VFW

VETERANS OF FOREIGN WARS®

Department of New Jersey

2019 - 2020

COMMANDERS PROJECT

&

MEMBERSHIP PROGRAM

NO ONE DOES MORE FOR VETERANS®

2019-2020 State Commanders Project

This year's Commanders Project will focus on 3 issues that will improve the lives and wellbeing of New Jersey's veterans along with honoring our own forgotten brothers and sisters. Your donations will be used for the following programs:

MENTAL HEALTH / SUICIDE AWARENESS 40%: It is inconceivable that 22 veterans a day feel so alone and desperate that they believe committing suicide is the answer to their problems. This is not a generational or gender issue, 58.1% of veteran suicide victims are over the age of 55 and women veterans are 1.8 times more likely to commit suicide then non-veterans. I believe it is a priority for us to reduce a veteran's risk for suicide before they reach a crisis point and support those in crisis. We can't combat this alone and we must build networks of support, communication, and care across the communities where veterans live and work. To accomplish this goal, 40% of the funds raised will be used to support:

- Department wide participation of the 4th annual VFW Campaign to Change Direction on September 14, 2019, a national day of service and action to change the dialogue on mental health for veterans and their communities.
- Grants to Districts, Posts, and partnering organizations to implement support groups, awareness campaigns, mentor programs, etc., on the local level.

CONTINUED FUNDING OF THE DEPARTMENT VETERANS ASSISTANCE PROGRAM 50%: Started by Commander Sarmiento, this important program lends a hand up to veterans and troops in need who do not reside in the vicinity of a VFW Post. I believe this program furthers our goal of assisting veterans before they reach a crisis point by keeping a roof over their head and food on the table.

MISSING IN AMERICA PROJECT 5%: Their mission is to locate, identify and inter the unclaimed cremains of American veterans. Locally the project is coordinated by Vietnam Veterans of America Chapter 12 in Oakhurst.

GUIDING LIGHTHOUSE 5%: A transitional homeless veteran facility open to female veterans. The 24 month program includes mental health counseling, financial coaching and job skills training under the supervision of a case manager. The facility is located in Jackson N.J.

I hope you can generously support these projects and I look forward to working together to advance the VFW mission of service, representation and advocacy.

Mail all donations to:

Chairman Steve Fodor
74 Linden St
Fords N.J. 08863

Thank you,

Barbara Kim-Hagemann

VFW

VETERANS OF FOREIGN WARS®

Department of New Jersey

2019 - 2020

MEMBERSHIP PROGRAM

NO ONE DOES MORE FOR VETERANS®

Comrades,

The strength of the Veterans of Foreign Wars lies within our membership. We must continue to build a strong membership base through retention and recruitment to ensure our voices are heard in Washington and Trenton. Our programs only remain effective and viable by the hard work of our membership. As I'm sure you have experienced, every year it becomes more difficult to find volunteers leaving just a handful of members to keep our Posts, Districts and Department moving forward. We have lost half of membership over the last 20 years and that is a trend we must stop. New Jersey is home to over 312,000 veterans who have served duringWWII 8,695, Korean War 25,037, Vietnam 101,693, Gulf War& War on Terror 98,222.During this membership year the New Jersey National Guard will have deployed 1,800 soldiers& airmen, most to theaters of operation which will make them eligible for membership. It is my goal to recruit 800 of those deployed troops. Those eligible veterans are not going to line up at your front door looking for an application, we must get out from behind of our four walls and reach out to them by being visible in the community, attending local events and assisting or welcoming home our deployed and returning troops. The VFW is second to no one when it comes to programs that positively impactthe lives and wellbeing of veterans, but we are probably the worst at informing the community we serve of our achievements. This membership program will give our Posts and Districts the tools and assistance required to grow our membership and strengthen the VFW.

I believea rejuvenated membership of seasoned members mentoring new veterans will continue to make great strides in combating veteran homelessness, preventing veteran suicides, promoting Americanism & patriotism in our schools and communities along with the thousands of other great achievementsour VFW membership accomplishes daily. The key to a stronger organization is to retain and re-energize the membership we have, recruit new members with open arms and mentor them to take positions in the future.

Communications with our membership is important and VFW surveys have shown that one of the main reasons a member has failed to renew is because the Post took the dues and never reached out to themember. A members' only contact with the VFW after joining shouldn't be a dues renewal notice or a request for a donation. The same goes for your inactive members, we need to reach out to them, re-engage them into active members and an asset to the organization. Veterans want to be part of something important, to make a difference and a create positive impact. The mission of the VFW can afford them of the opportunity to obtain these personal goals, we just need to ask them to be on our team. Unfortunately, most Posts have ceased distributing newsletters thus failing to keep their membership informed and engaged. To improve communications with the membership I will be directing the State HQ to assist Posts and Districts in sending out newsletters and notices to their membership and community partners along with re-instituting the Department newspaper.We alsohave developed a new member welcome package for Posts to utilize.

Lastly, we will be planning to institute new Posts in communities currently underserved by the VFW and revitalizing those Posts whose membership has declined at an alarming rate. The Posts that have failed to recruit a new member for the past 3 years will be receiving personal assistance from myself and the membership team. I know that if we work together, we can reverse our declining membership and grow the Veterans of Foreign Wars into a stronger organization that will serve, represent and advocate for veteranstoday, and for generations to come.

Barbara Kom-Hagemann

POST / DISTRICT RECOGNITION AWARDS

Post and District membership 100% quotas will be based on the June 30, 2019 membership as adjusted by National Headquarters

POST DIVISIONS

Category A – Posts with Membership of 10 thru 50

Category B – Posts with Membership of 51 thru 80

Category C – Posts with Membership of 81 thru 125

Category D – Posts with Membership of 126 thru 200

Category E – Posts with Membership of 201 thru 275

Category F – Posts with Membership of 276thru 350

Category G – Posts with membership of 351 thru 475

Category H – Posts with membership of 476 thru 1000

DISTRICT DIVISIONS

Category A – Districts with Membership of 250 thru 1000

Category B – Districts with Membership of 1001thru 2000

Category C – Districts with Membership of 2001 thru 3000

Category E – Districts with Membership of 3000 or more

POST POINT SYSTEM

- Hosting or participating in a deployed troop family event earns 75 points
- Hostingor participating in a welcome home event for deployed troops earns 75 points
- Assisting a deployed troop family earns 25 points
- Obtain 100% in membership by December 31 earns 100 points
- Obtain 100 % in membership by March 31 earns 75 points
- Obtain 100 % in membership by May 31 earns 50 points
- Submit all monthly membership reports to the Department by the due date (July thru May reports) earns 50 points
- Each Post off site recruiting event earns 25 points
- Each Post volunteer assisting at a Department recruiting event earns 10 points
- Each Post that appoints a Membership Chair (reported the Department) earns 10 points
- Each new or installment plan life or legacy member earns the Post 15 points
- Each new, reinstated or paid annual hospitalized, sick, needy or disabled veteran whose dues was paid for through the Post Relief Fund earns 10 points

- Each new or reinstated Active Duty, Reserves or Guard trooprecruited by the Post earns 10 points
- Each new or reinstated member recruited by the Post earns 5 points
- Each Department recruiting team application forwarded to the Post, andaccepted bythe Post membership,earns 5 points (These applications must be acted upon by the Post within 45 days or the applicant will be placed in another Post or Member at Large status)
- Each paid annual member dues earns 2.5 points

POST AWARDS

POSTS ACHIEVING 100 % BY THE BELOW DATES WILL BE PLACED IN A DRAWING WITH OTHER POSTS IN THE SAME DIVISION FOR PRIZE MONEY (a Post may only receive one drawing award)

December 31	March 31	May 31
A) $150.00	$100.00	$75.00
B) $200.00	$150.00	$100.00
C) $300.00	$200.00	$150.00
D) $400.00	$300.00	$250.00
E) $500.00	$400.00	$350.00
F) $700.00	$600.00	$500.00
G) $800.00	$700.00	$600.00
H) $900.00	$800.00	$700.00

THE TOP 12 POSTS IN POINTS ON JUNE 15th WILL RECEIVE:

1st place $1,500.00	2nd place $1,400.00	3rd place $1,300.00
4th place $1,200.00	5th place $1,100.00	6th place $1,000.00
7th place $900.00	8th place $ 800.00	9th place $700.00
10th place $600.00	11th place $500.00	12th place $400.00

DISTRICT AWARDS

DISTRICTS ACHIEVING 100 % BY MAY 31 WILL BE PLACED IN A DRAWING WITH OTHER DISTRICTS IN THE SAME DIVISION FOR PRIZE MONEY

A) $500.00	C) $850.00
B) $600.00	D) $1,000.00

INDIVIDUAL RECRUITER AWARDS

Individual recruiting awards, except Aide De Camp, will be awarded by using the National Recruiter Reports dated June 1, 2019. Awards for travel to the National Convention shall be drawn on March 15th to ensure enough time for travel arrangements. Awards will be presented at the State Convention.

All members recruiting 30 or more new or reinstated members by June 30 will receive:

- A distinctive "Department Aide De Camp Recruiter Class" VFW cap

Annual members recruiting five (5) New or Reinstated Members will receive:

- Their Annual Dues paid by the Department for the current year.
- Their name and membership number will be entered a drawing for a Life Membership.

Note: For each additional five (5) members recruited, an additional entry will be made in the Life Membership Drawing.

The drawing for the Life Membership listed above will be conducted at the Department Convention.

Life Members recruiting 5 New or Reinstated Members will receive:

Name and membership number will be enteredintoa drawing for one level of Legacy Life membership equal to $400.00 or $200.00 cash if already a Gold member.

Note: For each additional five (5) members recruited, an additional entry will be made into the drawing.

The drawing for the Legacy Life Membership award listed above will be conducted at the Department Convention.

All members recruiting five (5) New or Reinstated Members will be enteredintoa drawing to be held on March 15th for:

Round trip airfare to the National Convention in Reno NV

Expense check in the amount of $599.00 to help defray expenses.

Note: For each additional five (5) members recruited, an additional entry will be made into the drawing.

Additionally, the top 3 Post recruiters (must have recruited 15 or more new / reinstated membersas of March 15th) will also receive:

Round trip airfare to the National Convention in Reno NV

Expense check in the amount of $599.00 to help defray expenses.

The top 10 recruiters (must have recruited 10or more new / reinstated members by June 1) will receive:

$100.00 per day (max $400.00) to attend the Department Convention

RULES:

1) Quartermasters should enter the actual recruiter's membership # into the OMS system when entering a new or reinstated member to ensure the recruiter is properly credited.
2) Points for troop / recruiting events or family support must be properly recorded on the monthly membership report for credit.
3) Points for new, reinstated or paid annual hospitalized, sick, needy or disabled veteran whose dues was paid for through the Post Relief Fund andany new or reinstated currently deployed troop recruited by the Post must be properly recorded on the monthly membership report for credit.
4) Points for new Active Duty, Reserve or Guard troops recruited by the Post must be properly recorded on the monthly membership report for credit.
5) All other points shall be tallied by the Department Adjutant and HQ staff using the National On Line Membership System (OMS).
6) Monthly membership reports are due to the State HQ by the 15th of the following month. The reports will be used to collect award points and data on successful recruiting campaigns conducted by the Posts.

INFORMATION:

1) The Department membership team will recruit 800 eligible deployed National Guard membersand forward the applications towilling Posts local to the veteran. Upon approval of the Post the Department QM will process the applicationin OMS by paying the National and Department dues. These new members will cost the Post nothing.
2) The Department membership team will conduct recruiting drives at major events across the state and local Post members are encouraged to participate and take new applications back to their Posts for approval. The membership team will also be contacting Posts with applications for new members local to the Post.

NJ Membership Reporting Form

Post # _____

Membership Chair _____

Address _____

City/State/Zip _____

Home Phone _____ Cell Phone _____

Email _____

Post membership activities for the month of _____(due by the 15th of the following month) (List members by membership #)

- ☐ List new or reinstated Active Duty, Reserves or Guard troop recruited _____
- ☐ List new, reinstated or paid annual hospitalized, sick, needy or disabled veteran whose dues was paid for through the Post Relief Fund _____
- ☐ List each Post off site recruiting event (photo or flyer must be attached)_____
- ☐ List all assistance to a deployed troop family_____
- ☐ Hosting or participating in a welcome home event for deployed troops or families (photo or flyer must be attached)_____
- ☐ Hosting or participating in a deployed troop family event (photo or flyer must be attached)
- ☐ Does the Post accept applications from the Department Membership Team Yes_____ No_____
- ☐ Other: _____
- ☐ Other: _____
- ☐ Other: _____
- ☐ Other: _____

Forward all reports by the 15th of each month to:
VFW State HQ
171 Jersey St bldg. 5
Trenton NJ 08611
[redacted]
or online at vfwnj.org

RESOURCES:

The Department staff will provide Districts and Posts with any resources required to recruit / reinstate or retain members. A list of resources available:

- Expiring and unpaid member lists(can be compiled by District, Post, Member at Large or zipcode)
- Unpaid VFW members who relocated to NJ list (can be compiled by zip code)
- Veterans enrolled in the property tax exemption by municipality (allow 14 days to fill the request)
- Applications, brochures and recruiter guides are available for pick up at the State HQ
- A customizable new member "Welcome Package" is available for download for printing on vfwnj.org

The National website vfw.org has every resource a member or Post needs for a successful recruiter or membership campaign. Just log in, click on MY VFW then VFW Training & Support.

Department contacts:

State Membership Team:

VFW State HQ
171 Jersey St bldg. 5
Trenton NJ 08611
609 393-1929
adjutant@njvfw.com

State Commander:

Barbara Kim-Hagemann
140 Bass Rd
Tuckerton NJ 08087
732 267-9660
roo21963@gmail.com

National Membership contact:

VFW National Membership Department
1-888-JOIN-VFW
membership@vfw.org

Membership Department

VETERANS OF FOREIGN WARS.

406 W. 34th Street
Kansas City, MO 64111
Tel: (816) 756-3390
Fax: (816) 968-2728
Email at membership@vfw.org

ORDER FORM
Revised: 28 January 2019
**Previous editions are obsolete!*

DATE: _____

SHIP TO: NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____-_____
PHONE: ___ ___ ___-___ ___ ___-___ ___ ___ ___ E-MAIL: _____
DEPT: _____ POST or DISTRICT #: _____
CHECK ONE: ○CDR ○ADJ ○QM ○CNR ○Member ○VSO

Please refer to the VFW Store order form on back page for kits and table covers.

Quantity Ordered	Item Description	Quantity Per Package	Package Price	TOTAL PRICE
	Membership Application **(see note below , above payment details)**	25	FREE	
	Brochure, Women Veterans Recruitment	25	FREE	
	Brochure, Legacy Life Membership	25	FREE	
	Brochure, New Member Recruitment- Generations of Service	25	FREE	
	Brochure, Member Benefits	25	FREE	
	New Post Development & Post Revitalization Manual	1*	FREE	
	Brochure, Legislative Priority Goals	50	FREE	
	Fact Sheet – VFW Talking paper	1*	FREE	
	Eligibility Information Sheet	1*	FREE	
	Brochure, Membership Campaigning on the Post Level	1	FREE	
	Promotional Items, VFW Window Clings	25	FREE	
	Promotional Items, VFW Oval bumper sticker	25	FREE	
	Promotional Items, VFW ask me how to join bumper sticker	25	FREE	
	Eligibility Pens **(maximum 5)**	1	FREE	
	Door Hanger, Self-Mailers	25	$1.00	
	Guide, Recruiter Success **(pocket size)**	1	$1.00	
	Poster, "Join Now"	1	$0.50	
	Poster, "New Post Forming"	1	$0.50	
	Poster, "World Map of Eligibility"	1	$0.50	
	Take Pride campaign medal flyers**	15*	$1.50	
	Guide, Recruiter Training **(Student Guide)**	1	$1.50	
	Brochure, New Membership ***(Spanish Version)***	25	FREE	
	Fact Sheet – VFW Talking Paper ***(Spanish Version)***	1*	FREE	

* Items marked with * can be downloaded for free on www.vfw.org

** Includes 1 each of all campaign medals that qualify veterans for VFW membership

Sub-Total	
Shipping	
TOTAL	

For information and pricing on Membership items included in the Membership Product Catalog but not listed here, please contact the Membership Department. NOTE: **If you order applications only, the shipping is free.**

Payment Details:

PAYMENT METHOD: ○Cash ○Check/Money Order ○Credit Card
Card Type: ○AMEX ○MasterCard ○VISA ◉Discover
○Bill me (*Quartermaster only*)
Name on Card: _____
Credit Card #: ____ ____ ____ ____-____ ____ ____ ____-____ ____ ____ ____
Credit Card Exp. Date: ____ ____ / ____ ____

Shipping Information:

Sub-Total	Shipping Cost
$0.00 to $10.00	$5.00
$10.01 to $25.00	$7.00
$25.01 to $50.00	$11.00
$50.01 to $75.00	$15.00
Over $75.00	Call for quote

Thank You!

2018-2019 VFW Store

VETERANS OF FOREIGN WARS.

34th Street - Kansas City, Missouri 64111
Website - www.vfwstore.org
Customer Call Center - 1-833-VFW-VETS - **Fax** - 816-968-1196

For Office Use Only	
Order #	
Date	
Name	
CCB	
Check Amt.	
Cash	

DATE: _____
SHIP TO:

POST # _____ **DEPT** _____ _____
Member #

CUSTOMER NAME _____
First M.I. Last

STREET ADDRESS _____
(Avoid using P.O. Box number)

_____

CITY _____ **STATE** _____ **ZIP** _____

HOME PHONE _____

BUS. PHONE _____

E-MAIL ADDRESS _____

BILL TO: Must match credit card billing address.

POST # _____ **DEPT** _____ _____
Member #

CUSTOMER NAME _____
First M.I. Last

STREET ADDRESS _____

_____

CITY _____ **STATE** _____ **ZIP** _____

HOME PHONE _____

BUS. PHONE _____

E-MAIL ADDRESS _____

Stock Number	Quantity	Catalog Description of Merchandise	Price	Totals
4261		VFW Recruiting Kit	$38.50	
4003		Post Starter Kit	$55.00	
4002		Post Charter Kit	$300.00	
3472		6' VFW Logo Table Cover, black with full color logo (please call VFW Store for other colors)	$190.00	
3473		8' VFW Black Table Cover, black with full color logo (please call VFW Store for other colors)	$250.00	

Total for Merchandise Ordered	
Missouri Residents Only – Add 8.098% Tax	
Shipping & Handling	
Balance Due from Previous Order Be Sure to Show Invoice No.	
Total Amount $	

Orders may be faxed to (816) 968-1196 when using a credit card.
When orders are faxed - To avoid duplication, PLEASE DO NOT MAIL IN ORIGINAL ORDER.

MasterCard VISA DISCOVER AMERICAN EXPRESS

Credit Card Number:

Expiration Date: _____ / _____

SHIPPING & HANDLING	
Up to $10.00	Add $4.00
$10.01 to $25.00	$7.00
$25.01 to $50.00	$9.00
$50.01 to $75.00	$11.00
$75.01 to $100.00	$13.00
$100.01 to $200.00	$15.00
$200.01 to $300.00	$17.00
$300.01 & Over	$21.00

Prices effective through 8-31-19

For your protection, do not send cash or stamps. Make check or money order payable to Veterans of Foreign Wars of the U.S.

Signed _____ Money Order No. _____ Post Check No. _____

Revised 12/2018

VFW

NO ONE DOES MORE FOR VETERANS.

MEMBERSHIP CAMPAIGNING ON THE POST LEVEL

A Post guide to recruiting, retention, and mentoring

Introduction

ıe purpose of this handbook is to provide ıu with suggestions and ideas on how ı organize and effectively carry out a embership campaign at the Post level.

ı be successful, every Post Commander ieds a strong and effective membership mpaign. This requires planning and a orough knowledge of the VFW and its rious programs. Then, and only then, can ost Commander be an effective leader.

cruiting new and/or reinstated members a matter of salesmanship, made more ficult by the fact that our salesmen are unteers who are not paid for their work. To a good job of selling, you must know the duct—in this case, the Veterans of Foreign rs, its programs and objectives. Questions l be asked and must be answered.

e most serious problem in VFW Posts lanning and effectively carrying out a mbership program that covers all phases membership recruitment: securing new mbers, reinstating former members l collecting continuous members' s. A Post cannot rely entirely on dues ices that National Headquarters mails very Annual member. Therefore, a mbership program must be adopted put into effect in every Post.

ıccessful membership campaign must arefully planned and effectively carried . Organizing a membership campaign must ude capable personnel, good planning, tinuous supervision and regular evaluation ıe results. But most of all, hard work ıquired in order to get the job done.

Planning the Campaign

No membership program can be successful unless it is carefully planned and has definite objectives.

1. SELECT A COMMITTEE
Post Commanders should appoint a capable comrade as Membership (Chairman) Director, then work with this comrade in selecting a committee and planning a membership campaign. Members of the committee should be comrades the commander knows and trusts, people who are active and knowledgeable, members who are interested and above all, who can be counted on to do the job.

Two key members of the Committee should be the Post Quartermaster and Adjutant.

2. SET A GOAL
A quota should be set. Your quota should include new and reinstated members as well as continuous members. A percentage figure above the quota should also be set, as well as a date to achieve these goals.

3. BRIEF THE COMMITTEE
Dates should be set for the Membership Committee to report to the Commander and Membership Director on the progress of the membership campaign.

4. COMPILE A LIST
A list should be prepared by Post Quartermaster containing names and addresses of current and former members. These members should be contacted in person, by letter, telephone or email.

5. PUBLICIZE MEMBERSHIP EFFORTS
Use your Post publication (if you have one) and the Post bulletin board to emphasize your membership campaign. Post a list of delinquent and former members' names. Ask members of your Post to help sign up new and reinstated members as well as

collect continuous members' dues. Announce contests, dinners and other incentive awards. Advise the membership of your Post on progress of the membership drive, announce winners of contests and awards. Be sure to include District, Department and National contests as well.

Campaign Suggestions

The following are ideas and suggestions have been tried and proven to be successful by VFW Posts around the world:

TEAMS

The most successful method of setting up a membership drive is to appoint two (or more) captains who each will head a recruiting team. Team members should be appointed by the Post Commander, Membership Chairman or team captain. The number of members on a team may vary, but generally smaller groups are more effective.

Teams should collect dues from continuous members, call on former members, follow up leads on prospective new members, conduct door-to-door campaigns and telephone round-ups, email campaigns. Contests and/or other incentives should be used to put the teams on a competitive basis.

TELEPHONE CAMPAIGN

Proper use of a telephone campaign can be a most effective way to collect dues from continuous members and/or to reinstate former members. Membership teams should prepare lists showing the names, addresses, telephone numbers and email addresses of continuous members who have not paid the current year's dues. The teams should be divided so that comrades who have a pleasant speaking voice and who are familiar with the VFW work the phones.

Advise each delinquent member that the Post is now conducting its annual membership campaign. Urge the member to pay dues now. You can direct members to www.vfw.org if they wish to renew their dues online, encourage them to visit the Post if that would be more convenient, or set up a time that a member can come pick up the dues.

Telephone campaigning can be done at any time, but is most effective if it is done on Saturday or Sunday, when members are most likely to be home.

When conducting a phone campaign it must be a personalized encounter. Ask questions on how they are doing, if the Post can assist in any way and then ask for dues payment.

Competitions, incentives and awards are ways you can make your membership drive more interesting and rewarding.

Competitions, Incentives & Awards

COMPETITION

After you select your membership teams, set up contests among the teams. Determine a certain number of points for new, reinstated and continuous members. The team with the most points at a given date is the winner. Make the membership drive interesting, fun and challenging.

INCENTIVES

Set up awards for individuals or teams who perform the best during the membership campaign. Utilize National, Department and District membership awards.

Stimulate competition by announcing that the top recruiters will be guests at a dinner paid for by the Post. Have the losing team treat the winning team to dinner or have the losing team prepare a dinner for the winning team.

Offer prizes to individual members who sign up the greatest number of members over a certain period of time. Publicize in your Post publication and on the bulletin board the winner's name, awards, citations and prizes.

CONTESTS

There are many types of contests you can employ. The majority of National and State contests extend over a year. Posts should supplement these contests with contests of their own. They should be original and should run for shorter periods of time, four to six weeks for best results. Contests should be geared to retaining current members, reinstating former members and recruiting new members.

Veterans of Foreign Wars of the U.S.

OBJECTIVES

The Veterans of Foreign Wars is an association of overseas campaign veterans dedicated to preserving and strengthening comradeship among its members, to assist worthy comrades, to perpetuate the memory and history of our dead and to assist their widows and orphans, to maintain true allegiance to the Government of the United States of America, to foster true patriotism and to preserve and defend the United States from all of her enemies.

ADVANTAGES OF VFW MEMBERSHIP

1. The expert assistance of State and National VFW Service Officers, as well as the Service Officer in your own Post, is available should you need to file a claim for hospital care, educational, pension or other benefits.

2. VFW provides assistance to protect existing veteran benefits, that you now receive or that you may be entitled to in the future, through the efforts of our VFW National Legislative Service in Washington, D.C. and your own VFW State Legislative Committee.

3. In the event of death, your children receive free admission to the VFW National Home in Eaton Rapids, Michigan, with complete assurance that they will have every opportunity to grow up as proud, healthy and educated citizens.

4. An opportunity to take an active part in your VFW Post's patriotic, community service and youth activity programs.

5. An opportunity to become an officer of your Post; thereby developing your talents as a competent public speaker and respected civic leader.

6. Satisfaction in knowing that you are supporting an organization that fights for maximum defense and security of our country.

7. Receiving the VFW magazine each month which keeps you informed on all matters pertaining to your status as a veteran and those subjects that are close to your heart as a patriotic American.

8. The feeling of true comradeship that exists only among veterans who served overseas in time of war.

9. (If applicable) Social functions at the Post home and/or Post canteen. Activities for yourself as well as other members of your family.

10. The opportunity for your spouse and family to join the VFW Auxiliary, which works hand-in-hand with Post members in all functions and programs.

11. Personal benefits (refer to current Member Benefit flyer).

Personal Contact

While well-run Posts can keep going with continuous members, they cannot grow without new blood. A constant campaign for new and reinstated members must be conducted, mainly to replace members who die, move out of town or for reasons of their own drop out of the VFW. The best method of convincing veterans they should belong to the VFW is by personal contact.

One method is a door-to-door campaign. This involves two or more members going door to door introducing themselves and asking eligible veterans to join the VFW. Each member should take another member along for training in the aspect of door-to-door campaigning. As a result, your working force will increase significantly and a wider area can be covered.

The "grapevine" or referral system produces a certain number of new and reinstated members in every Post. Each member knows veterans who are eligible and might be interested in joining the VFW. Encourage each member to furnish names of eligible veterans to your Membership Committee. If possible, have the member personally contact the eligible veteran along with a member of your Membership Committee.

Recruiting booths can be set up in shopping malls, state fairs, trade shows, military bases, gun shows, armories and other public places where people gather. Brochures and/or information of value to veterans can be distributed. Names and addresses of eligible veterans should be obtained for later contact.

Departments have unpaid and relocated members lists. Please contact them for updates.

PROSPECT LISTS

Your parents
Your children
Your in-laws
Your grandchildren
Your other relatives
Your mail carrier
Your grocer
Your barber
Your electrician
Your garbage collector
Your doctor
Your dentist
Your pharmacist
Your police officer
Your firefighter
Your lawyer
Your religious leader
Your co-worker
Your banker
Your car dealer
Your insurance agent
Your teacher
Your local reserve center or armory
Your local colleges (student veterans)

Past and present membership files should be checked. Compile a list of names, addresses and telephone numbers of members who have not paid their dues. Consult these for further leads as well as referral names submitted by present members and Department veteran count lists. Prospects obtained from these sources should be contacted personally at home during the week in the evening, Saturdays or Sundays.

FACE-TO-FACE

- Present a well-kept appearance and a positive and helpful attitude.
- Talk to both the veteran and spouse at the same time (if possible).
- Be confident and knowledgeable about VFW

procedures and programs.

- Offer background and history of the Veterans of Foreign Wars (advantages of belonging to the VFW).
- Explain membership requirements and goals of Post, District, Department and National.
- Know your product thoroughly.
- Present in simple language.
- Adapt your approach to the reaction of each prospect.
- Sell the VFW, its past achievements and its future goals.
- Don't forget to ask the prospective member to JOIN, and ask for referrals.
- If you do not know the answer to a question, tell them you will get it for them.

DOOR-TO-DOOR

Teams of two or more should be assigned certain blocks or areas (preferably blocks or areas with which they are familiar).

Teams take one street at a time, going door to door in the evenings, on Saturdays and Sundays. Introduce yourself and ask if any veterans live there. If so, ask if they served overseas. If no veterans live there, or they are not eligible to join the VFW, thank the person you talked to and move on to the next house. Because residents generally know their neighbors, you can ask whether any veterans live next door or across the street, thus avoiding your having to stop at every house.

The more teams that work the door to door canvass, the faster you will be able to canvass a city or area. If enough recruiters are not

available and/or willing to do the job, train others to be membership recruiters. Put an experienced person with a new recruiter. After 15 or 20 houses, the new recruiter should be able to make the presentation. Thereafter, he or she can also train additional recruiters.

Try this method. You will be amazed at the results. You will gain new members, plus have more members active in your Post.

WHAT TO SAY

Hello, I'm _____
(your name)

with VFW Post _____
(number)

We are in the neighborhood (today/ this evening) talking to veterans.

We would like to ask you a few questions.

Are you or is your spouse a veteran?
Is there a veteran living in this house?

Did you or your spouse serve overseas?
During what years?
Did you or your spouse receive a campaign service medal?

Do you or have you or your spouse ever received any veterans benefits?

If the answer is NO to the first question, thank them for their time and ask if they know whether any of their friends or neighbors are veterans. If so, ask for contact Information.

If the answer is YES to the first question, and after asking the other questions you believe the veteran is eligible for membership in the VFW, continue on. If the veteran is not home, set up an appointment for a later day and time.

/HAT TO WRITE

Ve are conducting our annual membership rive. Membership in the Veterans of Foreign Vars is restricted to veterans who served verseas in times of conflict or war.

believe you are eligible for membership in ıe VFW, and we would like to have you join. Five advantages of membership in the VFW) ll we need to do is check your last separation rtification (DD214) or other proof of eligibility verify your eligibility. We will fill out the pplication form and you may make a check t to VFW Post No. _____ for $_____ hich represents one year's dues. Unless of urse you desire to become a Life Member. 'xplain Life Membership Program)

ther Proof of Eligibility:

- *Returning orders*
- *Leave and Earnings Statement*
- *Free mail/War Zone Pictures*
- *Hostile fire/Imminent Danger pay*
- *Qualifying award citation*

embership Booths

ıother method of recruiting new and instated former members is a membership oth. This method is fairly simple and can used by nearly any Post, regardless its size or location.

ıe following general outline will produce w members and help to instate former members.

START EARLY

This will work best as a joint VFW and Auxiliary operation. Cooperation is key. Contact the manager of a shopping mall, trade show, state or county fair, or any place there is a large public gathering. Ask

permission (or pay) for space to set up a membership booth. Serve refreshments (if possible) at the booths.

- Give advance news releases to your local newspaper and radio stations regarding your membership booth.

- Place recruiting posters and signs in store windows, post signs at the entrance to your city and along major thoroughfares or any place the public will notice them.

- Obtain an adequate supply of recruiting and informational material. Some material is available from Department and National Headquarters. Other material can be obtained from the VFW Store.

B. THE OPERATION

1. Decorate your booth with recruiting posters. Display informational material on the table. At least one VFW member and one Auxiliary member (wearing VFW caps or ball caps with Post or VFW logo) should be in the booth at all times. Display a sign large enough to let everyone know you are there.

2. If local and state laws allow a drawing, get a member or merchant to donate a gift, prepare tickets with stubs that show name, address and telephone number, hold the drawing and save the stubs for later contact.

3. As eligible veterans visit the booth, inform them of the VFW programs and pass out informational material.

4. This is the most important! As eligible veterans visit the booth, have them fill out a form giving information on their military service and whether they are interested in joining the Veterans of Foreign Wars. If they wish to join immediately, SIGN THEM UP. If they don't wish to join at this time, DON'T BECOME DISCOURAGED. Just make

sure that you get their names and addresses and find out when they will be home.

C. THE FOLLOW UP

1. Within a few days, send out teams of members to contact the eligible veterans and talk to them about joining the VFW. This is the time to verify their eligibility and collect their dues.

2. Be sure your membership teams are prepared to answer questions about the various programs the VFW sponsors.

3. When a new member joins, make the new member feel welcome. Ask the new member to take an active part in the Post and to help recruit others. Remember that everythingyou do prior to calling on a prospective member is a form of advertising and public relations. Actual selling is done in homes where a veteran feels at ease and can give full consideration to the importance of being a member of our organization.

Telephone Campaign

Try this program. We're sure it will pay off in new and reinstated members. Past and present membership files should be checked. Compile a list of names, addresses and telephone numbers of members who have not paid their dues. These can be called at home evenings, Saturdays and Sundays.

TELEPHONE APPROACH

- Be sure to smile just as you would if you were meeting a prospect "face to face."
- Use a pleasant and even speaking voice.
- Speak clearly and slowly into the phone.

- Be specific and to the point.
- If the first attempt to obtain payment of dues is not successful, suggest the advantages (see page 7) of belonging to the VFW. Again, make it personal. Ask questions about how they are and if they Post can assist them in any way. The last step is asking for dues. Evaluate the situation first.
- If a member's reason for refusing to pay dues is vague, try to overcome it and try again for the dues.
- Sell the VFW, its past achievements and future goals.
- Don't get angry. Accept criticism of your Post, District, Department or National. Overcome criticism by emphasizing the positive aspects of the VFW.
- Stay calm, cool and, above all, dignified. You represent your Post and the VFW.

WHAT TO SAY

_____, *this is*
(member)

_____, *I'm with*
(your name)

VFW Post No. _____.

I hope I am not disturbing you. Do you have a minute to talk?

IF YES:

Our Post is conducting its annual membership drive. I noticed that you have not paid your current year's dues. Our goal is to collect the dues of every one of last year's members and to recruit new members as early as possible. Some members are in your area today collecting this year's dues. I would like to know what time it would be

convenient for someone to stop by and pick up your dues? (If no time is stated, suggest one).

(if there is no objection)

Thank you very much, _____.
We certainly appreciate your continued membership in our Post. We will have a member stop by (repeat time). Stop by the Post (club room, etc.) the next time you are in the area (downtown, etc.). We would be glad to see you.
Goodbye.

(If there is an objection)

Well, _____,
we feel there are many advantages to belonging to the VFW (name one or two advantages and wait for reaction, then try again to collect his dues.)

IF NO:
I'm sorry I called at an inconvenient time. When would it be convenient for me to talk to you for a moment? (If the response is such as "what's this all about?" go back to "Our Post is conducting its annual membership drive and ...")

If no time for a call back is specified by prospect, would _____ *(day)*
_____ *(time)* *or* _____ *(day)*
_____ *(time)* *be better?*

SAMPLE OBJECTIONS AND ANSWERS:
I CAN'T BE ACTIVE.
I CAN'T ATTEND POST MEETINGS.
I DON'T HAVE THE TIME.

Well, _____,
I realize that you (state the objection). We feel that every member who pays his dues is active and makes a contribution to the VFW. Your

name on our membership roll lends support to all of our programs. Without people such as you, we would not be able to carry on the programs that benefit not only veterans but citizens of our community as well.

I DON'T HAVE THE MONEY.

I certainly can understand that. Would (state a time and day) be more convenient for you. (If no stated time, determine real objection and overcome it).

WHAT DO I GET FOR MY MONEY?
WHAT DOES THE VFW DO FOR ME?

Your membership in the VFW benefits veterans in this community as well as the state and nation. While you may not be receiving any veteran benefits directly, your membership in the VFW allows us to maintain and improve veterans' benefits so that they will be available to you, if and when you might need them.

Perhaps you have or are currently taking advantage of some veterans benefits, such as: VA Home Loan, VA Education, VA Hospitals, Compensation, Pensions, etc.

I DON'T DRINK.
I DON'T LIKE THE COMMANDER.
I DON'T LIKE THE WAY THE POST IS RUN.

For these situations, you must remove any reference to personalities, operations of Post home and/or canteen operations.

Be positive. Talk about the advantages of membership, what the benefits can be to the individual and other veterans.

There are many other objections that you possibly will encounter. Deal with each objection in a positive manner. Be polite, don't hang up. Overcome the objection and collect their dues.

E-Mail Campaign

This is one of the best and most efficient ways to communicate with your members. By building an email data base for your post you will be able to set up an email newsletter, or a dues reminder. One of the most important aspects of membership is to know your members and communicate with them. This is just another medium to use to get your message out to your members.

Membership Ideas

It is not the responsibility of Post membership teams to do all the work. Every member should be involved and made to feel a part of the membership program. Post activities attract members. A strong, active Post helps promote membership. Some membership "builders" are:

- Activities in community service, Americanism and youth programs.
- Capable service officer to assist veterans in the community.
- Dances, dinners and other social functions for VFW members and their guests.
- Publicize all Post events.
- Clean, well-managed Post home and canteen (club room).
- Interesting Post meetings.
- An active, cooperative Auxiliary.

Once again, establish a membership program. You must initiate action, be aggressive, use some originality, publicize your program, exercise all your abilities to activate and motivate members within your Post:

- Personal Contact
- Telephone Campaign
- Dues Reminders
- Incentives
- Awards
- Contests

ADOPT A PLAN – PUT IT INTO ACTION

Dues Reminders

A substantial number of continuous members' dues are collected by dues reminder notices that National Headquarters mails to every member.

Additional letters and dues reminder notices should be mailed to members by the Post at times other than the mailings National Headquarters sends out.

Membership recruiting is a continuous process. Membership growth cannot be accomplished without (1) retaining our continuous members, (2) reinstating former members and (3) recruiting new members.

A membership campaign should start early and continue throughout the membership year. Add ideas of your own to the suggestions that are offered herein and you will have a successful membership program.

Follow Up

'ART EARLY

is will allow more time to devote to other 'W programs. If your membership year is awing to a close, or a contest deadline is proaching and your membership goal has t been reached, then you should go back the basic ideas and suggestions offered this handbook. Put your membership in back into action.

Start a telephone round-up to collect continuous dues.

Organize a door-to-door campaign to recruit new and reinstated members.

Always ask for referrals.

Set up membership booths in public places.

Set up an email campaign.

s never too late to plan a membership npaign. This could spell the difference ween success or failure for you.

Mentoring

Just what does your Post want when in puts on a membership drive? Does it just want more money in its treasury; does it just want a large and sudden increase in its numbers for the purpose of making a Department record or winning an award? Or does it primarily want to build itself into a strong permanent organization whose members are not just so many names on the roster, but definitely are integral parts of the Post and of the Veterans of Foreign Wars as a whole?

Posts would do well to remember that the Veteran who is worth recruiting is worth retaining.

WHY DOES THE VFW NEED MENTORS?

The general public knows the VFW as a group of veterans who share the experience of overseas service. However, as members, we recognize the oganization as much more. To us, VFW is a fraternity brought together by a common experience. We are committed to certain values, including concern for fellow veterans, honoring and serving those in uniform and their famillies, partiotism and service to our communities and nation. Another common trait we share is our desire to see this organization and our values continue to future generations.

This is where mentoring becomes a vital factor.

To ensure the VFW and its values persevere for another century and beyond, we must do all we can to raise individuals who will lead this organization, remember its history and accomplishments, and carry on the legacy of service and patriotism for which we are known. In short, we need leaders who value the future of the VFW enough to invest their time in guiding future leaders from young veterans. We need VFW mentors.

BECOME A LIFE MEMBER TODAY!

No More Worrying About Dues!

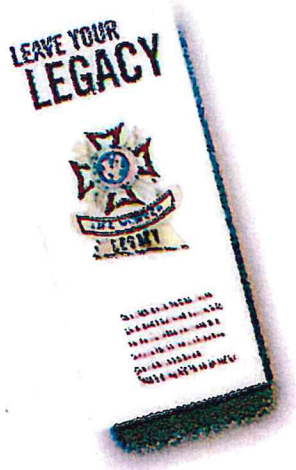
As a Life member of the Veterans of Foreign Wars, receiving dues notices is a thing of the past! Your membership is permanent, allowing you to enjoy the benefits of belonging to the nation's largest organization of combat veterans without needing to worry about renewals.

Keep Supporting Your Post!

Every year, VFW Posts receive an annual payout for every Life member on their roster, so you can take pride in knowing that your Life membership still goes directly towards supporting your VFW Post and our mission to help our fellow veterans in local communities.

Leave Your Legacy!

Life members of the VFW are eligible to take part in our Legacy Life program, an endowment that not only provides perks and benefits to you as a member, but sets up an annuity that pays out to your Post even after you're gone - truly leaving a lasting legacy to the VFW!



Learn more online at
https://vfw.org/OMS/QuickRenew.aspx
or by calling 1-833-VFW-VETS