



OFFICE OF THE NATIONAL COMMANDER
NATIONAL HEADQUARTERS
CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
MAXWELL AIR FORCE BASE, ALABAMA 36112-6332

3 February 2006

MEMORANDUM FOR WING AND REGION COMMANDERS

FROM: National Commander

SUBJECT: The National Renewal Campaign and the National Squadron

At the end of 2005, I initiated a national membership campaign through our new Program Development Directorate. This special renewal membership offer was sent by me in a new year's greeting letter that began arriving across the United States at the end of December. The recipients were chosen from a list of our expired senior members with rank who had been out of CAP from six months through three and a half years. I want to bring you up to date on the details of that campaign and the outstanding results.

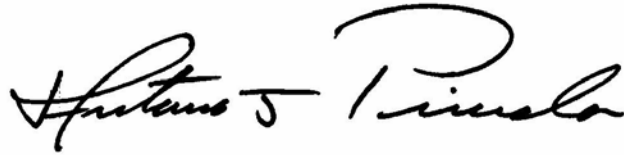
As we all know, many seniors have let their memberships expire in Civil Air Patrol for good and acceptable reasons, e.g., health problems, career and family demands on their time, inability to make meetings, loss of a job, or moving to another area. I wanted to give these formerly dedicated members an opportunity to return, so I offered them membership in the National Patron Squadron I started last year. No fingerprint card is required since they are not actively meeting with other members of CAP; and as late renewals, they have the benefit of retaining their previous rank, showing no break in service, and restoring the information from their records. This proved to be a great incentive to many past members.

We received over 400 inquiries by email and phone and to date the count is 312 former members renewing! Their enthusiasm for CAP was reflected in their phone calls and emails. They not only rejoined but also told us how much CAP has meant to them over the years and thanked us for this opportunity to return.

About 15% of those renewing after talking to our Program Development team are rejoining local squadrons immediately and we have given them the steps to take and the contact numbers for the local commanders. These members have been advised that fingerprint cards, permission of the commander, and back dues are required. If you hear that our campaign said less is required, that is not so; my letter referred only to the ease of renewing membership in the National Patron Squadron.

Many renewing members in the National Squadron have indicated that while at present they cannot join a local unit, eventually they hope to be returning to "active duty." On the other hand, more than half of those joining the National Squadron are intending to remain members in this unit simply to continue to belong to our great organization, to show their belief in the goals and ideals of Civil Air Patrol, and to support our activities with their dues as patron members.

This has been a month long campaign and is winding down now, but the lessons we have learned from it are very useful in the coming year as we look at ways to stem the declining membership in CAP. The number one reason people gave for not renewing was that they simply let the date slip by or did not get a renewal notice or a phone call to remind them of their expiring membership. Many said that once three months had passed and they needed a new fingerprint card, it just became too much of an obstacle to renewal. For this reason, I have extended the time from three to six months after which a late renewing member is required to obtain a fingerprint card. This is one step that can be taken at the national level, but this campaign has shown that the most important outreach is at the unit and wing level. I know that those wings that become more proactive and contact their nonrenewing members will see even more dramatic gains than we had in our national campaign. I urge you to begin now to contact those members *monthly* and bring them back into CAP.

A handwritten signature in black ink, reading "Antonio J. Pineda". The signature is written in a cursive style with a large, prominent initial "A" and "P".

ANTONIO J. PINEDA
Major General, CAP
Commander