

Net Three Campaign

Recruiting Strategy & Plan District 11, Northern Region

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US, Meaning You!

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DOCUMENT PURPOSE

- Create a shared understanding and agreement of some of the membership dynamics of our district and then;
- Share our plan of action regarding the District recruiting needs to;

*Maintain our Readiness,
Relevance, and
Responsiveness as an
integrated member of the
USCG*



COURSE OF ACTION – COA

Strategy Statement

Part 1 – Where We Are

Part 2 – Where We Want To Be

Part 3 – How We Are Going To Get There

Major Takeaways

Appendices



MISSION AND PURPOSE

- Our mission is to recruit high-quality, motivated new members who will eventually view themselves as dedicated Coast Guard Auxiliary volunteer professionals.

We will create Service Ready Auxiliarists!

- The purpose will be to return our membership numbers to where they were in the past.

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- District leadership will execute the recruiting mission employing five approaches for and in concert with Divisions and Flotillas.

Leadership will be present a lot!



OUR MISSION CADENCE



Organizations don't drift toward excellence;
it is deliberate!

Our march toward recruiting excellence will
be a very deliberate journey.



PART 1



WHERE WE ARE

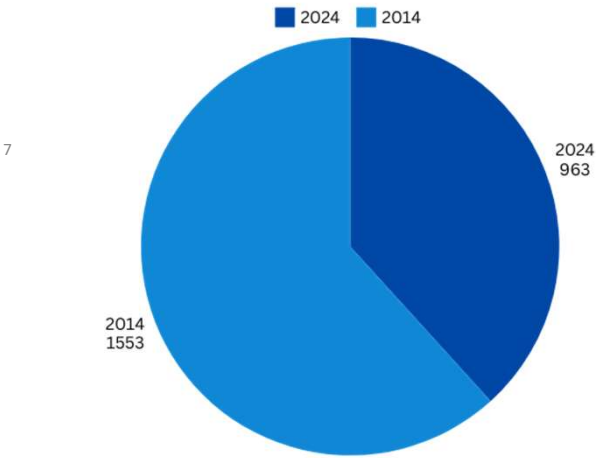
SITUATION ANALYSIS

Over the past 10 years (2014-2024), member hours have decreased by approximately 28% and total missions by 18.8%.

Year	Hours	Missions
2024	133,033	19,927
2014	185,504	24,556

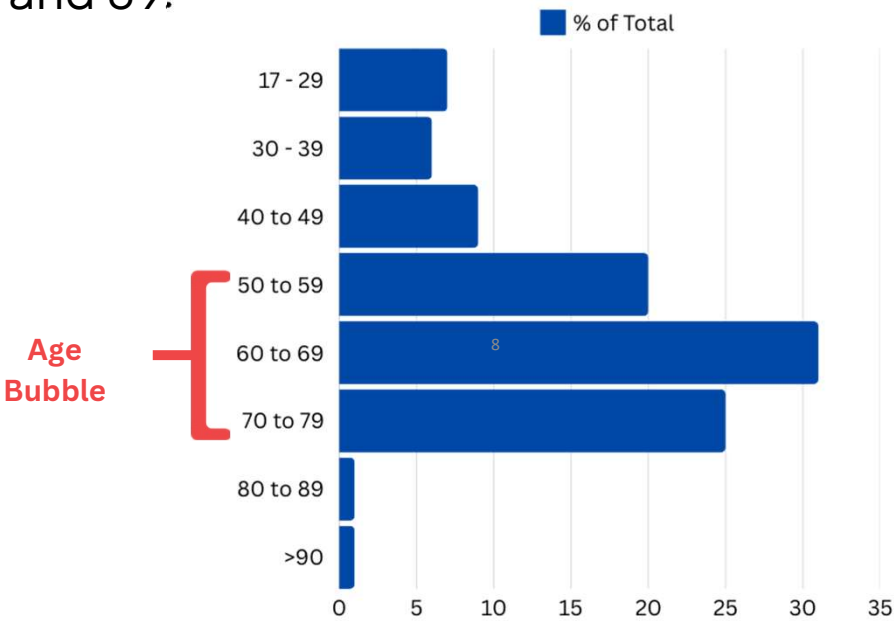
Membership in 10 years is down 37.99%
- about 590 souls

Year	Members
2024	963
2014	1,553



SITUATION ANALYSIS


District 11NR currently has 58% of its membership over 60, with an age bubble of 234 members between 70 and 79 and 282 between 60 and 69.



Age Range	% of Total
17 - 29	7
30 - 39	6
40 to 49	9
50 to 59	20
60 to 69	31
70 to 79	25
80 to 89	1
>90	1

SITUATION ANALYSIS

This is a critical membership dynamic!

Year	Total Hours	Total Members	Hours Per Member
2024	133,033.71	963	140.0 
2023	135,097.57	973	138.8
2022	136,769.45	991	138.01
2021	107,342.45	1,049	102.33
2020	82,389.91	1,076	76.57
2019	185,504	1,111	166.9

← Based on current ADII membership hours and members



ATTRITION ANALYSIS – Reasons Past 10 Years

• Retirement	16%
• Members Who Crossed The Bar	15%
• Members Who Never Made it Out of AP	66%
• Miscellaneous or Unsure	2%
• Disciplinary Action(s)	<1%
• Total:	100%



RISKS ASSOCIATED WITH THIS SITUATION?

- Burn-out of our best members
- Inability to meet Active Duty's higher operational tempo
- Possible accelerated member attrition over the next 2 to 6 years
- There may not be enough D11NR members/leaders to fill key leadership roles at the District, Division, and Flotilla levels.
- And the list goes on...





CONCLUSIONS

So What Comes Next?



Recruitment and Retention must rise to higher levels of focus and energy, from each member to the very highest level of the enterprise



Recruiting is not a core competency resident in the District, although we have pockets of success



At some point, with ever-diminishing membership, we will not be able to execute our mission
“Doing nothing is not an option”



Division and Flotilla resources are stretched and may not be able to take on additional tasks

SITUATION ANALYSIS

So Where
Are We...?



We are in shoal waters, but we have not hit bottom...



We have a plan!

PART 2



WHERE WE WANT TO BE



Goal

Recruit as many new members in 2025 and 2026 as we can and build momentum for the next D11NR Bridge

Objective

Every Flotilla will have a net 3 new member increase by the end of 2025!

We increase net new members by approximately 100 new members¹⁵ per year, increasing the membership base to 1,500+ in 5 years or approximately 65%.



Result

This would return D11NR back to the pre-dues increase/pre-"core" training manpower levels.

MEMBERSHIP

Net three means just that...

A net increase of total Flotilla membership.

Example

If a Flotilla started off the year 2025 with 25 members, they aim to end up with 28 member minimum at the end of 2025.



If they lose 2 members to disenrollment, they should recruit 5 new members, resulting in net three gain/increase of total membership.

