

Recruiting and Retention Strategy: Pensacola Council

- Build Council Awareness and Reputation in Community
- Take Advantage of Hunger for Patriotic Involvement
- Communications and growth are Key
- Offer an Activity Level for All
- Personal Contact and Outreach
- Conduct Unique Functions that Everyone can Embrace
- Keep Council Engaged and Membership Comfortably Involved
- Sample Activity; Military Spouse Appreciation Luncheon