

MEMBERSHIP/RETENTION

OBJECTIVE: To provide useful information regarding proven techniques in recruiting and retaining members in Idaho's Veterans of Foreign Wars.

BACKGROUND: The Department of Idaho is not unique in having struggled to maintain our dwindling membership roles and attract those new members to provide for the future. The current economic climate, coupled with the rapid loss of four WWII and senior Korean conflict population are factors to be dealt with. On the positive side we have a whole new era and recruiting base of eligible prospects in our "Citizen Soldiers" and regular military members currently serving our Country.

MAJOR PROBLEM AREAS:

- Lack of motivation to increase Post membership.
- Inability to process new member's expeditiously by electronic means.
- Lack of training for those Comrades willing and able to recruit.

RED FLAGS FOR POSTS THAT MAY NEED ATTENTION:

- Post's with **zero** new or reinstated members on MEMSTATS
- Post's needing few new members for 100% on 1 July each year.
- Post's with Officer's without Electronic Mail
- Post's failing to provide timely reports to District/Department
- Post's reaching 100%, but failing to continue to recruit new members
- Post's with one or more of the above who fail to request assistance.

SUGGESTED POLICY FOR SUCCESS:

- Implement a Department Membership team consisting of:

a. Membership Chairman

Responsible directly to the Department Commander for the implementation, operation, and supervision of the team.

b. Chief Recruiter/Trainer

Assist the Department in training designated District representatives on recruiting techniques, membership processing through OMS, and retention procedures.

c. District Membership Chairman

Identified by the District Commander as the point of contact for each District for all matters relating to membership productivity of the District.

d. Post Membership Chairman

Identified by the Post Commander, as the primary point of contact for issues regarding the recruiting, processing, and retention of Post members, including Chairing the Post Membership Committee.

e. Necessary tools for each member of the Membership Team:

- Business cards complete with name, title, and contact info including email, address, and phone number

- Computer access to Department Post membership profiles (viewing only)

- Ability to communicate electronically and other means with any member of the Team to facilitate inter-post transfers, reports, and other necessary membership related issues.

- Receive timely notification of contact information from the Department Membership Chairman/Chief Recruiter for any new/recruited member to Department DAL/MAL Post 15013 residing in Post/sar area of jurisdiction.

- Established rapport with the local media including TV, Radio and Newspapers.

TEN RECRUITING TACTICS/IDEAS

1. Every Post member should know that he/she is a valued recruiter and responsible to assist as they are able in the Post/District/Department recruiting effort.

2. Business Cards—highly effective—essential tool in promoting your availability to assist any potential prospect.

a. See a veteran license plate, military decal, bumper sticker on a vehicle in any parking lot. Write a short note like “Thank you for your service” and sign it on the back of the card before placing on the windshield.

b. Be ready to pass out a card and if possible, take the contact info for each candidate for the VFW you visit with.

3. Always have extra VFW applications in each vehicle and with you when possible. Always fill them out on the spot to get the contact info before you pass them

- out....Follow-upisessential.Justhandingoutan applicationrarelyresultsin membership.
- 4.Alwayswearsomethingnotingyouraffiliatio nintheMilitaryand/ortheVFW. Thismakesiteasytobreaktheicewithastranger ...Post/District/Dept.Officers shoulddisplaytheirpositionswiththeVFWwithma gneticdecalsontheirvehiclesif possible.
- 5.Strikeupfriendlyconversationswithanyob viousveteranwithquestionsthat willelicitaresponseregardingtheireligibility (Blueprinting)fortheVFW.After determiningtheyarepotentiallyeligibleask:“Wh atVFWPostdoyoubelongto?” Youwillbesurprisedhowmanynewmembersreportt hattheyhaveneverbeen askedthatquestion.Alwaysassumethattheyare– andifnot,thattheywilljoin!
- 6.Knowyourproduct...WhatdoestheVFWofferthe personyouaretalkingtoorhis son/daughteroverseasinacombatzone.Thereisa lwaysagoodanswerforevery reasonaprospectgivesfornotjoining-learning theanswerscomeswithtime.Role playwithyourcomrades!
- 7.Personalitiesplayavitalroleinrecruiting. Youblueprintapropectivemember andcan’t“close”thesale,passtheinfoyouhave toafellowmemberandlethim/her giveitetry.
- 8.EveryonehasaDBM(DominantBuyingMotive)fi ndoutwhatthat isandyou haveanewmember.Itcouldbefinances,itcould behowmuchtimetheyexpectto havetodedicatetomeetingsetc.,itcouldbefear ofbeingrejectionbymembers,etc.
- 9.Believethatthereisnovalidreasonforyouo ryourPostnottoachieveyour membershipgoal,andsetthatgoalonestephigher thanyoucanimagine.Why shouldyoubelievethis?Becauseitistrue!!Jus twhenyouthinkeverypersonin yourareahasbeencontacted,anotherwillappari fyowatch.
- 10.Attitudewilldictatesucceeverytime.If youdon’thavefun,orlackthe competitivspirittorecruitnewbloodforyourTe am,yourteamwillsufferand otherswillhavetoworkharder.
- Remember!** Virtuallyeverypersonyoumeetisapotentialres ourceformembership. Theyeitherareeligibleveterans,marriedtoone, havechildrenwhoare,orknow someone thatis.ThisistrueforourVFW,Ladies andMen’sAuxiliaryalike!