

PART 3



HOW WE ARE GOING TO GET THERE

COMPONENTS OF THE PLAN

Supporting the D11NR Net Three Campaign will be a portfolio of *five approaches*:

Approach 1:

Divisions and Flotillas will continue to recruit new members as they have in the past and,

Approach 3:

Targeted function-specific recruiting and,

Approach 2:

Operation VALOR – Leverage Division and Flotilla events with a central District recruiting team present at local events and,

Approach 4:

Creating awareness through the PA function

Approach 5:

Every member is a recruiter...

FRAMEWORK

We will be recruiting to a much higher standard than in the past.
Our mantra for recruiting for new and all members will be:

“

“We are the D11NR Coast Guard Auxiliary who invest our time, energy, and hearts as dedicated unpaid volunteer professionals in the United States Coast Guard.

We are Team Coast Guard!”

”



APPROACH 1 – Leverage Existing Events

Divisions and Flotillas will continue to execute their various events as they have in the past like VSCs, et al!

You will not be asked to do anything more than you already do.

Except, invite the District recruiting team to your already scheduled events!

**Approach 2 will turbocharge
your recruiting efforts!**



APPROACH 2 – D11NR Recruiting Team

1. Divisions & Flotillas will plan and conduct their various events throughout the year as usual
2. The District recruiting team will participate in the local event(s) to recruit new members
3. Existing members will be a focus as well...
4. Qualified prospect(s) will be vectored to DCOS McCormick and his team to start the Onboarding and Year One Membership Experience process
5. We will use an actual and dedicated USCG small boat as an event backdrop for core mission events, local patrols for members, and guest rides for prospective members. Drive visual interest and excitement for members and prospects.



Approach 2 CADENCE

We will be present along with the District Recruiting team to focus on recruiting at your events.

Being present is a mandate and will be one of the significant ways District leadership will invest our time.

**The more events, the better...
and the greater the results!**

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Current members, along with the District Recruiting Team, will be invited to participate.

Example: Patrols with member and guest rides...



ONE OF OUR RECRUITING TOOLS...OPFAC VALOR



OPFAC VALOR

- OPFAC VALOR is a Zodiac Hurricane 590 Rescue MILPRO RHIB.
- OPFAC VALOR will be the backdrop for recruiting at any and all Division/Flotilla events..
- OPFAC VALOR will be used for official patrols and/or guest rides for existing and prospective members during events or on an “on-demand” basis. It is a District resource...
- OPFAC VALOR 2025 Plank Owner Program.



OPFAC VALOR 2025 – PLANK OWNER PROGRAM

Every coxswain, boat crew member, Aux member, and guest who officially serves and/or rides on VALOR in 2025 will be considered an Auxiliary Plank Owner of VALOR.

In a ceremony at the end of 2025, they will receive the following:

- Name in an article in the D11NR NORTHWIND publication
- Name on “plank” on board OPFAC VALOR²⁵
- Special Plank Owner Key Fob
- OPFAC VALOR coffee mug or water bottle with D11NR Crest & VALOR Crest



APPROACH 3 – Function Specific

This recruiting approach will focus on Auxiliary function specific disciplines like:

- Culinary Assistants
- Health Service Professionals (Doctors, Nurses, etc.)
- Attorneys
- Aviation Professionals – Pilots (Fixed Wing & Rotary Wing)
- Chaplains

We will also recruit new members through professional organizations like:

- Retired Law Enforcement Associations
- SF Bay Area Maritime Associations

This is just a start...

Some functions.....



APPROACH 4 – Creating Awareness

We will embark on an initiative to create greater awareness of the D11NR Auxiliary mission through:

1. Local media – press interviews and Auxiliary “Ride Alongs”
2. Social media & D11NR NORTHWIND
3. Publicity and the leveraging of District-wide Events and programs like...

*October’s San Francisco Fleet Week
Opening Day On The Bay*

*Pacific Inter-Club Yacht Association
Numerous and Various Yacht Clubs*



APPROACH 5 – Refer A Friend

Every Member is a Recruiter through "passive" recruiting or through "Refer A Friend"

If during your daily activities, family events, civic events, etc., you meet with someone that you think might make a good Auxiliarist, pass them the Recruiting Business Card.

You are not being asked to actively recruit a member. The Onboarding and Year²⁸One Membership Experience process will provide specific details of the benefits, costs, and "expectations" of joining the Auxiliary.

This process will qualify the Prospective Member and start the Onboarding "A-School" for New Members.



APPROACH SUPPORT – Touch Points

Provide multiple “touch points” for guests to experience and/or “test drive” the Auxiliary for fit and feel:

- Each and every Flotilla/Division/District meeting and event is an opportunity to invite a guest to observe and participate
- Bring a guest on a patrol...the “test drive” or “sampling” by:
 - Land
 - Sea – OPFAC VALOR
 - Air – Air Station Events
- Conduct tours of local USCG Stations/Cutters/Bases with members and guests

APPROACH SUPPORT – Credit & Recognition

- Every new member recruited will be credited to a local Division, Flotilla and Flotilla member.
- Leverage the recruiting recognition program with more acclaim and celebration. Recruiting Ribbon(s) 7 New Members.
- Recruiting recognition reception at D-TRAIN or PCA Fair
Commodore's Dinner with D11NR Commodore, District leadership, and other Active Duty senior leadership.



APPROACH SUPPORT – Special Recognition

The Commodore's Eagle Award

The first D11N member to recruit seven new members in 2025 or 2026 will receive this special award... and will receive the COMO Challenge Coin and USCG Auxiliary Recruiting Ribbon.



APPROACH SUPPORT – Accountability & Transparency

ACCOUNTABILITY

We will be successful through:

1. Determined Leadership & Teamwork
2. Being Present With You Throughout the District
3. Constant Reporting of Results
4. Recognition and Gratitude
5. Celebration of Successes

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TAKEAWAYS



Cultural Shift

“We are the D11NR Coast Guard Auxiliary who invest our time, energy, and hearts as dedicated volunteer professionals in the United States Coast Guard.

We are Team Coast Guard!”



Recruiting, Training, Assimilating New Members

A significant priority and focus for the next two years.

- Divisions and Flotillas will continue with their core mission and activities.
- The District will “piggyback” on already scheduled Division and Flotilla events and muster the necessary resources to recruit new members.
- New members will be credited to the Divisions and Flotillas.



Membership Experience

A D11NR “A” School will be created and managed with a mission and purpose to create service-ready Auxiliarists – Part of the Onboarding and Year One Membership Experience.

TAKEAWAYS – Our Three Initiatives



NET THREE Campaign

DCO will be leading this recruiting initiative and will be present often throughout the District



Onboarding & Year One Membership Experience

DCOS will be leading this initiative and will present the plan during the
19 March 2025
District
Board & Staff Meeting.



Training Management

IPDCO will be leading this initiative, which began at the very beginning of January 2025.

STRIVING FOR RECRUITING EXCELLENCE AND RESULTS

Through our NET THREE CAMPAIGN,
we will increase District membership
by **100 net new members** every year
for the next five years...

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"District 11NR's greatness is a
reflection
of your greatness."



CALL TO ACTION

As a “Team” we can
and will do this!

1. Your leadership is needed now more than ever before.
2. Push the recruiting strategy down to the “deck plate” level. Enlist us to present the strategy!
3. Participate and be present with your District leadership.
4. Enthusiastically encourage more and more of our members throughout the District to participate.
5. Please help us make this a successful and fun initiative.

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Appendices...



APPROACH SUPPORT – Recruiting Remarks

"The U.S. Coast Guard Auxiliary is the all-volunteer component of the U.S. Coast Guard, dedicated to supporting its missions and strengthening maritime safety.

We assist with search and rescue, boating safety education, vessel inspections, and operational support—all as highly trained volunteer professionals.

Our members come from all walks of life, united by a passion for service and a commitment to protecting our nation's waterways.

Whether on the water, in the air, or behind the scenes, we are proud to be a trusted partner in Team Coast Guard.

Interested in making a difference and having fun? Join us!"



APPROACH SUPPORT – Recruiting Presentation

Work has already begun on a
District 11 NR Recruiting Presentation for
Divisions and Flotilla
To Use During Their Various
Recruiting and Mission Events.



Ideas & Suggestions...

1. Create a library of recruiting best practices for members to refer to.
2. Best practice recruiting pitch for members to use during or after events like PE classes. Successful pitches may already be out there. Share them with me, and I will publish them.
3. Communicate 2025 events to me so we can⁴⁰ publish the dates on the D11NR website.
4. Please keep the ideas and events coming...

