# **RCMP Veterans’ Association Strategic Direction 2021**

Please identify your current status

Active Member

Life Member

Associate

I belong to ( ) Division

How to Participate

***Survey Option#1:***

*Mail Chimp Version. Complete and submit*. [*RCMPVA Survey Link*](https://us11.list-manage.com/survey?u=3298eb9daeda46e9effc59a09&id=541b749e8b&attribution=false)

***Survey Option #2:***

*The following is an autofill survey. Download this document, save to your desktop, complete and submit to* [*association.survey@rcmpva.org*](mailto:association.survey@rcmpva.org)

**How would you describe the purpose of the RCMP Veterans’ Association to a stranger?**

Click here to insert comments

**In your opinion, what would be the best way(s) to increase awareness about the RCMPVA? (you can select more than one):**

Better communications from the Secretariat

Better communications from my Division

Awareness campaign

More events (virtual and in-person, when safe to do so) 

Other – Please Describe

Click here to insert comments.

**In your opinion, what would be the best way(s) to enhance member satisfaction with the RCMP Veterans’ Association (you can select more than one):**

More opportunities to connect with other members

Access to more products and services

Unique benefits (e.g., discounts)

Volunteer opportunities to serve the community

Access to resources and programs (e.g., mental health services)

I am satisfied

*Other (Please Describe)*

Click here to insert comments

**In your opinion, what would be the best way(s) to increase recruitment into the RCMPVA?**

An Association marketing campaign

Incentives for recruiting new members

Collaborate with the National Police Federation to promote the Association

Identify and communicate a compelling value proposition for becoming a member

*Other (Please Describe)*

Click here to insert comments

**Are you concerned about the future sustainability of the RCMPVA?**

Yes

No

**Please explain your selection**

Click here to insert comments

**If you have any additional comments or feedback, please feel free to provide below**

Click here to insert comments