Recruitee CAPID	Recruitee Name	Recruitee Type	Recruitee Unit	Recruitee Join Date
Apley, Judith M	630957	SD-033	0			SENIOR		
Apley, Nelsina M	630956	SD-033	0			SENIOR		
Currington, Charlotte	645150	SD-033	0			CADET		
Hall, Chancey J	597137	SD-033	5	543174	Hall, John C	CADET	SD-033	23 Aug 2018
			^	628925	McGeorge, Remington Shawn		SD-033	16 Dec 2018
			^	628924	McGeorge, Rose		SD-033	16 Dec 2018
			^	136449	Rezac, Richard E		SD-033	27 Oct 2017
			^	628423	Ward, Christopher David		SD-033	05 Dec 2018
Hall, John C	543174	SD-033	0			SENIOR		
McGeorge, Remington	628925	SD-033	0			CADET		
McGeorge, Rose	628924	SD-033	0			CADET		
Rezac, Pandy L	627874	SD-033	1	645150	Currington, Charlotte Laverne	SENIOR	SD-033	21 Sep 2019
Rezac, Richard E	136449	SD-033	10	620210	Ainslie, Cordilia Jo	*SENIOR	SD-038	01 Aug 2018
			^	630957	Apley, Judith M		SD-033	04 Feb 2019
			^	630956	Apley, Nelsina M		SD-033	04 Feb 2019
			^	618467	Boxley, Jayda		SD-038	24 Jun 2018
			^	628821	McGeorge, Tonia E		SD-033	13 Dec 2018
			^	619072	Rathbun, Kaylie Marie		SD-000	04 Jul 2018
			^	627874	Rezac, Pandy L		SD-033	26 Nov 2018
			^	619574	Salinas, Dominic Nicholas		SD-038	17 Jul 2018
			^	617704	Vermundson, Joshua Robert		SD-038	01 Jun 2018
			^	632951	Waldrop, James B		SD-000	07 Mar 2019
Ward, Christopher David	628423	SD-033	0			CADET		

Cadet Recruiting Incentive Program (CRIP)

- **Potential Recruits**
- All cadets will compile a list of their friends, classmates, relatives, whoever that they think might be interested in what CAP has to offer.
- That list will be submitted to Capt Rezac.
- As cadets come up with more potential recruits, those will be submitted as well.
- If any duplication is found, the recruiting cadets will need to determine how any duplicates will be shared.

Cadet Recruiting Incentive Program (CRIP)

- **Getting Potential Recruits to a meeting**
- Cadets get potential recruits to an appropriate meeting (one designated by the unit CC, an Open House, etc).
- These will be passed on to Capt Rezac. Again, progress will be tracked.
- Awards will be created for the most number of potential recruits at a meeting in a given quarter.

Cadet Recruiting Incentive Program (CRIP)

- **Ideas for your units**
- Pick a date and starting planning your Open House ASAP.
- Contact local radio stations for free airtime.
- Contact local newspapers for free ad space.
- Use social media to advertise.
- Work with your local groups to network
 - VFW/American Legion
 - Homeschool groups
 - Anyone else you have worked with
- Use all of your resources for your event. Show yourselves off!
- **REPEAT -- REPEAT -- REPEAT -- This is an ongoing, continuous process.**

Cadet Recruiting Incentive Program (CRIP)

- **Actual Recruits**
- Easily tracked in eServices, if the proper steps are taken.
- Recruiting/Retention officers & Unit CC's can ensure proper credit is made.
- Credit for recruiting senior members can be made on their Membership Application (CAPF 12).
- Awards will be created for the most recruits in a given quarter.

Cadet Recruiting Incentive Program (CRIP)

- **What do I need to do to succeed?**
- 1) Successful people write their goals down. (Put a post-it-note on your bathroom mirror, inside your locker at school, on your desk in your bedroom, etc.)
- 2) They identify their goals (Recruiter ribbon, ribbon clasp, Top recruiter etc. This is a goal you need to own)
- 3) They reward their own accomplishments (This will be done through our own system. Local units are encouraged to come up with their own as well)
- 4) They create regular goals. (X names to bring to a meeting, getting X people to a meeting, etc).

Cadet Recruiting Incentive Program (CRIP)

- **What do I need to do to succeed?**
- 5) They review their performance. Top performers will be published.
- 6) They learn from other's successes. While this may be an individual competition, in the end we all benefit from everyone's success. Very successful cadets will be asked to share any secrets to their success.
- 7) They hold themselves accountable. Accountability is the glue that connects your intent to your results.
- 8) Intent = Wanting to earn your Recruiter Ribbon.
- 9) Results = Actually earning your Recruiter Ribbon.

Cadet Recruiting Incentive Program (CRIP)

- **How else can I be successful?**
- 1) Love the program. Or find parts of the program you love.
- 2) Commit to learning. CAP is a big organization. If there is something you haven't done or don't know, learn about it.
- 3) Follow the leaders. Find out who has been successful and learn from them.
- 4) Character is everything. Never over-promise. Over-deliver on your promises.

Cadet Recruiting Incentive Program (CRIP)

- **How else can I be successful?**
- 5) Actively listen when you're talking about CAP. Discover what your recruits like/don't like.
- 6) Practice your people skills.
- 7) Know when to walk away. Don't risk a relationship over CAP.
- 8) Roll with rejection. CAP isn't for everyone.
- 9) Recruit your replacement. You don't get to be a cadet forever. Who will take over when you're gone?

Cadet Recruiting Incentive Program (CRIP)

- **Final Thoughts**

- 1) Cadets are the future of CAP. A lot of the senior members in our wing are either a) Former cadets b) Parents of current/former cadets, or c) Both.
- 2) Cadets, by and large, recruit other cadets. Senior members, good programs, etc. can help. But new cadets join because they see something in other cadets they want.
- 3) Your seniors are here to help you in any way they can to help you succeed. But you are the ones that will make this a success.

Cadet
Recruiting
Incentive
Program
(CRIP)

- **Final Thoughts**

- 4) "Ninety-nine percent of all failures come from people who have a habit of making excuses." - George Washington Carver
- 5) "There are no secrets to success. It is the result of preparation, hard work and learning from failure." Gen Colin Powell
- If you have ANY questions, PLEASE feel free to ask Capt Rezac (richard.rezac@sdwg.cap.gov).

GOOD LUCK!!!!!!