




**VETERANS OF FOREIGN WARS
DEPARTMENT OF CALIFORNIA**

**MEMBERSHIP
&
RECRUITING**

"Let us strive on to finish the work we are in, to bind up the nation's wounds, to care for him who shall have borne the battle and for his widow and his orphan, to do all which may achieve and secure a just and lasting peace among ourselves and with all nations"
-Abraham Lincoln

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Keys to Membership Success

Our ability to:

- Retain our current members, recover previous members, and recruit new members into our ranks,
- Utilize all methods to deliver information and training to our membership,
- Address our members needs and concerns,
- Focus on the tenets of the VFW: take care of our members, their families, and the veteran community.



**YOU FOUGHT FOR OUR COUNTRY.
NOW JOIN US IN THE FIGHT
FOR VETERANS.**

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All State Program

Develop a "Post/District Membership Recruiting Plan" and submit to your District Commander and the State Adjutant by 09/30/21.

Must conduct at least two (2) membership drives/recruiting events by 05/01/22.

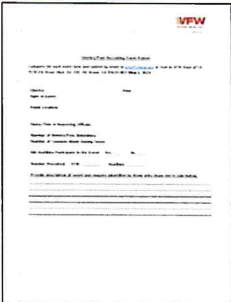
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Utilize the "Recruiting Event Project Plan" to assist with your events!



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Complete the "District/Post Recruiting Event Report" for each event held.

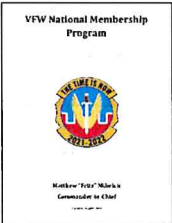
Submit via email to info@vfwca.org or mail to Department.

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National Membership Program

- > Become familiar with criteria for All American
- > Strive for Recruiting Awards
 - > Early Bird Award – VFW Legislative Conference award
 - > New & Reinstated Member Award
 - > Kansas City Spree
 - > 100% Post Award
 - > 100% Commander Drawing
 - > Post Commander and Quartermaster Division Challenge
 - > Legacy Life Membership Acquisition
 - > Elite Recruiter
 - > Recruiter of the Year



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5 Steps to Effective Recruiting

1. Know the VFW Mission:
To foster camaraderie among United States veterans of overseas conflicts. To serve our veterans, the military and our communities. To advocate on behalf of all veterans.

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2. Know Who We Are:

- A nonprofit veterans service organization comprised of eligible veterans and military service members from the active, guard and reserve forces.
- Founded in 1899 when veterans of the Spanish-American War and the Philippine Insurrection founded local organizations to secure rights and benefits for their service.
- Today, membership stands at more than 1.5 million members of the VFW and its Auxiliary.
- The VFW is the nation's largest organization composed entirely of veterans who've served in a foreign conflict.
- More than half of our new members since 2005 have been age 39 and younger.
- Women veterans are one of the fastest-growing groups in our ranks.

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3. Know the Membership Mission:

- To recruit, retain and mentor a stable membership base including all generations of veterans.
- To cultivate a membership that is well versed in institutional knowledge and actively involved at all levels of the organization and in the local community.
- To establish Posts with an established vision of service, leadership and community outreach.

VFW FACT SHEET




1.5 million+	60
39.1 million+	2.3 million+
22	32.9 million
112.1 million+	10.2 million

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4. Listen to VFW top Certified National Recruiters

- Talk to people with military or veteran gear
- Relate to them
- Don't be afraid of "no"
- Use the VFW Fact Sheet
- Always have an application
- Wear VFW gear
- Put VFW card on cars in parking lots



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5. Develop a Membership Toolkit:

Membership resources can be ordered directly from the Membership Department. It is located under Membership Quick Links when you log into vfw.org.

- Eligibility Posters
- Applications & Forms
- Brochures
- Training Videos and Webinars
- Recruiting Tools
- Attend Membership Monday training by National (Facebook)
- Download the VFW App
- VFW Fact Sheet




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Electronic Documents

- Forms and brochures can be downloaded from vfw.org
 - Membership Application
 - Fact Sheet
 - Eligibility Information Sheet
 - Recruiting brochures

Start an email membership campaign!




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Recruiter Success Pocket Guide

1. Know the VFW – programs and purpose
2. Network for prospects
3. Make personal contact
4. Don't be afraid to ask
5. Be persistent, not pestering
6. Look for common experiences
7. Listen carefully
8. Share your story
9. Be prepared
10. Enjoy yourself



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Membership Campaigning on the Post level

1. Select a committee
2. Set a goal
3. Brief the committee
4. Compile a list – quartermaster
5. Publicize membership efforts – social media
6. Provide incentives & awards



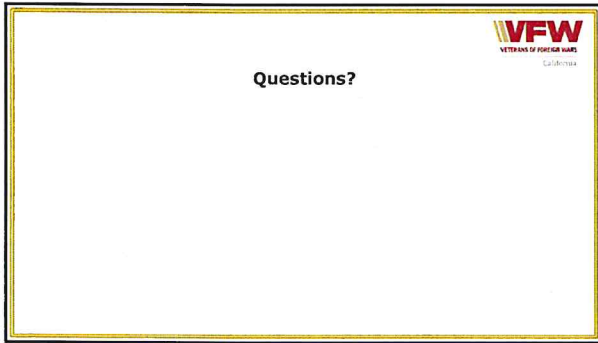
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Membership Resources

- <https://www.vfw.org/my-vfw/vfw-training-and-support/membership-recruiting-and-retention>
- National Members Service Center 1.833.VFW.VETS msc@vfw.org
- Membership Department 1.888.JOIN.VFW membership@vfw.org
- Recruiter Training Student Guide https://vfworg-cdn.azureedge.net/-/media/VFWSite/Files/My_VFW/Training-and-Support/Membership/Recruiter-Training-Workshop-Guide.pdf?la=en&sv=1&d=2019111412029122
- Facebook <https://www.facebook.com/VFWmembershipHQ>
- All State Program [https://vfwca.org/uploads/Documents/Programs/All-StateProgram2021-2022\(final\).pdf](https://vfwca.org/uploads/Documents/Programs/All-StateProgram2021-2022(final).pdf)
- All American Program <https://vfwca.org/uploads/Documents/Programs/VFVNationalMembershipProgram21-22.pdf>

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