# **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*

**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