



N-M PROJECT
Member Recruitment Want Ads
January 2005

Auxiliary Member Recruitment Want Ads

National Marketing Group
U.S. Coast Guard Auxiliary

The following want ads were created by the National Marketing Group for your use in promoting membership in the Coast Guard Auxiliary using local and regional print media publications. The objective is to use a "pull strategy" and CREATE DEMAND on the local level and to also BRAND the name of the Coast Guard Auxiliary. While there may be some minimal cost to print these ads locally it may be possible to find some publications, newspapers, or newsletters who will print them for free as a public service. Typically, more than one ad placement is more effective. Feel free to use the copy provided or create your own.

Attention Ex-Military/Retired Military. Your nation still needs you. The U.S. Coast Guard Auxiliary assists the Coast Guard in non-military and non-law enforcement programs such as public education, vessel safety checks, safety patrols, search and rescue, maritime security and environmental protection. Wear the Auxiliary uniform with pride and your military ribbons. Criminal background check and membership are required. CALL: (XXX) XXX-XXXX or visit www.cgaux.org , <http://www.teamcoastguard.org/Personnel/RNR.htm> . [add local unit website]

Help keep our waterways safer, join the Coast Guard Auxiliary as a volunteer member. For more information, call (XXX) XXX-XXXX or visit www.cgaux.org , <http://www.teamcoastguard.org/Personnel/RNR.htm> . [add local unit website]

New boat? Learn more about boating and boating safety from the U.S. Coast Guard Auxiliary. Unpaid, volunteers are needed to help teach boating safety to the recreational boating public. Criminal background check and membership are required. For more information, CALL: (XXX) XXX-XXXX or visit www.cgaux.org . [add local unit website]

Attention Boaters! Learn more about boating and boating safety from the U.S. Coast Guard Auxiliary. Unpaid, volunteers are needed to help teach

boating safety to the recreational boating public. Criminal background check and membership are required. For more information, CALL: (XXX) XXX-XXXX or visit www.cgaux.org . [add local unit website]

Volunteer Vessel Examiners Wanted. Unpaid, volunteers are needed in the U.S. Coast Guard Auxiliary as vessel examiners to help local recreational boaters be safe on the water by conducting free vessel safety checks of boats. For more information, please contact: (XXX) XXX-XXXX or visit www.cgaux.org or www.safetyseal.net . [add local unit website]

Public Education Instructors Wanted. Unpaid, volunteers are needed in the U.S. Coast Guard Auxiliary to help teach boating safety classes to the recreational boating public. Criminal background check and membership required. Free training. For more information, please contact: _____ or visit www.cgaux.org . [add local unit website]

Boating Safety Instructors Wanted. Unpaid, volunteers are needed in the U.S. Coast Guard Auxiliary to help teach boating safety classes to the recreational boating public. Criminal background check and membership required. Free training. For more information, please contact: _____ or visit www.cgaux.org . [add local unit website]