



WebXchange: MFRC Innovative Ideas

Edmonton and Petawawa MFRCs: Making a Great Welcome Package

27 July 2017

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Welcome to Edmonton



- Between 600-900 CAF members “clear-in” to Edmonton each year
- Packages are available in either English or French
 - Pre-posting package can be mailed upon request
 - Family
 - Single
 - Youth (bilingual)
- A tour of the Centre is offered to the family, if they are present. If they are not present, a welcome call is encouraged
- The guide and information can also be found under “In My Community” on the website



Pre-posting Package



- Pre-posting letter
- Welcome to Edmonton Guide
- Relocating Guide (Canadian Forces Newspaper Association)
- Most Recent Community Guide
- MFS – Strength Behind the Uniform
- MFRC Brochure



Members with Spouse/Partner and/or children



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|---|---|
| • Welcome Family letter | • Keep-a-Coin |
| • Welcome to Edmonton Guide | • Tim's Card |
| • Relocating Guide (Canadian Forces Newspaper Association) | • MFRC mini first aid kit |
| • Most Recent Community Guide | • MFRC Notebook and Pen |
| • MFS – Strength Behind the Uniform | • FIL Swag |
| • MFRC Brochure | • School Information (if required) |
| • MFRC Business Registry | • Additional Community resources as available |
| • Medicentre, Calian sheet, Alberta Health letter – no waiting period | |





Single Members



- Welcome single letter
- Welcome to Edmonton Guide
- Most recent Community Guide
- MFRC Brochure - tailored
- MFRC Business Registry
- Keep a Coin
- Tim's Card
- MFRC mini first aid kit
- MFRC Notebook and Pen
- Additional Community Resources as available



Youth (ages 9-17)



If a CAF member identifies that they have a youth in their home, they will also receive one "pizza box" per youth. Youth can also pick up their own box at the youth centre.

- Youth Centre Handbook
- Youth Centre Registration Form (once completed, youth receive a fidget spinner)
- Cineplex Gift Card
- Community Resources (as available)
- Most recent Youth Centre calendar
- Upcoming program flyers





Most Frequently Asked Questions



- What programs are available for my child
- Where can I go for Employment support
- Help finding a doctor/specialist
- Where to get info on free tickets or discount tickets



+ Petawawa MFRC: Our Welcome Process

- Information Services gets information about incoming CF members and sends a welcome package to their current unit;
- When member arrives they “Clear-In” at The Family Centre. We :
 - make sure they received an information package,
 - ask if they want to subscribe to our newsletter,
 - ask if we can call their family to welcome them to the area, and
 - ask if they have children. If so, we create a customized information kit based on their family’s needs.



+ PMFRC Welcome Package

Our Welcome Package includes:

- Welcome Package information booklet;
- Petawawa and Pembroke maps;
- Local tourist information;
- Info about PMFRC app; and
- Magnet with key numbers



+ What works for us...

- Sending the Welcome Package BEFORE the move.
- Families : the maps, information about the area in our Welcome booklet and the fridge magnet.
- We also offer a flip book version our Welcome booklet.



+ Frequently asked questions

We revise our information booklet each year. The information people are most interested in...

- Hotels
- Kennels and Pet Care (especially for family's who are looking for people to care for their pets during the move)
- Finding a doctor



This year we removed a lot of information from our welcome booklet

(more pages = more weight = increased mailing costs)

That information is now on CAFConnection under In Your Community > Useful Links

