

LESSON PLAN

Area Canvassing Plan

DISCUSSION POINT

- I. Presentation
 - A. Purposes of an Area Canvassing Plan are to:
 - 1. Develop awareness of Navy opportunities.
 - 2. Identify new Centers of Influence, and produce enlistments.
 - 3. Help you manage your time.
 - B. The Area Canvassing Plan provides a simple and systematic approach towards canvassing your assigned primary and High School/Junior College market segments.
 - C. The combination of zip codes and High School/Junior Colleges will comprise an Area Canvassing Plan.
 - D. This is a Planned Recruiting Evolution (PRE) and prospecting approach centered around blocks of zip codes assigned to a specific high school.

RELATED INSTRUCTOR ACTIVITY

Ref: 1133.2 series Recruiting Leadership and Management Manual

LESSON PLAN

Area Canvassing Plan

DISCUSSION POINT

RELATED INSTRUCTOR ACTIVITY

E. Benefits of using an Area Canvassing Plan:

1. Time management.
2. Increased Navy awareness.
3. Increased market penetration (11S market must be 100% identified by 31 May).
4. Expanding referral base (To include other commands and Reserve Centers).
5. Increased new contract production.
6. Less stress on recruiters.
7. Better quality of life for all hands.

F. Key elements for an Area Canvassing Plan:

1. Motivated personnel.
2. Imagination.
3. Winning attitude (think win/win all of the time).
4. Capable of change (Always try something new).

LESSON PLAN

Area Canvassing Plan

DISCUSSION POINT

5. Accept the fact that you cannot make goal sitting in the office (get up and get out).
6. Accurate DOD ASAD numbers and WINSTEAM data (3 to 5 years' worth).

G. Acronyms:

1. TMC – Target Market Center.
2. HV – Home visit.
3. F/U – Follow up.
4. INT – Interview.
5. I/I - Initial Interview.
6. APPTS – Appointments.

H. Careful pre-planning and review of a canvassing plan is a must if this objective is to be realized.

I. Pre- Prospecting-24-48 hours prior.

RELATED INSTRUCTOR ACTIVITY

LESSON PLAN

Area Canvassing Plan

DISCUSSION POINT

RELATED INSTRUCTOR ACTIVITY

J. Things to bring during Area Canvassing:

1. School folder/Your planner book
2. Posters, take-one racks, RADs, give always.
3. Money.
4. Positive attitude, imagination.
5. Plenty of business cards.
6. Have DEPPers meet you in the area to assist you.
7. Wear a sharp looking uniform.

K. Examples of items to be accomplished during your Area Canvassing:

1. Develop one new COI.
2. Hang one new poster / replenish RADs.
3. Conduct two I/I.
4. Conduct two F/U Interviews.
5. Visit existing COI's.

LESSON PLAN

Area Canvassing Plan

DISCUSSION POINT

6. When scheduled, conduct School visit.
7. Ask for Referrals.
- L. After plan has been achieved, plan on a good DPR with the RinC to see what was accomplished and what needs Improvement.

RELATED INSTRUCTOR ACTIVITY