



Department of NY Membership Chairman's Guide



Thank you for accepting the responsibility as the Department of New York Membership Program.

You are expected to perform your duties to the best of your ability and to become familiar with the requirements of the National and Department Commander's Membership Programs. This Chairman's Guide will provide you some of the necessary guidelines in performing your duties. There may be additional references you may need to

review either on the Department or National websites and/or other documentation that may be issued during the ensuing year.

It is important that you learn as much as you can about your position and ask questions if you are not sure of what you will be required to do. I and my staff are available to assist you in this assignment to ensure you are successful in your efforts.

The strength of the Veterans of Foreign Wars lies within our membership. We must continue to build a strong membership base to ensure our voices are heard and our programs remain effective and viable. This guide was developed to help you and the members of our membership team in understanding and successfully communicating the benefits of membership in the Veterans of Foreign Wars to prospective members.

As Chairman, it will be your responsibility to coordinate the efforts of each District Membership Chairman to meet their goal of 100% and for each District for the posts within their District to attain a minimum of 100% plus two new members. ***The goal this year is not only make 100% in membership in the Department but to make the Department of New York an All-American Department.***

Please ensure that the membership programs are advertised to our Districts, Councils and Posts and that you maintain a close relationship with each.

The Department of New York publishes its on-line newspaper, ***The Overseas Veteran*** quarterly and it is highly recommended that a short article on membership be prepared and submitted to the newspaper editor when the call goes out for articles.

As the Department Membership Chairman you will be expected to attend each Department Conference along with your membership team and be prepared to present a membership training session. Additionally, you will be required to provide a written progress status report two weeks prior to any conference and convention to the State Adjutant. If called upon to make an oral report, you will be invited by

letter prior to any conference or convention.

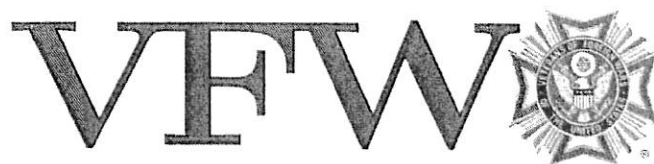
A number of incentives are offered in both the Department Commanders and National Commanders Membership Programs. You and your team will need to monitor the progress of individual, Post, Council and District recruiting efforts for the awarding of incentives in the programs.

You are expected to reach out to each District, Council and Post as necessary and provide for the distribution and dissemination of prospect lists, unpaid members listings and any other available lead reports to them. You should also ensure the Districts, Councils and Posts are making themselves visible at local events such as fairs, home shows, car shows, gun shows, etc. to enhance their recruiting efforts.

The State Commander is confident in your ability to manage the membership program in the Department of New York and am sure you will be extremely successful in your endeavors.

Thank you for stepping up and accepting this challenging position.

Membership Campaigning at the Post Level



VETERANS OF FOREIGN WARS

NO ONE DOES MORE FOR VETERANS.

INTRODUCTION

The purpose of this handbook is to provide you with suggestions and ideas on how to organize and effectively carry out a membership campaign at the Post level.

To be successful, every Post Commander needs a strong and effective membership campaign. This requires planning and a thorough knowledge of the VFW and its various programs. Then, and only then, can a Post Commander be an effective leader.

Recruiting new and/or reinstated members is a matter of salesmanship, made more difficult by the fact that our salesmen are volunteers who are not paid for their work. To do a good job of selling, you must know the product—in this case, the Veterans of Foreign Wars, its programs and objectives. Questions will be asked and must be answered.

The most serious problem in VFW Posts is planning and effectively carrying out a membership program that covers all phases of membership recruitment: securing new members, reinstating former members and collecting continuous members' dues. A Post cannot rely entirely on dues notices that National Headquarters mails to every Annual member. Therefore, a membership program must be adopted and put into effect in every Post.

A successful membership campaign must be carefully planned and effectively carried out. Organizing a membership campaign must include capable personnel, good planning, continuous supervision and regular evaluation of the results. But most of all, hard work is required 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.

WHAT TO WRITE

We are conducting our annual membership drive. Membership in the Veterans of Foreign Wars is restricted to veterans who served overseas in times of conflict or war.

I believe you are eligible for membership in the VFW, and we would like to have you join. (Give advantages of membership in the VFW) All we need to do is check your last separation certification (DD214) or other proof of eligibility to verify your eligibility. We will fill out the application form and you may make a check out to VFW Post No. _____ for \$ _____ which represents one year's dues. Unless of course you desire to become a Life Member. (Explain Life Membership Program)

Other Proof of Eligibility:

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

MEMBERSHIP BOOTHS

- Another method of recruiting new and reinstated former members is a membership booth. This method is fairly simple and can be used by nearly any Post, regardless of its size or location.

The following general outline will produce new members and help to reinstate former members.

A. 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 everything you 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.

Try this program. We're sure it will pay off in new and reinstated members.

TELEPHONE CAMPAIGN

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)
_____ or _____ (time) _____ (day)
_____ be better? (time)

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.

EMAIL 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

START EARLY

This will allow more time to devote to other VFW programs. If your membership year is drawing to a close, or a contest deadline is approaching and your membership goal has not been reached, then you should go back to the basic ideas and suggestions offered in this handbook. Put your membership plan 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.

It is never too late to plan a membership campaign. This could spell the difference between success or failure for you.

MENTORING

Just what does your Post want when it 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 organization 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 families, patriotism 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.



Veterans of Foreign Wars
406 West 34th Street
Kansas City, MO 64111

1.888.JOIN.VFW
www.vfw.org/join



VETERANS OF FOREIGN WARS

NO ONE DOES MORE FOR VETERANS.

STARTING A NEW POST

*A guide to forming and
chartering new Posts*



The Organizer

- ✓ You must be thoroughly familiar with the background, accomplishments and objectives of the Veterans of Foreign Wars of the United States, as well as the obligations of each Post officer.
- ✓ You must carefully read and understand the VFW Congressional Charter, By-Laws, Manual of Procedure and Ritual.
- ✓ You must conduct yourself in a manner that commands respect for yourself and for the VFW which you represent.
- ✓ You must make sure that prospective VFW members are given a wholesome impression of the organization. Remember that first impressions are lasting ones.
- ✓ If you do not know the correct answer to a question, do not guess. Instead, reply that you will get the answer and give it to the person later.
- ✓ You must recognize that the VFW can only build its strength through personal contact. There is no satisfactory substitute for doorbell ringing and hand-shaking. No remote, impersonal approach will work as well.
- ✓ You must resolve that you will not abandon a Post once you have organized it. You must continue to help new Posts get solidly on the ground. This can be accomplished by making yourself available to advise and help Post officers and committees.

How to Organize a VFW Post

There are many ways to make contacts. Reach out to VFW members who live in communities without Posts, as well as business professionals, personal friends and advertising.

Do not let the first veteran you talk with discourage you from your goal. Somewhere in every community is a veteran who is interested in the VFW. Maybe he or she is concerned about veterans rights. Perhaps the needs of the community are first in his or her mind. The secret is to find the person, then identify his or her basic interests. Remember when you go into a community; be positive, speak positively and act positively.



New Post Starter Kits

are available in the VFW Store!

*Order one today by calling 1-800-821-2606,
or by going online to www.vfwstore.org.*

How to Get Leads

In nearly every community there are VFW members who belong or have belonged to a VFW Post in another area. These VFW members may have been active in the VFW previously but have moved to a new community without a Post. These people might be interested in helping you organize a Post. Any veteran who has maintained membership, even after moving away from a Post, is a good prospect to help you organize a new one. Also, a VFW member who belonged to a VFW Post that has gone defunct may be helpful in establishing a new Post.

Go to city officials or the Chamber of Commerce. They have the interests of the community at heart and will help. They are aware that the VFW will be an asset to their community. Many officials are veterans and they may be able to suggest the names of eligible veterans who might be interested.

County service officer programs need the support of veterans organizations. These service officers can assist in the development of a new Post.

Go to the county courthouse and ask for recorded service discharges if available. These are public records in many counties; contact your county courthouse to confirm that you can access these records. From those you can compile a list of eligible veterans.

Contact these veterans personally or by mail. If by mail, enclose a self-addressed postcard the veteran can mail back to you if he or she is interested.

Some newspapers, radio and TV stations will announce news of your organizational meeting for free if it is presented to them as a news release. You may also need to use paid advertising such as posters, circulars or advertisements on broadcasting stations or in newspapers. Templates for press releases can be found online at www.vfw.org.

Any veteran who comes to your meeting is interested. Whether one person or 10 people attend, this is the nucleus for your new Post. Do not be discouraged by a low turnout. These veterans will work with you in contacting others. After the first veteran signs up, ask if they can provide the names of other veterans who might be eligible. This has a chain-reaction effect. Before you know it, you will have the required number (35) for a charter application.

Make use of the resources your Department can provide!

Your Department maintains a roster of At-Large members in your state, and can provide you with a list of VFW members in your area who are not currently affiliated with a specific Post. These veterans are already members of the VFW, but may be interested in belonging to your new Post!

The Department can also provide you with lists of recently relocated VFW members in your area who may be looking for a new Post to call home. For more information, contact your Department Quartermaster!



How to Get a Charter Application

Personal Contacts – After signing up that first veteran, obtain a list of prospective members. If possible, ask the person to introduce you to other veterans in the community. If not, he or she may have a friend who can help contact prospective members. It is much better to have at least two people than to go alone. First, try to get applications from prominent veterans in the community and use them to influence others. While you must convince each prospective member individually, this method is very effective. VFW-eligible veterans are easier to find in small communities. In larger communities, evening and weekend calls are usually more successful.

When talking to prospective members, be positive in your approach. Have no doubt that a Post will be established. Fill out membership applications for the prospective members, otherwise they may look at it and say, "Come back and see me later." These callbacks waste your time, so try to avoid them. Collect enough dues to cover the National and Department per capita amounts, and a little more to begin a Post fund. (No transaction is complete until you have a completed membership application with the new member's signature and dues.) The Post can change its dues amount at its first meeting if desired.

Once you have the first member signed up, do not stop until you reach the minimum of 35 applications and/or transfers required to complete the charter application.



Formation - A Post may be formed by completing a charter application consisting of 35 eligible veterans, of which **at least 10** must be new members, submitted through proper channels to the Commander-in-Chief.

Institution - Each new Post shall be instituted within 60 days of the date the charter application is approved by the Commander-in-Chief. If not instituted within sixty days from the date of approval, said approval may be rescinded. At least 25 members must be present for institution.

Chartering - The charter of an instituted Post shall include the name, date of muster, location and list of members. The charter shall remain open for ninety days from the date of institution of the Post. After forwarding the charter application to the Department Headquarters, call an organizational meeting. Urge the new members to bring other veterans who may be eligible for membership to the meeting. Suggest that they bring their discharge papers as proof of eligibility.

Organizational Meetings - Get the names, addresses and e-mail addresses of as many eligible veterans as possible. Set a date and location for a meeting that will suit the convenience of the prospective members. Advertise by any media available. Do not be disappointed if your attendance is low - many will wait to see what happens at this meeting before committing. Explain the functions of the VFW and its programs as briefly as possible to those in attendance. Let them select a temporary Commander and Quartermaster to head the new Post until it is instituted. Explain the dues structure and let them suggest the amount of dues to charge. Remember to consider that the dues must include the combined National and Department per capita amounts. They should also have some money left for the Post treasury.

Explain the membership application. Have those present complete membership applications and collect their dues. Encourage them to recruit more members and go with you to make personal contacts in the immediate future. Continue until you have secured a total of 35 eligible veterans.

Putting the Post into Operation

Within 60 days following approval of the application for charter by the VFW Commander-in-Chief, members of the new Post should set a date and a location for instituting the Post.

The institutional meeting should be publicized. If desired, the public may be invited along with prominent officials and people in the community. Consider the size of the meeting place so the room can be arranged according to the VFW Ritual. Again, the first impression is the lasting one. It is essential that the Post be instituted in a very serious and proper manner. If the Department has a Ritual team, it is suggested that it be used to assist the instituting officer in the performance of his or her duty.

The Department and District Commanders and their staffs should make every effort to attend the ceremony with as many VFW members from the Department as possible. This will give members of the new Post confidence in the District and Department, and make them feel that they are part of the organization.

After the Post is in good working order and officers installed, an instructor should be assigned to each chair officer to explain his or her duties in detail. Special attention should be given to the Quartermaster. The instructor should explain the procedure for bonding the elected Post Quartermaster. Advise the members that the Post Quartermaster is to be the treasurer of all Post committees that handle funds. (This applies to any club activities.)

The instituting officer will complete the institution report and send it, along with the Quartermaster bond, through channels to the Adjutant General.

Posts should retain copies of original applications and maintain accurate Post records as National Headquarters does not keep records for awards, anniversaries, etc.

Following Up with a New Post

The Department should have the District Commander assign at least one VFW member who is well acquainted with the organization to attend each meeting of the new Post for at least six months, or longer if it seems necessary.

The VFW member(s) should be able to help the new Post in all aspects of VFW work. It is also important that the VFW member(s) be diplomatic with their assistance.

The new Post members must be made to feel that we are there to assist them – not dictate to them.

Promotional and informative materials are available upon request from National Headquarters.

Have you heard about the Online Membership System?

The Online Membership System (OMS) allows VFW members to manage their membership details via the internet; dues renewals, address changes, upgrading to Life membership - all with the click of a link through our secure online portal.

Post officers can also use the OMS system to manage Post business. A Quartermaster can view the Post's roster, pay members' dues, transmit a member's application, and find out how your Post's membership compares to other Posts in your area or nationwide.

For more information about the OMS system, log on to www.vfw.org and visit the MY VFW tab.

General Information

Naming of Posts - VFW Posts usually bear the name of their community or the name of a deceased VFW member whom fellow members want to memorialize. No Post may be named for a living person, other than a living Medal of Honor recipient. After the name has been selected and voted upon, public notice should be withheld until permission to use that name has been given by the next of kin or the living Medal of Honor recipient.

Selecting Qualified Officers - The utmost thought should be given to the selection of officers qualified to serve effectively and who are willing to do full justice to their offices. Do not fill a Post office simply for the sake of filling it. Be sure every officer selected has the qualifications to fulfill the office's responsibilities. At the first meeting of prospective members, the organizer should read a list of offices to be filled by election, so members can think about their votes before the election takes place.

Instituting Officers - The selection of instituting and installing officers is up to the Department Commander. Usually the VFW member selected as instituting officer should be a Department officer. The VFW member designated as installing officer should be at least a Post Commander.

Initial Organization - The By-Laws state that there shall be at least 35 members on the charter application, of which at least 10 must be new members. This figure is not a maximum. In many communities it may be possible to obtain 50 or more charter members on the application.

Organizer's Responsibility - It is the responsibility of the organizer to check every application with applicants' proof of eligibility, then attest by their signatures as to the eligibility of the applicants concerned.

What Departments Need - The items to be sent to Department Headquarters are:

1. Report of Institution in duplicate. This can be found in the Post Charter Kit.
2. A check made payable to the Department for dues covering National and Department per capita amounts for all members being reported.
3. Any other forms and reports the instituting officer shall require.

Where To Now? It is the responsibility of the Department, District and County Council (where one exists) to provide assistance to the new Post. Do not organize a new VFW Post and then feel that your job is done. Several months of follow-up work with the Post are needed to ensure that it will prosper and grow.



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*For additional membership materials
to assist with Post development,
retention, and recruiting, contact the*

VFW Membership Department.

**1-888-JOIN-VFW
membership@vfw.org**



Revised 10/17

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VFW



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www.vfw.org

RECRUITER TRAINING WORKSHOP

Student Guide

Come Home to the VFW

Whether you just got back from war or you've been home for years, the VFW wants you to know you are welcome here. Your brave service and sacrifice have earned you a special place in the VFW family, and we want you to join us.

Did you know...?

- Female veterans are the fastest growing segment of VFW membership
- More than half of new VFW members are age 39 and younger
- The VFW is home to over 1.3 million members and nearly 7,000 Posts in the U.S. and around the world

The VFW is a place for female and male veterans of all ages, branches and conflicts. Active Duty, Reserves/Guard, veteran or retired — we're here FOR VETERANS.

Find the services and support you've been looking for — at the VFW.



"I'm proud to be part of an organization that recognizes my uniqueness as a woman, but more importantly, the fact that I'm also the same as the other comrades who served in combat."

*- Tish M.
San Antonio, TX*

What Makes You Eligible?

You can join the Veterans of Foreign Wars of the United States if you are a U.S. citizen with honorable military service (Active Duty, Reserves/Guard, veteran or retired) who meets at least one of the following requirements:

- ✓ Received a campaign or expeditionary medal for overseas service
- ✓ Served 30 consecutive or 60 nonconsecutive days in Korea
- ✓ Received hostile fire or imminent danger pay



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www.vfw.org

Join us!

You've Earned It!

Don't miss out - take the next step now to becoming part of the nation's largest combat veterans organization. Join the thousands of women like you who are gaining strength and support by belonging to the Veterans of Foreign Wars.

Join the VFW at www.vfw.org/Join or call 1-888-JOIN-VFW today!

YOU served.
YOU belong here.
VFW is for **YOU**.

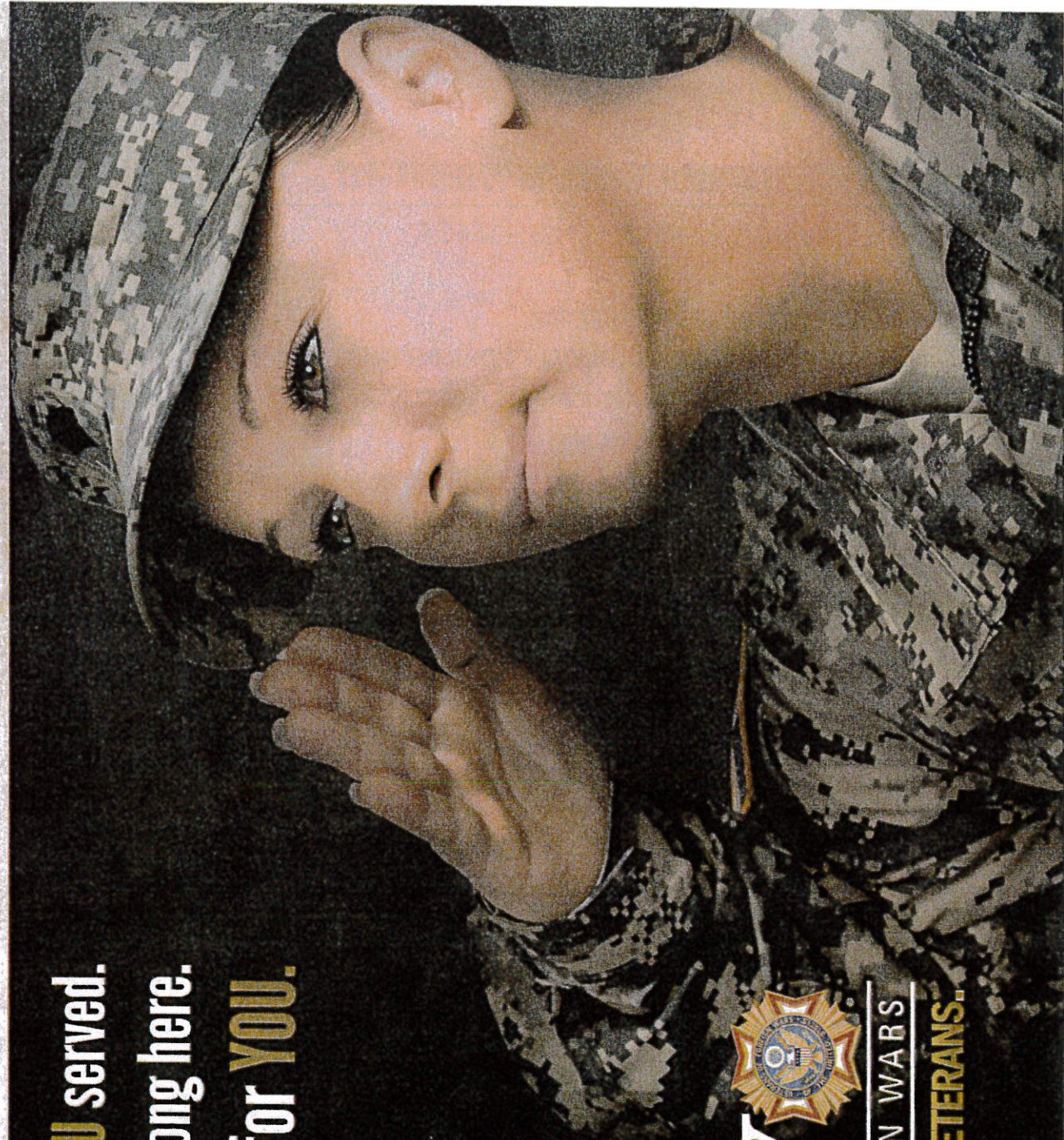


VFW

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www.vfw.org



So Many Reasons to Join

CAMARADERIE, SUPPORT AND BENEFITS YOU CAN'T AFFORD TO MISS!

VFW offers its members a variety of perks, including:

- Free one-on-one VA claims assistance
- Connections and a networking system that can help you find employment, make powerful new contacts and receive access to VFW online networks
- Discounts on merchandise and services like insurance, computers, cell phones, prescriptions, travel and more
- Countless opportunities to continue serving your country and comrades

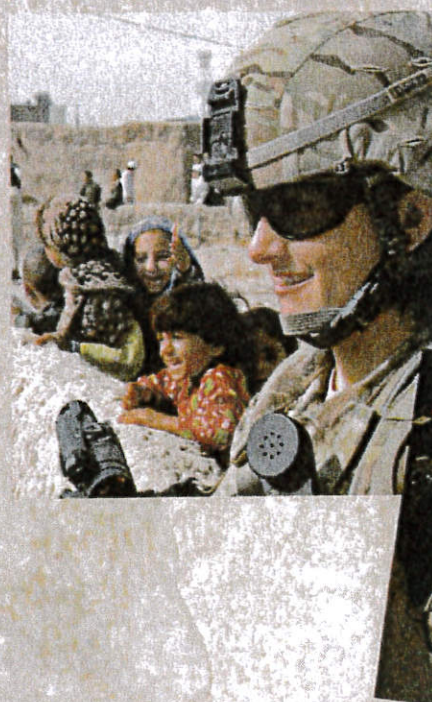


Friendship. Sisterhood.

FIND IT AT THE VETERANS OF FOREIGN WARS.

VFW honors the service and sacrifice of women like you who have so faithfully served our country in overseas conflicts. As a woman and a VFW member, you're automatically a part of this unique community. Here you can:

- Network with and keep in touch with other veterans across VFW and supporting groups
- Share your story with those who understand and hear their stories
- Stay up-to-date on the news and issues that really matter to veterans with the monthly VFW magazine and newsletter
- Find an outlet with other women who have experienced combat deployments
- Build lasting friendships with veterans who've been there too – men and women who are dealing with the same situations you're facing
- We understand you – we're here FOR VETERANS



"I enjoy meeting people who understand my story and struggle and who share in my fight for getting the benefits we've earned."

- Jacqueline E. Columbia, SC

The Veterans of Foreign Wars

HELPING VETERANS LIKE YOU FOR MORE THAN 100 YEARS

Active and vocal, the VFW is focused on making a difference in the lives of veterans everywhere. We work to ensure that you are respected for your service, always receive your earned entitlements and are recognized for the sacrifices you and your loved ones have made on behalf of this great country.

VFW helps military families during deployment and beyond by:

- Delivering millions of free phone call minutes
- Providing emergency grants to thousands of military families
- Hosting morale-boosting military events that honor warriors like you



We Have Your Back

The VFW makes it easier to bridge the gap from military to civilian life. We help connect you with the people and resources you need to make a successful transition, offering you help when you need it most.



We're your advocate on Capitol Hill. We fight for women veterans' health care issues and improved services for women at VA medical centers. We helped create a new G.I. Bill for the 21st Century and have served as a guiding force behind every other major piece of veterans' legislation passed from 1899 through today.

"One of the benefits of belonging to the Veterans of Foreign Wars is definitely the camaraderie. It's tough to find that anywhere else. I enjoy meeting veterans from all different service branches and sharing stories."

- Janice R. Wilmington, NC





VETERANS OF FOREIGN WARS
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USAA was created exclusively to serve the needs of the military, veterans who have honorably served and their families. We provide a comprehensive range of financial products and services delivered with the level of integrity and customer service you have earned.



Lockton Affinity serves the needs of VFW Posts offering customized property and casualty insurance options for Posts of all sizes. Posts also have access to a voluntary Accidental Death and Dismemberment program for Post members, to supplement the no cost personal accident coverage received with VFW membership.



Dignity Memorial® is North America's largest network of funeral homes and cemeteries. We serve thousands of veterans each year and provide assistance to help secure all the VA Burial benefits veterans are entitled to. Special pricing is available to VFW members and their spouses that complements their current government burial benefits.



Transamerica helps VFW members protect their loved ones and plan for their financial security with a range of insurance products. Insurance benefits are underwritten by one of these Transamerica companies including: Transamerica Premier Life Insurance Company, Transamerica Financial Life Insurance Company and Transamerica Life Insurance Company. Product availability varies by underwriting company and state.



Humana, one of the nation's largest health care companies offers a broad national footprint of Medicare Advantage and Prescription Drug plans to VFW members.



Member Insurance Programs

\$1,000/\$1,500 PERSONAL ACCIDENT PROTECTION & VOLUNTARY PERSONAL ACCIDENT PROTECTION
1.800.626.0027, OPTION 1

AUTO INSURANCE
1.800.274.8839

CANCER INSURANCE
1.800.749.6983

DENTAL INSURANCE
1.888.627.5897

EMERGENCY ASSISTANCE PLUS
1.855.837.2634

HIGH LIMIT TERM LIFE INSURANCE
1.800.821.2606, OPTION 1

HOMEOWNERS INSURANCE
1.800.274.8839

LIFE INSURANCE
1.800.749.6983

LONG-TERM CARE INSURANCE
1.866.471.4072

MEDICARE ADVANTAGE PLANS
1.855.637.8476

MEDICARE PART D
1.800.247.1771

MEDICARE SUPPLEMENT PLANS
1.800.247.1771

POST ACCIDENTAL DEATH & DISMEMBERMENT
1.800.829.8390

POST PROPERTY & CASUALTY
1.800.829.8390

TRICARE/CHAMPVA SUPPLEMENT
1.800.638.2610

VETERINARY PET INSURANCE
1.877.738.7874

VOLUNTARY AD&D
1.800.749.6983

All Plans Subject to State Restrictions and Availability

Member Benefit Programs



CAR RENTAL DISCOUNTS
ALAMO, ENTERPRISE & NATIONAL
1.800.821.2606, OPTION 1

CELL PHONE PLANS
ASSURANCE WIRELESS
1.866.509.1018

DEFENSE MOBILE
1.844.815.9223

SPRINT
1.866.639.8354
Corporate ID: GVFWM_ZZZ

T-MOBILE
1.866.464.8662
Promo Code: 20362TMOFAV

CREDIT CARD & FINANCIAL SERVICES
1.800.274.8839

CREDIT CARD PROCESSING
1.877.343.2450

DIGNITY MEMORIAL® VETERANS BURIAL PROGRAM
1.800.300.0436

DELL COMPUTERS
MEMBERS & VFW POSTS
1.800.821.2606, OPTION 1

EMERGENCY RESPONSE
MONITORING SERVICE
1.866.328.2477

HEARING AID DISCOUNT PROGRAM
1.888.440.1173

LEGACY LIFE MEMBERSHIP
1.816.756.3390, EXT. 208

HEALTH SCREENINGS
1.800.679.5195

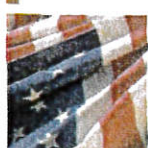
MOTEL 6 DISCOUNT
1.800.821.2606 OPTION 1

OFFICE DEPOT DISCOUNT
1.913.667.5342

PRESCRIPTION DISCOUNT CARD
1.855.872.2416

SAT/ACT COLLEGE TESTING PREP
1.951.256.4076

www.vfw.org/memberbenefits



Member Services

VFW STORE
1.800.821.2606, option 2 | www.vfwstore.org

VETERANS TRAVEL
1.800.325.9377 | www.vfstvl.com

VETJOBS
1.877.838.5627 | www.vetjobs.com

VFW NATIONAL HOME FOR CHILDREN
1.800.424.8360 | www.vfwnationalhome.org

find these products online at
www.vfwinsurance.com



The Veterans of Foreign Wars appreciates your service to our country and we value your membership. That's why we want to say *Thank You* by offering these valuable programs to you and your family.





THANK YOU.





VFW INSURANCE & MEMBER BENEFITS
P.O. BOX 119030 | KANSAS CITY, MO 64171
1.800.821.2606 OPTION 1

For VFW assistance on VA healthcare or claims processing email vfw@vfw.org or call 1.800.VFW.1899

X YOUR SELECTIONS: CLIP & MAIL
YES! Please send me more information about:


- | | |
|---|--|
| <input type="checkbox"/> Auto Insurance | <input type="checkbox"/> Car Rental Discounts |
| <input type="checkbox"/> Cancer Insurance | <input type="checkbox"/> Cell Phone Discounts |
| <input type="checkbox"/> Dental Insurance | <input type="checkbox"/> Credit Card & Financial Services |
| <input type="checkbox"/> Emergency Assistance Plus | <input type="checkbox"/> Dignity Memorial® Burial Program |
| <input type="checkbox"/> Homeowners Insurance | <input type="checkbox"/> Emergency Response Monitoring Service |
| <input type="checkbox"/> Life Insurance | <input type="checkbox"/> Hearing Aid Discount Program |
| <input type="checkbox"/> Long Term Care Insurance | <input type="checkbox"/> Legacy Life Membership |
| <input type="checkbox"/> Medicare Advantage Plans | <input type="checkbox"/> Motel 6 Discount |
| <input type="checkbox"/> Medicare Part D | <input type="checkbox"/> Prescription Discount Card |
| <input type="checkbox"/> Medicare Supplement Plans | <input type="checkbox"/> VetJobs |
| <input type="checkbox"/> Post Property & Casualty | |
| <input type="checkbox"/> TRICARE/CHAMPVA Supplement | |

Name _____
Address _____
City _____ State _____
Zip _____ DOB _____
Phone _____
Member # _____ Post # _____
E-Mail _____


MAIL TO: VFW BENEFITS, P.O. BOX 119030, KANSAS CITY, MO 64171
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exclusively for
**VFW MEMBERS
& THEIR FAMILIES**







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**INSURANCE &
MEMBER BENEFIT
PROGRAMS**

Recruiter Training Workshop Student Guide

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REVISED JANUARY 2017

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INTRODUCTION

You Can Make a Difference!

Here's what you'll learn in this workshop:

- Gain a better understanding of the VFW's organization, benefits, and values.
- Learn how to plan and successfully implement a VFW recruiting campaign.
- Gain hands-on experience practicing proven recruiting techniques.
- Understand how to implement methods and strategies for gaining new members, reinstating former members and retaining continuous members.
- Increase your confidence as a VFW recruiter.

Inside, you'll gain the skills and confidence you need to increase membership in the VFW organization, including how to:

- Get the right mindset
- Build a list of prospects
- Plan a campaign
- Present the right image
- Manage your time and territory
- Maximize recruiting aids
- Polish your recruiting skills
- Deliver a professional presentation
- Clarify eligibility questions
- Motivate prospects to join
- Ask the right questions
- Listen for meaning
- Overcome objections
- Close the interview

TIP: Although the masculine pronoun "He" is used often in this document for clarity, remember that both men and women can be eligible for membership.

PLANNING A CAMPAIGN

4 Steps to Planning a Successful Recruitment Campaign

Step #1

Select and organize a membership committee.

- Qualities of a successful Membership Chairman/Director:
 - *Well-known, organized, well-spoken, knowledgeable, dedicated*
- Qualities of a successful committee member:
 - *Active, knowledgeable, dependable*

Step #2

Develop a recruiting plan.

5 elements of a successful recruiting plan:

- **Analyze your current situation**
Where are you in terms of members, recruitments, other Posts' members and recruitments? Use last year's membership as the starting point of your goals.
- **Set Goals**
Where do you want to go?
- **Develop a plan of action**
Territory and time management
Personnel management and planning
Recruitment meetings and techniques
- **Implement your action plan**
Translate plans on paper into actions carried out by your recruiting team.
- **Track your results**
Use a system of controls and measurements to ensure results are achieved.

4 Steps to Planning a Successful Recruitment Campaign *(continued)*

Step #3

Set realistic goals.

Two types of goals your plan should include:

1. Quotas

Set a quota for new and reinstated members. The quota should be attainable. Set a percentage figure above the quota as your main goal, as well as a date to achieve each goal. Set benchmarks as well as an established timeline.

2. Objectives

Objectives help clearly identify opportunities and define what you want to do about them. They are guidelines for your goals; the “where you want to go.”

The S.M.A.R.T. system of goal setting:

Specific

For example, the focus of the plan should not be to just increase recruiting by numbers, but to increase by a certain number through specific recruiting techniques.

Measurable

Quantify goals by selecting a certain percentage or set number you wish to achieve.

Attainable/Ambitious

Goals should require effort (ambitious), but be attainable.

Results-oriented

Goals should aim to achieve a specific result.

Timed

Continually monitor your progress to ensure you achieve your goals. Consider establishing recruiting deadlines that coincide with National, Department and District/County awards so members are eligible to win VFW awards. A sample goal follows below:

The Post Membership Committee/Team will increase the Post’s membership by 10% within the next six months by conducting membership drives at the County Fair, contacting all unpaid members and recruiting new members.

Plan the campaign

4 Steps to Planning a Successful Recruitment Campaign *(continued)*

Step #4

Plan your activities.

The 3 Rs of membership growth:

- Retain continuous members
- Recover former members
- Recruit new members

Successful recruiting campaigns include a combination of these proven recruiting techniques:

1. Personal contact *(Preferred Method)*

Door-to-door

Membership recruiting booth

Meeting

2. Mail

Veteran count list for your Zip code

Dues notices

Post newsletters

Benefits information

3. E-mail

This is a great way to stay in touch with your members and remind them to pay dues.

4. Referrals

Post Members

Family & Friends

5. Telephone

Fastest way to contact large numbers of members and prospects

Plan the campaign

Exercise #1

Using the form below, map out a complete Recruiting Plan based on this hypothetical goal:

To increase VFW membership by 5% in the Post through reinstating former members. This will be done from January 1st to March 1st of this year.	
CALL TO ACTION	Membership Recruiting Campaign
VFW Post # _____	
<u>RECRUITING GOALS</u>	
* To increase Post membership by _____ percent, which mean adding _____ members by the target date of _____.	
* To train _____ Post recruiters during the period _____.	
* Add other goals for your Post:	
ACTION PLAN TO MEET OUR RECRUITING GOALS	
WHAT (Expected Results)	
HOW (Recruiting Activity)	
WHEN (Date)	
WHO	
RESULTS	

How does your Recruiting Action Plan rate?

Before you implement the Recruiting Action Plan you create for your own Post, ask yourself these questions:

1. Do the steps follow logically from your analysis of the current situation and the recruiting goal?
2. Are the steps clearly stated, so each person knows what he has to do to achieve the desired results?
3. Will the steps lead you to achieve your goal?
4. Are your goals realistic?

If you answered "No" to any of these questions, take time to review and adjust your action plan.

MOTIVATE PROSPECTS To JOIN

Become an Expert on VFW Benefits

Along with the camaraderie and sense of pride you will share with other veterans, member benefits include the fraternal, patriotic, historical, charitable and educational value of the VFW. VFW members also receive valuable benefits such as:

- **VFW National Veterans Service** ~ A network of highly trained professionals are available to identify the benefits you may be eligible for and assist you in filing a claim. These services are available at no cost to you.
- **VFW Magazine** ~ Published 10 times a year, this exciting magazine will keep you informed about important veterans issues and recognize your war service.
- **Insurance Benefits** ~ No cost, \$1,000/\$1,500 personal accident protection policy. The VFW also sponsors discounted policies for life, health, accident, long-term care, dental, along with veterinary pet insurance programs. Learn more at www.vfwinsurance.com.
- **VFW Emblem & Supply** ~ A variety of VFW and other patriotic products are available at www.vfwstore.org.
- **Financial Services** ~ Credit cards and financial services are available through USAA at www.usaa.com/vfw.
- **Identity Theft Protection** ~ Learn more about protecting yourself from identity theft and ensuring your financial security at www.lifelock.com using code VFW.
- **Funeral & Cremation Programs** ~ Discounts on funeral and/or cremation plans are available through Dignity Memorial.

For an updated list of VFW Benefits visit www.vfw.org or call 816.756.3390.

TIP: Along with these benefits, tell prospects about the special benefits of belonging to their local Post, such as a clubhouse or a service officer to address problems applicable to everyone in that particular Post.

Motivate prospects to join

The Power of Benefit Recruiting

Benefit recruiting is looking at the organization's benefits and translating them into personal benefits that will be meaningful to each veteran.

How benefit recruiting works:

- Tell the veteran about the benefit.
Such as VFW insurance programs
- Tell the veteran about the personal benefit.
For example, VFW insurance provides health care protection to him and his loved ones at minimal cost.
- Use a proof statement to convince him.
The money he/she saves on insurance and medical costs and the security of knowing that he/she and his loved ones will be protected in case of accident/death.

Exercise 2:

Explain the personal benefits and proof statements for each of the following VFW membership benefits:

- VFW Magazine Subscription
- Dignity Memorial funeral planning
- Health, Dental, and Life insurance
- National Veterans Service
- Military Assistance Programs such as Unmet Needs and Adopt-A-Unit

Effective Questioning and Listening Techniques

To effectively enlist members, you need to know something about each prospective member's situation and their needs and wants. Emphasize the benefits that will mean the most to your prospect. Remember to always remain flexible when interviewing a prospective member.

The 3-Step Questioning Process

1. Acquire background information from the prospect.

When did you serve?

What branch of service were you in?

Do you have any family members or friends who served?

2. Ask questions to learn about his specific needs and concerns.

Do you have any service-connected medical needs?

Have you used your GI Bill or VA Home Loan benefits?

3. Ask questions that offer solutions.

Our organization has trained service officers who work directly with veterans to help them get answers to their questions. What concerns do you have that we could look into for you?

Two ways to ask questions that deliver the information you need:

1. Close-ended questions: These are best when you are trying to *confirm* information. These questions can be answered with a yes or no.

Did you serve overseas?

Have you ever been a member of the VFW?

2. Open-ended questions: Use these to *get more information* about the problem or need. These questions can not be answered with a yes or no and usually start with: **Who, What, When, Where, Why or How.**

What could the VFW offer you that would lead you to consider joining?

TIP: A good interview combines both close-ended and open-ended questions to keep the conversation moving and to help you get the information from the prospect you need.

Tips for Active Listening

Active listening is listening for more than just words, it's listening for meaning.

- Ignore outside noises, other conversations and other distractions.
- Concentrate on what your prospect is saying.
- Listen for feelings instead of facts.
- Remain open-minded. Don't let emotions disrupt the thought process.
- Focus on key ideas instead of trying to remember everything that is said.

4 steps to becoming a better listener:

1. Outline

Develop a mental outline of what the prospect is saying. Identify main points and what the prospect says to support those main points. Focus on key words and phrases to use as the main points of your response.

2. Categorize

Organize what the prospect is saying into categories such as: likes/dislikes, need/wants, situation (family, single, and health), concerns about joining, problems that could be solved with VFW membership.

3. Question

Ask questions whenever you don't fully understand what the prospect says.

4. Verify

Even after you clarify, you still may want to verify your understanding of the prospect's message, especially if it's complex or detailed.

HANDLING/OVERCOMING OBJECTIONS

Do and Don't for Handling Objections

DO remain positive.

DO act politely.

DO talk about the benefits of VFW membership and what those benefits can mean to the prospect.

DON'T respond to personal references to the Post itself.

DON'T refer to any personalities or the operations of a particular Post.

Here's how respond to an objection:

- Restate the objection as a question, then give an answer to correspond with the prospect's basic need.
- Provide more information to clear up any misconceptions.
- Use member testimonials, if available.
- Restate membership benefits, both national and local.
- Re-emphasize the personal benefit of being a VFW member.
- Provide a proof statement to help erase doubts.
- Remain courteous and professional at all times.

4 Ways to Restate an Objection as a Question

1. Clarify the objection.
2. Let the veteran know you understand what he said so that he knows you have been listening.
3. Lessen the impact of the objection by moving it from objection to question.
4. Gain time to organize your reply.

How would *you* respond to these objections?

Prospect: *I'm too busy. I don't have time to be a member.*

Recruiter: *I know what you mean. I'm busy myself. But did you know that VFW feels every member who pays his dues is active and makes a contribution to the VFW? Just your name on our membership roll lends support to all of our programs. And you can enjoy most VFW benefits without having to attend meetings. Without busy people like you, we would not be able to carry on the programs that benefit not only veterans but citizens of the community as well.*

Prospect: *I'm not sure that I qualify.*

Recruiter: *Were you in the military? Were you overseas? Were you honorably discharged? Did you ever receive any campaign medals or ribbons? If so, you probably qualify.*

Prospect: *I'm not interested.*

Recruiter: *Are you interested in no-cost insurance, fringe benefits and your rights as a veteran? If you are, you are interested in the VFW.*

Prospect: *I can't afford it.*

Recruiter: *The cost averages about \$45 a year which is only \$3.75 a month. And you will receive many financial rewards with membership, like no-cost accident insurance, discounts on many items, and VFW buying privileges. If you cannot afford to pay now, I can fill out an application and then when you are able to pay, I can come back.
We also have a great life membership program with two payment options:*

- *Full payment plan*
- *12-month Installment Plan*

How would *you* respond to these objections? *(Continued)*

Prospect: *I belong to the American Legion (or another veteran's organization).*

Recruiter: *Great! Did you know that there are only 10 million veterans out of over 20 million who belong to all of the veterans' organizations combined? Since Congress doesn't cross check our rosters, you can increase the numbers by belonging to VFW, too.*

Prospect: *I don't drink/smoke.*

Recruiter: *Did you know that out of more than 6,800 Posts across the nation, less than one-third of them have canteens? The emphasis is on helping veterans and their communities, not on drinking or smoking. The fact that you don't drink or smoke would not matter. You would be a welcome addition to our Post.*

If you think you may lose the potential membership because the prospect indicates that he, for whatever reason, does not wish to get involved with a local Post, offer department membership-at-large as an option.

Note: Results from extensive testing indicate there is a universe of veterans who believe in the philosophy of our organization, but would prefer membership-at-large rather than belonging to a local Post.

Many current conflict veterans choose to become a member-at-large due to a lack of interest in affiliating with a local Post that will not change to accommodate current conflict veterans and their families.

Statistics have shown that of the one-third who were at one time members of Posts, two-thirds indicate they would prefer not to be affiliated on the local Post level again.

COMPLETING RECRUITMENT

Know the Signs that Say “I’m Ready to Join!”

The physical signs:

- Nods head
- Rubs chin

The verbal signs:

- Makes a positive statement
That sounds good or That makes sense
- Asks you to repeat something you already said
- Reinforces what you have said
So, in other words, you could ...
So, what you are saying is that I can ...
- Asks about the cost
How much are the dues?
- Inquires about membership
Where do we meet?
When will I start receiving my magazine?
When will I get my membership card?
- Stops talking. *The veteran has no more objections ... they're ready to join.*

5 steps to conducting an interview that leads to “Yes”

One: Restate the veteran’s needs or problems as you’ve understood them.

Two: Reiterate member benefits, emphasizing those that meet specific needs and wants.

Three: Sign the veteran up by asking him to join the VFW. Confirm the veteran’s eligibility, then present the necessary forms.

Four: Fill out the application with the veteran.

Five: Collect dues.

PRESENTATION TECHNIQUES

How to Present a Professional Image

Your image is key to success as a VFW recruiter and representative. The more credible you appear, the more effective you'll be as a salesperson.

As you prepare to go out and meet prospects, dress in a way that is appropriate to your audience so that they will feel comfortable. Knowing your prospective audience is a major step in building trust and confidence.

Here are answers to questions recruiters commonly ask about their professional appearance:

What should I wear when manning a recruiting booth or making door-to-door visits?

The most effective uniform for a VFW recruiter also is the simplest. Wear a jacket of some sort - a sports jacket or athletic jacket is fine. And make sure you wear your badge. That's all you need.

Do I need to wear my cap?

A cap is optional, depending on the situation. If you think a prospect won't know you're from the VFW, then wear the cap - just make sure it's clean and uncluttered. However, it's not usually necessary to wear your cap.

I've earned many membership awards/lapel pins. Shouldn't I display those?

No. When you meet prospects, you want to keep the focus of the discussion on their needs and wants. Many recruiters have found these items are a distraction and actually get in the way of their presentation.

I've seen some recruiters hand out business cards. Are those a good idea?

Yes, we strongly recommend business cards as a way to establish your credibility, especially when door-to-door campaigning.

Techniques for an Effective Presentation

- **Know what you want to say.**
 - *Make sure points are clear in your mind; always review recruiting materials before the interview.*
- **Organize your points logically.**
 - *People remember more of what they hear at the beginning and end of a conversation, so make your most important points first and repeat them at the end.*
- **Ensure the prospect is in the right frame of mind to listen.**
 - *If he/she seems busy, worried or stressed, arrange another time to visit.*
- **Speak the veteran's language.**
 - *Use simple, straightforward language.*
 - *Use familiar words.*
 - *Consider the prospect's perspective.*
- **Be aware of the emotions, feelings and responses of your prospect.**
 - *What kind of person is this? An introvert? Extrovert?*
 - *Watch for signals of irritation, confusion or boredom that indicate whether your prospect is listening, understanding and believing you.*
 - *Don't have your presentations so structured that you cannot adjust to the questions or responses of your prospect.*
- **Arouse and sustain interest.**
 - *Begin your presentation with an interesting short story*
 - *Personalize the benefits to each veteran as much as possible. Keep their needs first.*
 - *Maintain interest by making frequent eye contact.*
 - *Avoid a monotone voice.*
 - *Involve the veteran in the presentation as much as possible. Hand him/her a benefits brochure to look over refer to while visiting.*
- **Keep it short and simple.**
- **Present one idea at a time.**

PROSPECT LISTS

Building Prospect Lists

Sources of prospective members

- Past and present membership rosters for members who have not paid their dues
- Lists provided by National Headquarters: shotgun lists, relocated lists, etc.
- Referrals submitted by present members or other contacts
- Chambers of Commerce
- Former members of a defunct Post
- Department or District/County Service Officer programs
- Recorded Service Discharge, available at county courthouses
- Newspapers, radio and TV stations
- Association rosters and rosters of other veterans' groups
- Friends and neighbors

How to keep track of your prospecting activities

- Keep track of all contacts
- Note if contact was made in person, by mail or by telephone
- Keep a record of all follow-up activity

TIP: Always note the date and time you contacted your prospect. If contact was unavailable, consider trying a different day of the week or time of day.

***POLISH YOUR
RECRUITING SKILLS***

How to Be a Better Recruiter: Door-to-Door

Key points about effective door-to-door campaigning:

- Canvass an area in groups of two – do not recruit alone.
- Go out on evenings during the week, and on Saturdays and Sundays.

Sample script for door-to-door campaigning:

Hello, I'm _____ with VFW Post # _____. We are in your neighborhood today talking to veterans. We would like to ask you a few questions. Are you a veteran?

If the answer is “no,” thank them for their time and ask if they knows any neighbors or family members who are veterans.

If the answer is “yes,” continue with these questions:

Did you serve overseas? Did you receive a campaign medal or serve in Korea? Do you or have you ever received any veterans benefits?

If you believe the veteran is eligible for membership, continue:

Mr./Mrs. _____, we are conducting our annual membership drive. Membership in the Veterans of Foreign Wars is available to veterans who served overseas in times of conflict or war. I believe you are eligible, and we would like you have you join.

Explain the advantages of membership. Then continue:

All we need to do is verify your eligibility. I will fill out the application and you can make your check to VFW Post # _____ for \$ _____, which represents one year's dues. We accept cash and credit cards also.

How to Be a Better Recruiter: Recruiting Booths

Key points about managing a recruiting booth:

The Recruiter Kit, available from the VFW Store, contains everything you need to get started.

A booth can be a very effective tool for small Posts and in sparsely populated areas.

Works best with 1-3 representatives from VFW. More than 3 can be intimidating to a prospective member.

How to set up a recruiting booth:

Preparation:

- **Contact the manager of the facility. Ask for permission.**
Select any place or event that is popular in the community and where veterans are likely to go.
- **Publicize the booth. Write a press release. Place posters and signs in windows.**
The press release should include the date, time and location of the booth. Give it to local radio and TV stations, newspapers or other local sources of information. Place posters wherever prospects may see them.
- **Bring plenty of materials to hand out.**
Be sure to have the benefits brochures and sheets with information about your Post- including location, dues and whom to contact. Materials are available from Department and National Headquarters or from the VFW Store.

Operation:

- Decorate the booth with posters.
Display informational materials on the table. Display a large sign.
- Make sure at least one VFW member is always in booth.
- Hold a drawing if local and state laws allow it.
Get a merchant or member 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.
- As veterans visit the booth, inform them of programs and distribute information.
- Sign up prospective members at the booth, make appointments for interviews or at least get names and addresses.
- Be sure to bring up the VFW Auxiliary if the veteran is with family members.

Follow-up:

- Contact eligible members within a few days.
- Be sure your membership teams are well acquainted with VFW programs.
- Make prospects feel welcome when they join.
Ask them to take an active role in their Post. Invite them to recruit other members.

How to Be a Better Recruiter: Telephone

Advantages of a Phone Campaign

- Telephoning allows for personal interaction, without the time and energy spent with an initial door-to-door campaign.
- One person can call a number of prospects in a short period of time.
- You can use telephone contact to spark interest of inactive members.
- A phone call is a great follow-up to door-to-door and mail campaigns.
- Telephone contact also saves time for your prospective members. It is often easier to reach a prospect by phone than in person.
- In large areas, the telephone can help you reach more prospects in a shorter amount of time and at a lower cost than a door-to-door campaign or mail campaigns.
- The telephone can be used to obtain prospect lists simply by making survey calls.

Exercise #3

Do you know the 7 advantages of recruiting by telephone?

1. You can quickly establish personal _____ with the prospect.
2. It is the most _____ way to use your time and resources.
3. It's easy to generate _____ when you're face to face with a prospect.
4. It is a quick and easy way to _____ on prospects that have shown interest.
5. It saves _____ because you don't have to drive or walk to contact a prospect.
6. It is the only efficient way to reach prospects in a large _____ area.
7. The telephone is the ideal tool for conducting _____ and creating prospect lists.

On the following pages you'll find several sample telephone scripts you may wish to refer to when recruiting by telephone.

How to Be a Better Recruiter: Telephone (continued)

Sample telephone script for collecting past dues or reinstating a former member:

Mr./Mrs. _____ this is _____, with VFW Post #____. We're conducting our annual membership drive. I noticed you have not paid your dues this year. 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 Post members are in your area today collecting last year's dues. What time 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, continue:

Thank you very much, Mr./Mrs. _____. We certainly appreciate your continued membership in our Post. We will have a member visit you by (repeat time). Stop by the Post the next time you are in the area. We would like to see you. Good-bye.

If there is an objection to the call at this particular time, continue:

I'm sorry I called at an inconvenient time. When would be more convenient?

If no time is given, suggest other days and times and ask if they would be more convenient. If the response is "I'm not interested," explain again the purpose of your call and ask questions to learn what his objection is. Then respond with a personal benefit of VFW membership to overcome the objection.

Conclude the call with an offer to send someone to collect the dues or arrange a home visit to further discuss membership.

How to Be a Better Recruiter: Telephone (continued)

Sample telephone script for talking with a prospective member:

Mr./Mrs. _____, this is _____. I am with the VFW Post #_____.

We are is conducting our annual membership drive. I'd like to talk to you for a few minutes about what membership in the VFW can do for you. You are a veteran, aren't you?

If "yes," continue with questions to determine eligibility. If "no," thank him/her and ask if he/she knows any friends or colleagues who are veterans. After determining that the veteran is eligible, continue:

Are you familiar with the VFW in our community?

If "yes," continue with questions to learn how VFW could benefit this prospect. If "no," name a benefit enjoyed by members of your Post.

We have a service officer who helps our members get the veterans' benefits they've earned. What concerns do you have that we might be able to help you with?

Or:

Besides the services our local Post offers, the VFW offers many programs that help our members save money. Are you familiar with our insurance programs? We have several, even accident insurance that's free to VFW members.

Continue with questions to learn more about his/her needs. When he indicates joining, continue:

I'd like to come by and show you our benefits brochure and talk about some other things we're doing for our members. What would be a good time for you?

Then follow up with a phone contact or a visit.

How to Be a Better Recruiter: Mail Campaigns

Advantages of mail campaigns:

- Easy to acquire leads
- Effective follow-up to door-to-door contact, recruiting booth sign-ups and telephone calls or for sending dues reminders

Advantages of email campaign:

- Effective way to keep in contact with your members
- Effective way to conduct a membership campaign

How to Be a better Recruiter: Follow-Up Campaigns

Follow-Up

Although we have given you several suggestions, you have many options for conducting a campaign. A mailing campaign could be your initial recruiting action, followed by a telephone or door-to-door campaign. Recruiting booths may be followed up by a mailing, a telephone call, or a personal visit.

Whatever methods you use, remember that a personal face-to-face meeting is the most effective way to reach your recruiting goals.

MAXIMIZE RECRUITING AIDS

Maximize recruiting aids

Your Membership Recruiting Tool Kit

- Membership Recruiting Kit (Item No. 4261, available from the VFW Store)
- Business cards
- Prospect list - their names, addresses, home phone numbers
- Unpaid rosters, to include members' names, addresses and phone numbers

Additional Supplies:

- VFW recruiting and benefits brochures
- Office supplies, Standard Form 180
- Membership applications
- *VFW* magazines

When you meet directly with the contact, you'll need:

- A VFW benefits brochure
- New Member Recruitment brochure
- A copy of *VFW* magazine
- A membership application

MANAGE YOUR TIME & TERRITORY

Manage your time and territory

Managing Your Two Most Important Resources: Time and Territory

Time management is the ability to work smarter, not harder, to accomplish your goals in an appropriate amount of time.

Effective time management involves:

- Planning *all recruitment activities including meetings and paperwork*
- Creating “to do” lists *-these should correspond to the overall recruiting plan*
- Recording all project timelines, deadlines and schedules

5 ways to avoid the “paperwork blizzard”

1. Make the completion of paperwork a habit.
Set aside a specific time to handle paperwork
2. Concentrate on what’s important.
Understand the purposes of forms and reports
3. Organize
Have all the information you need when you start
4. Handle each piece of paper once.
Stack-shuffling is a time-waster.
5. Keep all forms in one place.
For the individual recruiter, that place is the Membership Recruiting Kit. For the Post, there should be a designated place.

How do you rate as a time manager?

- | | |
|--|-----------|
| Do you plan each day? | Yes or No |
| Do you plan your travel route? | Yes or No |
| Do you use the telephone to save time? | Yes or No |
| Do you organize your paperwork and strive to keep it simple? | Yes or No |

Reach Your Goals Faster with Efficient Territory Management

Territory management is the process of dividing your local area into separate recruiting territories that are fair and workable. A recruiter's territory should provide the opportunity to meet the recruiting goals.

Important factors to consider:

- **Size:**
How large is it? A territory of a few square miles with a large population may be more challenging than a large territory with a small population.
- **Major highways and in-town travel routes:**
It should be possible to cover the territory without wasting travel time on unproductive areas or having to face delaying traffic problems.
- **Major potential locations:**
Make note of any area with larger potential for recruits.
- **Existing members:**
Where do current members live? Can you structure their recruiting route close to where they live?
- **Growth areas:**
Determine areas that are increasing in population. Work these areas more frequently.
- **Recruiter's ability:**
Consider your unique ability to recruit. Transportation or other factors may limit the areas you can cover effectively.

The Basic Principles of Effective Route Planning

1. Plan daily routes to cover a portion of the territory. *Go in one direction on Monday, another on Tuesday, etc.*
2. For larger territories, use *hubs*, central locations to start and end a route to reach several prospective members.
3. Avoid congested roads.
4. Avoid backtracking. Plan a round-trip pattern by visiting prospects on one side of the highway on the way out, then the other side on the way in.
5. Be alert for changes in territory that require changes in your route plans. *New prospects, increases or decreases in population and other factors may require changes.*
6. Call Shotgun List responses first -- they're the hottest.
7. Use the territory map as a tool.

Do you know the best times for recruiting?

Saturdays _____

Sundays _____

Weekdays _____

CLARIFY ELIGIBILITY QUESTIONS

VFW Membership Eligibility Made Simple

VFW Qualifications:

- Must be a U.S. citizen or a U.S. national
- Must have honorable service in the U.S. Armed Forces.
- Must have overseas service reflected by one of the following:
 - 1) An authorized campaign medal,
 - 2) Receipt of Hostile Fire/Imminent Danger pay, verified by a copy of a Leave and Earnings Statement (LES), or
 - 3) Service in Korea for 30 consecutive/60 non-consecutive days after June 30, 1949

Section 101 of the *Manual of Procedure* provides that proof of service to establish eligibility for membership rests entirely with the applicant. It further provides that the Post is responsible for assuring the eligibility of every member accepted into membership at the time of the application. Nothing in the national by-laws or *Manual of Procedure* clearly defines what documentation is acceptable proof of eligibility. On the Post level, a discharge paper or *DD-214* indicating issuance of a recognized campaign medal has been the universally accepted proof, but is not the only form of acceptable documentation.

Commonly Asked Questions About Eligibility

Q. What can be done about lost separation documents?

They can be replaced by completing and submitting General Services Administration (GSA) *Standard Form 180* "Request Pertaining to Military Records," available from any office of the Veterans' Administration or state Veterans' Department. Signature of the veteran is mandatory. Check with State Department of Veteran Affairs or County Veterans' Service Office to see if separation document is on file.

Q. Do Merchant Marines qualify for membership?

VA entitlements were approved for the members of the Merchant Marines who saw service during World War II under the provisions of *Public Law 95-202*. Through a decisional document signed January 19, 1988, all American merchant seamen who were in active oceangoing service during the period of armed conflict during World War II, December 7, 1941 - August 15, 1945, became eligible to receive discharge certificates from the U.S. Armed Forces for the purpose of obtaining benefits only under the laws administered by the VA.

Merchant Marine veterans do not meet the VFW membership requisite of honorable service in the Armed Forces of the United States nor do the campaign medals issued by the War Shipping Administration identify with those that are recognized as meeting VFW membership eligibility qualifications.

Commonly Asked Questions About Eligibility *(continued)*

Q. What about Korean service eligibility where the separation document does not reflect a campaign medal?

All veterans who served on the Korean Peninsula or its territorial waters for at least 30 consecutive days or 60 non-continuous days after June 30, 1949 are eligible for the VFW. In addition, veterans who served in Korea from July 28, 1954 to the present day are eligible for the Korea Defense Service Medal. Veterans wishing to have this medal added to their records should contact the National Personnel Records Center. Some other suggested sources of proof of eligibility are: travel orders, pay vouchers, medical records, organizational records, morning reports, excerpts from ship's logs, assignment listings and buddy affidavits.

Q. I served on a nuclear-deterrent sub during the Cold War, and our service location was classified. How can I determine if I am eligible for the VFW?

For sailors who performed qualifying deterrent patrols, the SSBN Nuclear Deterrent Patrol Breast Insignia was awarded. Orders showing the awarding of the SSBN Nuclear Deterrent Patrol Breast Insignia or a notation of award on the sailors *DD-214* will be sufficient to verify eligibility.

If you believe a prospect warrants a campaign or service medal entitling eligibility to the VFW, a request must be made for the correction of information shown on the *DD-214* or *DD-215*. The procedure is to draft a letter identifying the specific correction to be made with statements to include the unit served with, the nature of the duties and the dates of service qualifying the prospect for a recognized campaign medal. Mail the inquiry to:

National Personnel Records Center (GSA)
(Military Personnel Records)
9700 Page Boulevard
St. Louis, MO 63132

Or go online at

www.archives.gov/veterans/military-service-records

Or call the NPRC directly at
314-801-0800

Exercise #4:

How Well Do You Know Eligibility Requirements?

1. List the 3 major eligibility requirements for VFW membership.

2. Is the VFW made up entirely of combat veterans?

Yes or No

3. Is a *DD-214* required for VFW membership?

Yes or No

4. What is defined in the by-laws and *Manual of Procedure* as acceptable substantiating documentation for eligibility in the VFW?

5. How do you substantiate Korean service (not Korean War) as eligibility?

6. Who is responsible to provide proof of eligibility?

7. Who is responsible to assure eligibility of every member accepted into the VFW?

8. If an applicant's separation document does not show foreign/sea service, can an applicant still be eligible for membership?

Yes or No

9. Would a secret/covert operation performed by a ship/individual preclude the entry of a specific campaign medal or an individual's separation document?

Yes or No

10. Are WWII-era Merchant Marines eligible?

Yes or No

MAKE A DIFFERENCE

The 8 Commandments of Successful Recruiting

1. Start your discussion with something interesting - an anecdote, quote, etc.
2. Maintain a professional appearance, positive attitude and good eye contact.
3. Be confident and knowledgeable about VFW programs and services.
4. Know the history of the VFW as well as its priority goals. Know VFW membership benefits.
5. Make sure you can explain membership requirements and goals of the Post, District/County, Department and National levels.
6. Use simple, straightforward, easy-to-follow language.
7. Remain flexible and adapt your approach to the reaction of the participant.
8. End the meeting with a convincing and motivating appeal for the veteran to join VFW.

Remember, you can make a difference!

Team work breeds success

EXERCISE ANSWER KEYS

Exercise Answer Keys

Exercise #1

There is no wrong answer as long as your plan meets the following criteria:

- The steps follow logically from your analysis of the current situation and the recruiting goal.
- The steps are clearly stated, so each person knows what he has to do to achieve the desired results.
- The steps lead you to achieve your goal and your goals are realistic.

Exercise #2

Answers will vary.

Exercise #3

1. Contact
2. Economical
3. Interest
4. Call
5. Time
6. Geographical
7. Surveys

Exercise #4

1. The three eligibility requirements for VFW Membership are:

- a) US citizenship
- b) Honorable service in the US Armed Forces. This means service in the Army, Navy, Air Force, Marines, or Coast Guard (or their reserve/Guard components) with either an Honorable or a General (Under Honorable Conditions) discharge
- c) Overseas service reflected by one of the following:
 - a. An authorized campaign medal noted on the list contained in Section 101 of the *VFW Manual of Procedure*
 - b. Receipt of Hostile Fire/Imminent Danger pay, verified by a copy of the soldier's Leave and Earnings Statement (LES)
 - c. Service in Korea for at least 30 consecutive or 60 nonconsecutive days

2. As an organization, is the VFW made up entirely of combat veterans?

Answer: This is a difficult question, as many people will disagree as to the meaning of the term "combat veteran". Soldiers serving in Korea, for example, may never see actual combat but due to the fact that they serve in harm's way at all times there they are eligible to join the VFW.

3. Is a DD-214 required for VFW membership?

Answer: NO. Soldiers currently on active duty will not have a *DD-214*. In those cases, the appropriate orders showing overseas deployment to a qualifying area, or awarding of a campaign medal, or an LES showing hostile fire/imminent danger pay will suffice to prove eligibility.

4. What is defined in the by-laws and Manual of Procedure as acceptable substantiating documentation for eligibility in the VFW?

Answer: The VFW By-Laws and *Manual of Procedure* do not define what is acceptable substantiating documentation, citing instead that the post has a responsibility to determine eligibility. Methods that can definitively substantiate eligibility would include (but are not limited to):

- a) A DD-214 showing Honorable service and awarding of an authorized campaign medal
- b) A LES showing Hostile Fire/Imminent Danger pay
- c) Orders showing deployment to an area where Hostile Fire/Imminent Danger pay was awarded
- d) Official government paperwork confirming the veteran's service in Korea.

Keep in mind that the requirements of Honorable service and U.S. citizenship must also be confirmed.

5. How do you substantiate Korean service (not Korean War) as eligibility?

Answer: Soldiers serving in Korea after July 28, 1954 are eligible for the Korea Defense Service Medal. However, since this medal was only recently created, most soldiers eligible for it will not have it listed on their DD-214. To verify their eligibility, there are various ways to determine service in Korea:

- a) Their last station of duty, noted on the DD-214, can be checked to see if it matches up with a unit stationed in Korea. This can be done through a quick online search.
- b) Paperwork such as reassignment orders, billeting orders, or other government paperwork can confirm the soldier's assignment in Korea.
- c) In some cases, mail with a US Postal Service postmark showing the soldier's address in Korea can verify that they were there.

6. Who is responsible to provide proof of eligibility?

Answer: This responsibility always lies with the applicant.

7. Who is responsible to assure eligibility of every member accepted to VFW?

Answer: The post's Post Reviewing Committee is responsible for inspecting EVERY application made through the post. It is recommended that a recruiter not submit an application to his Post Reviewing Committee without the appropriate documentation to verify eligibility.

8. If an applicant's separation document does not show foreign/sea service, can an applicant still be eligible for membership?

Answer: Yes. The section of a DD-214 that annotates foreign/sea service does not always reflect service in a TDY (temporary duty) status, and thus is not a definite proof of eligibility.

9. Would a secret/covert operation performed by a ship/individual preclude the entry of a specific campaign medal or an individual's separation document?

Answer: If an applicant claims they were not issued a medal due to a classified mission, it is still their responsibility to prove eligibility by one of the means noted above.

10. Are WWII- era Merchant Marines eligible?

Answer: NO. The Merchant Marines are not a branch of the U.S. Armed Forces, even in wartime. As such, they would not qualify for the VFW. Although they may have received Coast Guard or Navy discharges for the purpose of receiving veterans' benefits, they were never enlisted or commissioned into the U.S. Armed Forces, which is a requirement for VFW eligibility.

RECRUITING ROLE PLAYING

Recruiter /Trainer Seminar Practical Exercise

Scenario #1

Recruiting Team: You are working a “Veteran List” Provided by a list company Door- To –Door

Recruiter /Trainer Seminar Practical Exercise

Scenario #2

You have a lead from a member in your post that a neighbor is eligible; your team is going to sign him up.

Recruiter /Trainer Seminar Practical Exercise

Scenario #3

Your recruiting team is working door to door; you knock on the door and a pregnant lady answers with a child in her arms

Recruiter /Trainer Seminar Practical Exercise

Scenario #4

Your Recruiting team is working a two year old unpaid list.

Recruiter /Trainer Seminar Practical Exercise

Scenario #5

Recruiting team is working a telephone campaign to get the post 100% by Jan 31st. You are calling on unpaid members

Prior to the call, tell the group what steps you are going to take to build this campaign

Recruiter /Trainer Seminar Practical Exercise

Scenario #6

You have a solid lead that this individual is eligible for the VFW. Your problem is overcoming the fact that your post is nothing but a bar

Recruiter /Trainer Seminar Practical Exercise

Scenario #7

As a group you are given a list of posts in your state that require ten members or less to become 100%. How would you organize a campaign to make these posts 100%?

Recruiter /Trainer Seminar Practical Exercise

Scenario #8

As a group you are given a report that shows posts that have not recruited for the past two years. What tools would you use to bring in new members to these posts, and how would you recruit for these posts.

Recruiter /Trainer Seminar Practical Exercise

Scenario #9

As a group you are a VFW Post Membership Team. You would like to have a recruiting booth at a local military base. What actions would you take to get this to happen? How would you recruit on a military base? What posts would you recruit for?

Recruiter /Trainer Seminar Practical Exercise

Scenario #10

As a group you are a VFW Post Membership Team. You would like to have a recruiting booth at a local business. What actions would you take to get this to happen? What posts would you recruit for?

Recruiter / Trainer Seminar Practical Exercise

Scenario #11

As a group come up with as many ways as you can to recognize a veteran. Once you have come up with a list how would you approach that individual and sign Him/her up.

Recruiter /Trainer Seminar Practical Exercise

Scenario #12

As a group come up with a plan; your Post has a very active VFW Auxiliary. Your Post commander and VFW Auxiliary president want to do a membership dues roundup together to build Post morale. How would you organize this?

Recruiter /Trainer Seminar Practical Exercise

Scenario # 13

Door to Door

You're a disabled vet that needs help with the VA. No one has ever asked you to join the VFW.

Recruiter /Trainer Seminar Practical Exercise

Scenario #14

You were a past member of a local Post. The Post commander was a jerk and would not do any veterans projects. What is the Post doing to be part of the community and bring in new members?

Recruiter /Trainer Seminar Practical Exercise

Scenario #15

You are unhappy with your local Post but want to stay a member of the VFW. I want to renew but what are my options, I do not want to belong to that Post anymore.

Recruiter /Trainer Seminar Practical Exercise

Scenario #16

You're a Vietnam vet and were never asked to join the VFW although you are eligible. Why should I join now?

Recruiter /Trainer Seminar Practical Exercise

Scenario #17

You're a husband and wife recruiting team working your Post unpaid list door to door. What is your approach when you find that the reason this couple had not renewed is because of illness?

VFW MEMBERSHIP DEPARTMENT

RICK BUTLER – DIRECTOR

- Certified National Recruiter program
- Oversight of Department and all membership functions

RICHARD McKENNA – DEPUTY DIRECTOR

- Dues Notices
- Recruiter training
- Post Development

TARA ARTEAGA – ASSOCIATE DIRECTOR

- Dues Notices
- Development of new membership materials
- Monthly reporting
- Educational Webinars

MATT NUTE – ELIGIBILITY COORDINATOR

- Membership Eligibility
- Training and Support via VMAIL
- Member-at-Large processing

CARLA DARNELL – AWARDS COORDINATOR

- All-American Program
- 100% Post, District, and Department Awards
- Individual Recruiting Awards



VETERANS OF FOREIGN WARS

NO ONE DOES MORE FOR VETERANS.

www.vfw.org

VFW's 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.

VFW's Vision: Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.

RECRUITER SUCCESS POCKET GUIDE

Place Membership Applications Here

Veterans of Foreign Wars
406 West 34th Street
Kansas City, MO 64111

1.888.JOIN.VFW
www.vfw.org/join

Revised 09/16
© 2016 Veterans of Foreign Wars www.vfw.org

www.vfw.org/join

RECRUITING TIPS

The strength of the Veterans of Foreign Wars lies within our membership. We must continue to build a strong membership base to ensure our voices are heard and our programs remain effective and viable. The following guide was developed to assist you in understanding and successfully communicating the benefits of membership in the Veterans of Foreign Wars to prospective members.

10 Tips for Success

- 1 KNOW THE VFW** - As a recruiter, being aware of our programs and purpose will prepare you to successfully engage prospective members.
- 2 NETWORK FOR PROSPECTS** - Ask family, friends and coworkers if they know veterans who may be eligible. Follow up on leads quickly.
- 3 MAKE PERSONAL CONTACT** - Try to meet prospective members face-to-face whenever possible.
- 4 DON'T BE AFRAID TO ASK** - Many veterans have never been asked to join the VFW. If you speak up and ask them to join, you may be pleasantly surprised at their response.
- 5 BE PERSISTENT, NOT PESTERING** - If they decline to join at this time, respect their decision.

VFW.ORG

VFW.org - The home of the Veterans of Foreign Wars on the World Wide Web, VFW.org provides information about our mission and achievements, and provides many tools for our members, such as:

Quick Renew - VFW members can renew and upgrade their membership swiftly and effortlessly by going to www.vfw.org, clicking the RENEW link, and entering their name and membership number - no hassle required!

Find A Post - Looking to find a place to connect with other veterans in your area? Use the Find A Post feature at www.vfw.org and get in touch with your local Post.

Make A Donation - Contribute to the success of VFW's programs for our veterans with a donation by visiting www.vfw.org/Contribute/ and showing your support for those who've earned it.



VETERANS OF FOREIGN WARS

NO ONE DOES MORE FOR VETERANS.

www.vfw.org

RECRUITING TOOLS

Recruiting Just Got Easier - Find everything you need for your recruiting efforts through the VFW Membership Department. From membership applications to posters and fliers, everything you need can be requested directly from the National Headquarters.

Mobile Recruiter App - Have a smartphone? Then you can download the VFW Mobile Recruiter App to sign up a new member-at-large or send a prospective member's information to your Post. Go to www.vfw.org/oms/TrainingMaterials.aspx to learn more about this useful recruiting tool!

Shotgun List Program - The VFW Membership Department can assist you with a list of names and addresses of prospective new members in your area. Email membership@vfw.org to learn more about this cost-effective way to acquire new members for your Post, District, or Department.

Recruiter Training - Whether live in a classroom or online via webinar, the VFW Membership Department will provide recruiters in the field with the tools and training they need for success. To set up a recruiter training seminar, contact the Membership Department at 816-756-3390 ext 6752.

6 LOOK FOR COMMON EXPERIENCES - Ask questions to learn about military experiences, family and daily life. Describe the benefits of membership in a way that relates to the prospective member.

7 LISTEN CAREFULLY - The best sales people are active listeners. Listen for excuses and objections, and then be prepared to overcome them with facts.

8 SHARE YOUR STORY - Consider why you are a part of VFW and tell others why you're so committed to the organization. Your experiences with VFW are the greatest recruiting tool available.

9 BE PREPARED - You may meet potential members anywhere so be sure to keep an application with you at all times. If you use a smartphone, learn about the Mobile Recruiter App and how it can be used to recruit new members. Stay current as VFW National Membership provides updates and assistance on these new processes.

10 ENJOY YOURSELF - If you are enjoying yourself, prospective members will sense your enthusiasm and be more likely to join.

**ALWAYS REMEMBER,
NO ONE DOES MORE FOR VETERANS.**

VFW FACTS

Founded in 1899, the Veterans of Foreign Wars is the nation's oldest major combat veterans' organization.

For over 110 years, the VFW has successfully fulfilled its mission as stated in our Congressional Charter, "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, and fidelity to its constitution and laws; and to foster true patriotism."

The VFW and its Auxiliaries have more than 6000 Posts and over 1.2 million members spanning all 50 states, the District of Columbia, Europe, and the Pacific.



The Cross of Malta is the VFW's official insignia. Each design element symbolizes something special.

The cross, radiating rays, and the Great Seal of the US together symbolize the character, vows and purposes distinguishing the VFW as an order of warriors who have traveled far from home to defend sacred principles.

Its eight points represent the beatitudes prescribed in the Sermon on the Mount: Blessed are the poor in spirit, the meek, the pure, the merciful, the peacemakers; blessed are they who mourn, seek righteousness, and are persecuted for righteousness' sake.

The VFW added the sun's rays between the eight points and the cross. These emphasize the vigor and warmth with which the present day brotherhood is pledged to defend the nation and to extend its mercy. Superimposed over the cross is the bald eagle-the symbol of a proud nation of people.

While the Maltese Cross has religious origins and was used by the crusading Knights of St. John as a battle standard centuries ago, it's equally relevant today as a symbol of all those battling for noble ideas.

MEMBERSHIP BENEFITS

- **VFW TRAVEL SERVICE (VTS)** - A network of highly trained professionals to assist you with your travel needs
- **VFW MAGAZINE** - Ten issues per year keep you informed on current military and veterans issues as well as what the VFW is doing for you.
- **INSURANCE BENEFITS** - \$1,000/\$1,500 no-cost personal accident protection & voluntary personal accident protection (AD&D).
- **RETAIL DISCOUNTS** - Special discounts for VFW members at participating establishments.
- **VFW STORE** - All your VFW apparel, American flags, patriotic apparel, gifts and more.
- **USAA** - VFW logoed MasterCard and a variety of other financial and insurance services. Visit www.usaa.com/vfw to see a complete list of services.



A VFW MEMBERSHIP GIVES YOU SAVINGS ON:

- CELL PHONE SERVICES
- HOME COMPUTERS
- COMMERCIAL MERCHANDISE
- DIGNITY MEMORIAL PROGRAMS
- FINANCIAL SERVICES
- HAIRCUTS
- HEALTH CARE SERVICES
- HOTEL, MOTEL, AND CAR RENTALS
- IDENTITY THEFT PROTECTION
- REAL ESTATE AND MORTGAGE SERVICES
- SAT/ACT COLLEGE TEST PREPARATION
- VETERAN EMPLOYMENT ASSISTANCE
- VFW SPONSORED INSURANCE PROGRAMS

**Membership
Benefits**

*For complete member benefit information please
visit: www.vfw.org/MemberBenefits

VETERANS & MILITARY SUPPORT PROGRAMS

The VFW's Veterans & Military Support Programs department unites 3 successful, long-standing programs; Operation Uplink, Unmet Needs, and Military Assistance Program (MAP). These initiatives focus on troop support.

Military Assistance Program (MAP) is the link between VFW and the community. MAP is designed to promote VFW interaction within the local military community through the *Adopt-A-Unit* program. *MAP Grants* are available to Posts, Districts, and Departments who participate in a variety of morale boosting function such as farewell and welcome home events.



Operation Uplink keeps military members in contact with their loved ones by allowing deployed troops to call home at no charge from MWR internet cafes in Afghanistan, Kuwait and other locations all around the world. Operation Uplink also distributes "virtual PINs" which enable wounded warriors and veterans in VA facilities to call from home at no cost.

Unmet Needs assists military service members and their families who run into unexpected financial difficulties as a result of deployment or other hardships directly related to military service. Unmet Needs assists with basic life needs such as: mortgage and rent, home and auto repairs, insurance, utilities, food and clothing. There is also a one-time grant available for those on a fixed income who are suffering financial hardship related to their military service.

DID YOU KNOW?

MAP has hosted over 2500 morale boosting events since the program began in 2005.

Operation Uplink has provided over 7.6 million connections since the program began in 2006.

Unmet Needs has distributed over \$5.6 million in emergency grants since 2004.

NATIONAL VETERANS SERVICE

As the nation's largest organization of combat veterans, we understand the frustrations that can arise with making a VA claim. That's why our National Veterans Service (NVS) was created. Our nationwide network of skilled VFW Service Officers can help you wade through all the bureaucratic red tape, offering you a better opportunity to get the disability claim you deserve. You don't even need to be a VFW member to take advantage of this free service. As a veteran, this is a service you've earned.

VFW's Service Officers are your liaisons to the Department of Veterans Affairs. With our Veterans Service Officers covering every VA Hospital and facility across the country, we are standing by to help our veterans navigate an ever-changing health care system.

Benefits Delivery at Discharge (BDD) Program, introduced in 2001, provides claims assistance to separating armed forces personnel at military installations throughout the country.

National Veterans Employment Service works to ensure veterans preference in federal and other government hiring.

VetJobs.com, supported by the VFW since 2001, is a free service designed specifically for veterans and employers seeking to hire veterans.

DID YOU KNOW?

VFW recovered over \$4.5 billion from the VA on behalf of veterans in the last three years.

There are over 250 claims representatives and 19 Benefits Delivery at Discharge (BDD) offices across the United States.

Notes:

**Veterans
Service**

PROGRAMS

The good will of the Veterans of Foreign Wars reaches far beyond the realm of veterans helping veterans. In fact, direct involvement with America's youth and communities has always been — and always will be — a VFW priority.

Community Service - The VFW celebrates Americanism in communities across the nation. Through local and national events, VFW members help others understand the sacrifices made by veterans and the importance of patriotism.

Voice of Democracy - Each year, more than 39,000 high school students from across the country enter to win a share of the \$2.2 million in educational scholarships and incentives awarded through the VFW's Voice of Democracy audio-essay competition.

Patriots Pen challenges students from grades 6-8, to enter to win one of 46 national awards totalling \$50,000, as well as an all-expense-paid trip to Washington, D.C. for the national first place winner. Students draft a 300-400 word essay, expressing their views based on a patriotic, annual theme chosen by the VFW Commander-in-Chief.

Scout of the Year selects three young people — of the Boy or Girl Scouts, Sea Scouts or Venturing Crew — who have demonstrated practical citizenship in school, scouting and the community. The first-place winner receives a \$5,000 award, the second-

place winner receives a \$3,000 award and the third-place winner receives \$1,000.

Teacher of the Year recognizes three exceptional teachers for their outstanding commitment to teach Americanism and patriotism to their students. The VFW recognizes the nation's top classroom elementary, junior high and high school teachers who teach citizenship education topics—at least half of the school day in a classroom environment—and promote America's history, traditions and institutions effectively.

DID YOU KNOW?

VFW Members contribute over \$48 million annually in community service projects.

The VFW's Buddy Poppy program raises over \$13 million for needy veterans each year.

Each year the Voice of Democracy awards over \$1.9 million in scholarships.

NATIONAL LEGISLATIVE SERVICE

The VFW continuously advocates on behalf of veterans. By testifying at committee hearings and interacting with congressional members, the VFW has played an instrumental role in nearly every piece of veterans legislation passed in the 20th century, as well as bills developed in the 21st.

The location of our Washington, D.C., office allows us to monitor all legislation affecting veterans, alert VFW membership to key legislation under consideration and to actively advise Congress and the administration on important military and veteran's issues.

One of the VFW's most successful legislative pushes was making college education affordable for military service members with the signing of the 1944 GI Bill of Rights, the signing of the Montgomery GI Bill in 1984, and the signing of a new 21st Century GI Bill in 2008. In 2013, the VFW was instrumental in reinstating military Tuition Assistance programs and getting the new Stolen Valor Act signed into law. In 2015, the VFW fought on Capitol Hill to ensure that military retiree pensions were not subject to any cost-of-living-adjustment (COLA) reductions.

Each Year the VFW sets Priority Goals

The VFW's legislative initiatives center on quality of life and health initiatives for all the nation's veterans, past and present. Here are VFW's current legislative priority goals:

- VA Health Care
- Budget and Quality of Life issues
- VA Benefits and Compensation
- Seamless Transition
- Military Quality of Life
- Education and Employment
- Defense and Homeland Security
- POW/MIA

DID YOU KNOW?

Some of VFW's Most Recent Accomplishments Include:

GI Bill for the 21st Century signed into law

2011 VOW to Hire Heroes Act. The VFW stopped TRICARE premiums from increasing annually

2013 Supported the Stolen Valor Act to protect the honor of veterans

2015 Eliminated COLA reduction for military retirees

**Legislative
Service**

MEMBERSHIP ELIGIBILITY

WWII-Current Campaign Medals

- Afghanistan Campaign Medal
- Air Force Combat Action Medal
- American Campaign Medal
- American Defense Service Medal (with foreign service clasp)
- Armed Forces Expeditionary Medal
- Army of Occupation Medal
- Asiatic-Pacific Campaign Medal
- China Service Medal
- European-African-Middle-Eastern Campaign Medal
- Global War On Terrorism Expeditionary Medal
- Inherent Resolve Campaign Medal
- Iraq Campaign Medal
- Korea Defense Service Medal
- Korean Service Medal
- Kosovo Campaign Medal
- Marine Corps Expeditionary Medal
- Navy Expeditionary Medal
- Navy Occupation Service Medal
- Southwest Asia Service Medal
- Vietnam Service Medal

Badges and Ribbons

- Air Force Expeditionary Service Ribbon with Gold Border
- Coast Guard Combat Action Ribbon
- Combat Action Badge
- Combat Action Ribbon
- Combat Infantryman Badge
- Combat Medical Badge
- SSBN Deterrent Patrol Insignia

Other Service

- 30 consecutive or 60 non-consecutive days in Korea since 1953
- Received Hostile Fire or Imminent Danger Pay

DID YOU KNOW?

Vietnam veterans are the largest segment of VFW membership.

Over 56,000 veterans worldwide made the commitment to join the VFW in membership year 2015-2016.

Female veterans are one of the fastest growing segments of VFW membership.

**Membership
Eligibility**

STUDENT VETERANS OF AMERICA

The Veterans of Foreign Wars continuously advocates on behalf of veterans. Testifying at committee hearings and interacting with congressional members has led the VFW to play an instrumental role in the passage of nearly every piece of veterans' legislation passed in the 20th and 21st centuries.

Among the VFW's most notable legislative efforts in making college education affordable for service members are the signing of the 1944 GI Bill of Rights, the Montgomery GI Bill in 1984 and the Post-9/11 GI Bill in 2008. The VFW also fought to reinstate military Tuition Assistance.

Since Student Veterans of America's founding in 2008, the chapter network has grown from 20 campuses to over 1300 institutions of higher learning in all 50 states. Chapters provide a peer-to-peer support network that empowers veterans to achieve academic success. In just a few years, SVA has grown to be the premiere advocate for veterans seeking better jobs and brighter futures through education.

Both the VFW and SVA share a deep commitment to ensuring veterans succeed in post-secondary education programs, secure gainful employment and grow as leaders in the veteran community.

The VFW and SVA defend the GI Bill and support policies that best empower student veterans to achieve their educational goals and improve veterans' quality of life.

The nation's renewed focus on veterans' welfare has ignited change on campuses and in Congress. Both the VFW and SVA are committed to capitalizing on this momentum.

The VFW and SVA also created the 1StudentVeteran program to assist any student veteran experiencing difficulty accessing their GI Bill or other VA benefits. They are encouraged to e-mail the VFW at 1studentveteran@vfw.org and a VFW Service Officer will provide immediate assistance.





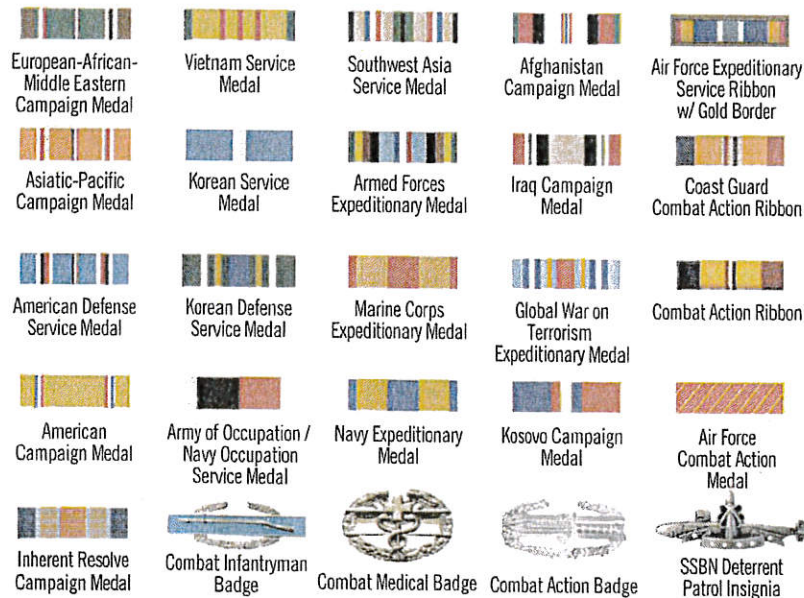
RECRUITING TIPS

WINNING TIPS FROM VFW "ALL AMERICANS"



- I. With every new person you meet ask, **"Are you a veteran?"** and **"Did you serve overseas?"** You can immediately establish a common bond and confirm their eligibility.
- II. Have every member, old and new to complete a **list of eligible family members and friends**. Often, they have never been asked.
- III. Always **visit a prospective member in person**. Calling and writing are great campaign tools, but nothing works better than a handshake and eye-to-eye contact.
- IV. Always **carry an application and a membership brochure**. Insist that everyone on your team carry them too. It is hard to recover a lost opportunity.
- V. Set up **recruiting booths** at malls, department stores, fairs, special public events and other high traffic areas. Use the videotapes available through National Headquarters. Plan your display carefully. Be prepared to follow up.
- VI. Do not overlook **lapsed members**. Their circumstances may have changed and they are ready to return.
- VII. Use the **"Shotgun Mailer"** as part of your membership campaign (Many All Americans have used it).
- VIII. Visit other **Veteran, Fraternal and Civic Organizations**. Let your concern and willingness to help be known and understood by all.
- IX. Include **membership in other programs**. For example, while promoting Buddy Poppies – don't forget to ask, "Are you a veteran?" and "Did you serve overseas?"
- X. Membership is more than a reflection of recruiting ability. It also **reflects your leadership ability, the quality of your programs and the overall health of the organization**.

IF YOU'VE EARNED THESE



THEN YOU BELONG HERE

JOIN THE VETERANS OF FOREIGN WARS

FOR MORE INFORMATION ABOUT THE VETERANS OF FOREIGN WARS
PLEASE CONTACT: _____

AT: _____

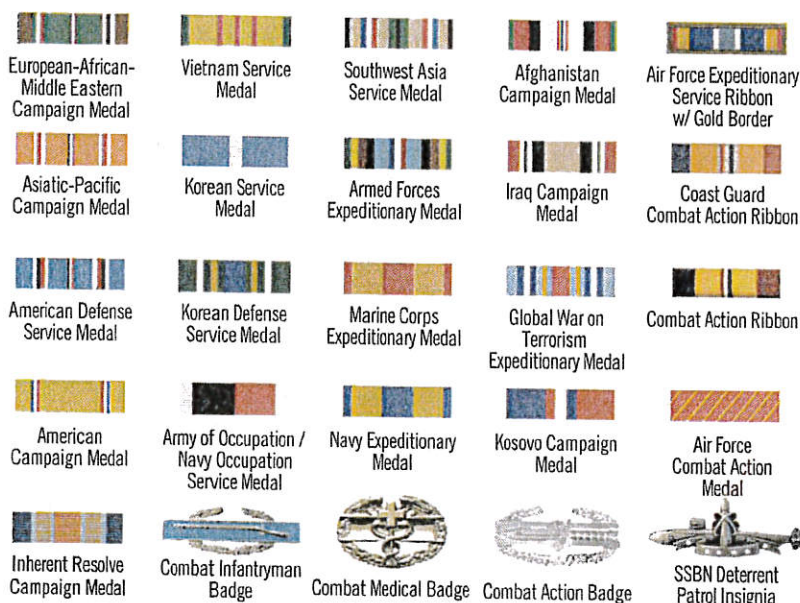


VETERANS OF FOREIGN WARS

www.vfw.org

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IF YOU'VE EARNED THESE



THEN YOU BELONG HERE

NEW POST FORMING SOON

FOR MORE INFORMATION ABOUT THE VETERANS OF FOREIGN WARS

PLEASE CONTACT: _____

AT: _____



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VETERANS OF FOREIGN WARS

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VFW Community Achievements

The VFW takes great pride in its history of service to its communities both stateside and abroad. Annually, VFW and Auxiliary members donate nearly nine million hours to community service projects, relief efforts and local VA facilities each year.

Media Contacts:

Joe Davis, Director, Communications, Publications & Public Affairs, 202-608-8357, jdavis@vfw.org
Randi Lav, VFW Communications Manager, 816-968-1104, rlav@vfw.org

- 1915 Post 2100 helps sponsor a Boy Scout troop in Everett, Wash.
- 1916 First national VFW essay contest held.
- 1922 Buddy Poppy Program begins.
- 1923 VFW enters the war on drugs by printing a resolution calling for an international conference.
- 1927 VFW donates \$10,000 to Mississippi Valley flood victims.
- 1930 First VFW scholarship award (\$300) goes to a Boy Scout.
- 1936 Boy Scout-VFW plan of cooperation is signed.
- 1938 VFW supports the National Foundation for Infantile Paralysis.
- 1940 VFW Junior Rifle Clubs are formed with National Rifle Association.
- 1942 VFW Aviator Cadet Program begins.
- 1950 A cooperative disaster-relief plan is developed with the Red Cross.
- 1952 The Dunn family (Kansas flood victims) wins a \$75,000 farm in Washington courtesy of the VFW.
- 1953 VFW National Teen-er Baseball: First tournament is held in Hershey Park, Pa.
- 1956 150,000 kids take part in the national VFW marble competition.
- 1958 VFW becomes full partner with Voice of Democracy (VOD).
- 1959 Minnesota VFW/Ladies Auxiliary raise \$325,000 for dedication of the VFW Cancer Research Center at the Univ. of Minn. (Minneapolis).
- 1961 VFW assumes primary sponsorship of VOD—within four years 262,000 students participate.
- 1962 Lite-a-Bike program: a \$300,000 project with 3-M Co. of St. Paul, Minn., provides "Scotchlite" reflector tape—50,000 VFW members from 4,500 Posts participate.
- 1964 VFW/Ladies Auxiliary contribute nearly \$100,000 to earthquake victims in Anchorage, Alaska.
- 1970 Drive-to-Survive program begins.
- 1973 Drug Awareness program begins.
- 1978 Women admitted to VFW.
- 1979 VFW Political Action Committee forms.
- 1980 Minnesota VFW Posts sponsor the U.S. hockey team in the Winter Olympics.
- 1983 VFW agrees to permit the Red Cross to use VFW facilities as shelters and relief centers during national disasters and emergencies.
- 1986 VFW donates \$122,000 to the Statue of Liberty Restoration Fund.
- 1990 VFW contributes \$49,000 to California earthquake victims.
- 1992 VFW disburses \$197,000 to relieve victims of Hurricane Andrew and other disasters.
- 1993 Relief funds total \$500,000.
- 1995 Youth Essay Contest (7th-8th grades) begins.
- 1997 Buddy Poppy celebrates 75th anniversary.
- 1998 VFW Posts raise \$100,000 for the March of Dimes.
- 1999 VOD gives \$2.5 million in scholarship monies to high school students. VFW donates \$50,000 and 25,000 reprints of its war chronology to Vietnam Veterans Memorial's Young American Vietnam War Era Studies Project.
- 2000 VFW distributes 60,000 audio books to armed forces worldwide through *Operation Yarnspinner*.
- 2002 VFW contributes \$110,000 to diabetes research. VFW equally distributes \$120,000 among families of active-duty personnel killed in the September 11, 2001, terrorist attack on the Pentagon.
- 2003 VFW partners with USA Freedom Corps homefront initiative.
- 2004 VFW establishes relationships with the National Council for Social Studies (NCCS) and National Association of Secondary School Principals (NASPP).
- 2005 VFW disburses \$560,000 to Gulf Coast veterans after Hurricanes Katrina and Rita. VFW distributes 5,000 copies of CD entitled, "*Vietnam: A Nation Remembers*." VFW establishes VFW Military Scholarship program. VFW expands Patriot's Pen Essay Competition.
- 2007 VFW Radiothon raises nearly \$100,000 for Unmet Needs.
- 2010 VFW donates over \$648,000 toward construction of the Vietnam Veterans Education Center. VFW increases Voice of Democracy National Scholarships to \$150,000. VFW raises over \$20,000 to assist service members with family in Haiti following the January earthquake.
- 2011 VFW pledges \$500,000 toward the construction of the Veterans Hall in the National Museum of the United States Army. VFW provides over \$145,000 in emergency financial relief to military families living in tornado-stricken areas.
- 2012 VFW provides over \$120,000 for Hurricane Sandy victims on the East Coast.
- 2013 VFW provides \$30,000 for the Moore, Okla. tornado victims and over \$30,000 for the flood victims in Colorado.
- 2015 VFW provides \$10,000 to the Pacific Areas for typhoon relief.
- 2016 VFW provides \$25,000 for flood relief in Louisiana.

VFW National Headquarters
406 W. 34th St., Kansas City, MO 64111
(816) 756-3390, fax: 816-968-1199
Website: www.vfw.org



VETERANS OF FOREIGN WARS

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VFW Diverse Endeavors

VFW honors veterans through memorial fundraising efforts, sponsorship of special events for disabled vets, and by recognizing volunteer service. Donations also help victims of natural disasters and less-fortunate children.

Media Contacts:

Joe Davis, Director, Communications, Publications & Public Affairs, 202-608-8357, jdavis@vfw.org
Randi Law, VFW Communications Manager, 816-968-1104, rlaw@vfw.org

Special Events

• **Honoring Disabled Vets**

VFW sponsors special trips for Purple Heart recipients. Past events include "Return to Vietnam" and other events.

• **"Run for the Wall"**

VFW support the annual "Run for the Wall," a cross country motorcycle ride to the Vietnam Memorial in Washington D.C. The VFW sponsors refueling for all participating riders during a scheduled stop near the VFW National Headquarters.

• **Disabled Veterans Hunt**

VFW annually pays for an all-expense paid trip for disabled war veterans to go to South Dakota for a VFW Pheasant Hunt.

Memorials

In fulfilling its pledge to remember the nation's war dead, VFW promotes national memorials for veterans of all wars. Additionally, thousands of memorials have been constructed across the nation through local VFW Posts.

• **National WWI Memorial**

VFW gave the memorial a \$350,000 grant to help expand the Liberty Memorial Museum, which houses the nation's most comprehensive collection of World War I historical materials.

• **National WWII Memorial**

VFW reached its five-year fundraising goal of \$6 million for the memorial's construction in only two years. The donation ranks as the largest from any veterans group, and second overall.

• **Korean War Memorial**

Members donated \$600,000 toward the construction of the Korean War Memorial. The donation ranks among the highest.

• **Vietnam Veterans Memorial**

VFW contributed over \$300,000 toward building "The Wall"—all 58,000 Americans who died as a result of the Vietnam War are listed. VFW was the first major organization to contribute.

• **Women in Military Service to America Memorial**

VFW contributed \$70,000 toward construction costs.

• **Disabled Veterans for Life Memorial**

VFW contributed \$100,000 toward construction costs.

• **Vietnam Veterans Education Center**

VFW contributed over \$648,000 toward the construction of the Education Center.

• **National Museum of the United States Army**

VFW contributed \$500,000 toward the construction of the Veterans Hall in the museum.

• **National Desert Storm Memorial**

VFW donated \$100,000 toward its \$500,000 pledge for the construction of the National Desert Storm Memorial.

Awards

Outstanding police officers, firefighters, EMTs and other first responders are recognized annually by VFW for their work in the community.

National Home for Children

Children, youth and family of VFW and Auxiliary members who have nowhere to turn find a safe haven on this 629-acre VFW campus in Eaton Rapids, Mich. The privately funded facility is a living memorial to VFW and to all veterans.

Disaster Relief

Since 1964, VFW National Headquarters has donated over \$2.5 million in grants to state VFW relief efforts, including \$560,000 for Hurricanes Katrina and Rita and \$100,000 aid to the VFW Department of California following the 2007 California wildfires. VFW also raised over \$20,000 to assist service members with family in Haiti following the January 2010 earthquake, and in 2011 VFW provided over \$145,000 in aid to military families living in tornado-stricken areas. Since 2012, the VFW provided over \$120,000 in aid for Hurricane Sandy victims on the East Coast. In 2013, VFW provided \$30,000 for tornado-stricken victims in Moore, Okla., and \$30,000 for

flood victims in Colorado. In 2015, VFW provided \$10,000 to the Pacific Areas for typhoon relief. In 2016, VFW provided \$25,000 to Louisiana for flood relief.



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VFW Legislative Victories

VFW played an instrumental role in virtually every significant piece of veterans' legislation passed in the 20th century, as well as bills enacted in the 21st century.

Note: In each case, this is the year an act was passed or an institution established.

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|--|---|
| 1917 War Risk Insurance Act Amendments | 1982 Veterans Employment and Training Service (VETS) |
| 1918 Vocational Rehabilitation Act (P.L. 178) | Vietnam Veterans Memorial dedicated |
| 1919 Census Act Rider on Veterans Preference Discharge Allowance | 1983 Emergency Veterans Job-Training Act |
| 1920 Widows & Orphans Pension Act (Spanish-American War) | 1984 Montgomery GI Bill |
| 1921 Veterans Bureau Act | Veterans Dioxin & Radiation Exposure Compensation Standards Act (P.L. 98-542): Agent Orange & Atomic Exposure |
| 1923 Veterans Preference Point System | 1987 New GI Bill Continuation Act |
| 1924 House Veterans Affairs Committee | 1988 Radiation-Exposed Veterans Compensation Act |
| World War Adjusted Compensation Act | Department of Veterans Affairs Act |
| 1925 Senate Subcommittee on Veterans Affairs | Veterans Judicial Review Act |
| 1926 Spanish-American War benefits | 1989 VA becomes a Cabinet department |
| New Johnson Act (WWI benefits) | Court of Veterans Appeals |
| 1930 Veterans Administration (VA) | 1990 Agent Orange service-connection |
| World War Service Disability Pension Act (P.L. 522) | 1991 Agent Orange Act (P.L. 102-4) |
| 1931 Bacharach Amendment (P.L. 743) allows borrowing on WWI bonus certificates | Persian Gulf War Veterans Assistance Act (P.L. 102-25) |
| 1933 Wagner-Peyser Act: Veterans Employment Service | 1992 Veterans Health-Care Act |
| 1934 Pension for widows of WWI vets | 1996 Veterans Health-Care Eligibility Reform Act |
| 1936 Bonus bonds (\$2.4 billion) to WWI vets redeemable | 1999 Veterans Millennium Health-Care and Benefits Act |
| 1938 Armistice Day (Nov. 11) legal holiday | 2003 Concurrent receipt for military retirees rated 50% disabled or more (P.L. 108-136) |
| 1940 National Service Life Insurance | 2004 Full concurrent receipt for military retirees rated 100% disabled (P.L. 108-375) |
| Selective Service & Training Act | 2005 Traumatic Injury Insurance supplemental created |
| 1943 Benefits to WWII veterans (P.L. 10) | 2006 Protestors banned from military funerals |
| Disabled Veterans Rehabilitation Act | Stolen Valor Act signed into law |
| 1944 GI Bill of Rights (P.L. 346) | 2007 VFW calls for VA/military healthcare system review after Walter Reed outpatient debacle |
| Veterans Preference Act | 2008 Record VA discretionary budget approved |
| 1946 Veteran Emergency Housing Act | GI Bill for the 21 st Century signed into law |
| 1947 Bureau of Veterans Re-employment Rights (BVRP) | 2009 Advanced Appropriations for VA becomes law |
| 1950 Vocational Rehabilitation Act | 2010 Family Caregiver Legislation signed into law |
| 1951 Servicemen's Indemnity & Insurance | Ensured all VA and DOD health care programs met minimum health care coverage standards |
| 1952 Veterans Readjustment Assistance Act (Korean War GI Bill) | 2011 VOW to Hire Heroes Act |
| 1954 Veterans Compensation Act | VFW stopped TRICARE premiums from increasing annually |
| Nov. 11 as Veterans Day (P.L. 380) | 2012 Honoring America's Veterans and Caring for Camp Lejeune Families Act |
| 1962 Veterans Benefits Act (Cold War GI Bill) | Extended USERRA protections to veterans working for TSA |
| 1966 Veterans Readjustment Benefits Act (P.L. 89-358) (Vietnam War GI Bill) | 2013 Reinstated military Tuition Assistance programs |
| 1970 Senate Veterans Affairs Committee | New Stolen Valor Act signed into law |
| 1972 Vietnam Era Veterans Readjustment Assistance Act | Stopped Creation of Distinguished Warfare Medal (Drone Medal) |
| 1973 Federal court agrees veterans preference applies to state jobs | 2014 Veterans Access, Choice and Accountability Act of 2014 |
| 1974 Vietnam Era Veterans Readjustment Assistance Act (vocational rehabilitation) | In-State Tuition for Post 9/11 GI Bill eligible veterans |
| 1976 Veterans Education & Employment Assistance Act | Veterans Funding First Act: Advance appropriations for VA Benefits |
| 1977 Post-Vietnam Era Veterans Educational Assistance Act | 2015 Clay Hunt Suicide Prevention for American Veterans (SAV) Act |
| 1978 Veterans preference preserved | Eliminated 1% COLA reduction penalty on future military retirees |
| Veterans & Survivors Pension Improvement Act | Created government match to military Thrift Savings Plan accounts |
| Veterans Day returned to Nov. 11 | 2016 Toxic exposure research |
| 1979 First joint meeting of House/Senate Veterans Affairs Committees Vietnam Veterans Outreach Program (creates Vet Centers) | In Vitro Fertilization treatments for wounded veterans |
| 1980 VFW calls for Agent Orange study | Discharge upgrade process for those discharged due to mental health conditions |
| Veterans Rehabilitation & Education Amendments | Eighteen month extension for GI Bill benefits if a college loses their accreditation |
| 1981 Former POW Benefits Act | |
| Veterans Health Care, Training & Small Business Loan Act | |

VFW National Headquarters

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VFW Programs & Projects

Since its founding, VFW has been a staple in the community. Troop support, youth activities, volunteering and scholarship programs are a few of the ways VFW shines in the many communities and cities where Posts are located.

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Youth Scholarship Programs

• *Voice of Democracy*

This audio-essay competition annually awards more than \$2 million in scholarships to students in grades 9-12. First-place winner receives a \$30,000 scholarship.

• *Patriot's Pen*

More than \$1.2 million is awarded annually to students in grades 6-8 in this essay contest. First-place winner receives \$5,000.

• *Scout of the Year*

Three scholarships are awarded annually to outstanding scouts. First place receives \$5,000, second place receives \$3,000 and third place receives \$1,000.

Educational Outreach

• *Echoes From the Wall*

VFW partnered with the Vietnam Veterans Memorial Fund to distribute a curriculum, Echoes From the Wall, to 25,000 public and private high schools and donated \$50,000 to the project.

• *Educational Brochures*

VFW produces and distributes a flag brochure and poster.

• *Veterans in the Classroom*

November is officially known as VFW Veterans in the Classroom Month. Members demonstrate flag etiquette and share their wartime experiences with America's youth.

Youth Activities

Locally, VFW Posts sponsor various youth sporting programs such as baseball and ice hockey. In addition many VFW Posts sponsor Boy and Girl Scout troops, Junior Olympics, bike safety, JROTC units, drill teams, color guards and a variety of other programs to build good citizenship and exemplary character in America's youth.

Community Volunteerism

Each year, VFW members volunteer nearly 9 million hours of service to various community endeavors.

• *Veterans Affairs Voluntary Service*

VFW was a charter member in 1946. VFW volunteers donate millions of hours of service annually at VA medical facilities.

Troop Support

• *Military Assistance Program (MAP)*

The link between the VFW and the military community has provided over 4,000 grants to VFW Departments and Posts for morale-boosting events since 2005, hosting more than 2 million military members and their families at these events.

• *Adopt-a-Unit*

More than 2,800 units and ships have been adopted through VFW Posts since 2007. VFW National Headquarters adopted the USS Cole in 2002.

• *Care Packages*

Posts across the country show their support of America's military by collecting and distributing much-needed personal items for troops.

• *VFW Unmet Needs*

This program administers emergency financial grants to military families to help cover basic expenses like mortgage payments, childcare, food and more. Since 2004, more than 4,100 grants have been issued totaling \$6.2 million.

• *VFW "Sport Clips Help A Hero Scholarship"*

Introduced in 2013, this program awards scholarships of up to \$5,000 to qualifying veterans and service members. The program has provided more than 715 scholarships totaling more than \$3 million.

• *1 Student Veteran*

Enacted in 2013, this program offers direct assistance to student veterans who have questions or are experiencing problems accessing their VA benefits.

• *VFW Operation Uplink™*

Introduced in 1996, this program connects active-duty personnel and hospitalized veterans with family members through free phone time and VFW "Free Call Days." Operation Uplink has provided over 7.6 million free connections through FCDs since 2006.



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VFW at a Glance

The VFW is a nonprofit veterans service organization composed of eligible veterans and military service members from the active, Guard and Reserve forces. The VFW and its Auxiliaries are dedicated to veterans service, legislative advocacy, and military and community service programs.

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Origins

In 1899, the American Veterans of Foreign Service (Columbus, Ohio) and the National Society of the Army of the Philippines (Denver, Colo.) were organized to secure rights and benefits for veterans of the Spanish-American War (1898) and the Philippines War (1899-1902). These two organizations merged in 1914, creating the Veterans of Foreign Wars of the United States. VFW was chartered by Congress in 1936.

Membership Eligibility

Those serving honorably in the U.S. Armed Forces in a foreign war or overseas operation recognized by a campaign medal, in Korea after June 30, 1949, and recipients of hostile-fire or imminent danger pay. Veterans of World War II, Korea, Vietnam, Lebanon, Grenada, Panama, Persian Gulf, Somalia, Kosovo, Afghanistan, Iraq and other smaller expeditionary campaigns, as well as occupation duty, qualify.

Partner Organization

A national volunteer service organization, the Auxiliary of the VFW was founded in 1914 and is the backbone of many local VFW volunteer efforts.

Membership Size

Nearly 1.7 million VFW and Auxiliary members in all 50 states, and many foreign countries.

Organizational Structure

Thousands convene each year at VFW's national convention to elect officers, adopt resolutions and discuss business affairs. Leading the organization are the elected commander-in-chief, senior vice commander-in-chief and junior vice commander-in-chief. The National Council of Administration serves as the VFW's board of directors. More than 6,500 Posts worldwide comprise 52 Departments in the 50 states, the Asia/Pacific Areas and Europe. Posts form the basic local chapter.

Priority Issues

- **VA Health Care:** Ensure veterans have timely access to high quality, comprehensive and veteran-centric health care, and secure sufficient funding for the VA Health Care System.
- **Women Veterans:** Expand women's health care services to all VA medical centers to ensure the growing number of women veterans have access to gender-specific services.
- **Suicide Prevention & Homelessness:** Ensure Congress funds support programs, including providing education and career training opportunities, substance abuse and mental health services and permanent housing solutions for all homeless veterans.
- **VA Benefits & Compensation:** Pass Appeals Modernization Act, and increase staff to ensure timely and accurate claims decisions.
- **Seamless Transition:** Demand the creation of one integrated medical and personnel record for every service member and continue to improve the quality and access to Transition Assistance Programs, both during and after service.
- **Military Quality of Life:** Oppose all proposals that will damage morale, call on Congress to improve the quality of life for all service members and support efforts to lower the Reserve Component retirement pay age to 55.
- **Education & Employment:** Fight to sustain G.I. Bill benefits and insist on strengthening USERRA. Continue to improve licensing and credentialing for military skills.
- **Defense & Homeland Security:** Fully support the troops and their mission in the war on terrorism, and to secure U.S. borders against all enemies, both foreign and domestic, who are intent on doing us harm.
- **POW/MIA:** Achieve the fullest possible accounting of America's 83,000 MIAs from World War II forward.



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VFW Service to Veterans

From lobbying Congress and monitoring the Department of Veterans Affairs to assisting veterans filing claims, VFW remains a dedicated advocate for America's veterans, service members and their families.

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National Veterans Service (NVS)

The NVS is responsible for accrediting and training VFW service officers. NVS provides annual training to VFW Service Officers. NVS staff represents veterans at the Board of Veterans Appeals in Washington, D.C. Each year NVS provides \$1.9 million to VFW Departments in support of their veteran service programs.

- **Department Service Officers (DSOs)**

A nationwide network of highly trained and accredited service officers helps veterans navigate the complicated VA claims process. Department of Veterans Affairs statistics show that for 2016, the VFW helped recoup \$7 billion in earned benefits. This amount includes \$1.2 billion in new claims, submitted on behalf of 116,791 veterans.

- **Tactical Assessment Center (TAC)**

VFW's TAC operates a 24-hour, toll-free hotline for veterans with questions or concerns about VA health care and benefits. The number is 1-800-VFW-1899.

- **Health Screenings**

VFW hosts a health fair at its national convention. Attendees can receive health screenings, eye exams, cholesterol checks, respiratory function testing, blood pressure screening and blood glucose testing. Many lives have been saved thanks to these free screenings.

- **Pre-Discharge Program**

Introduced in 2001, VFW's pre-discharge program (formerly known as Benefits Delivery at Discharge) provides claims assistance to separating military personnel on more than 20 military installations and military populated regions throughout the country. Education and relocation services are also available.

National Legislative Service

The NLS educates Congress and advocates for policies that improve the lives of veterans, active duty military and their families.

- **Action Corps**

This grassroots lobbying effort has 300,000 volunteer advocates who write, call and visit lawmakers to discuss issues related to veterans. Also, Action Corps members receive the VFW *Action Corps Weekly*, an e-newsletter relating to current legislation and events.

National Security and Foreign Affairs

The welfare of active-duty, Guard and Reserve personnel and their families is of a prime concern to VFW.

- **POW/MIA**

VFW national officers visit Asian and European countries to meet with host-country officials to stress the importance of conducting MIA investigation and recovery operations, as well as gaining access to documents and archival research facilities.

Employment Services

VFW is a strong supporter of veterans' preference in government positions. The Washington Office actively works to advance veteran-specific employment legislation.

- **VetJobs.com**

VFW is the major sponsor of this online service, which allows veterans and their spouses to post resumes and search available jobs.

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VFW Eligibility Information

The fundamental differences between our organization and other veterans organizations, and one in which we take great pride, are our eligibility qualifications. There are three primary requisites for membership in the Veterans of Foreign Wars of the United States: (1) U.S. Citizen or U.S. National (2) Honorable service in the Armed Forces of the United States (3) Service entitling the applicant to the award of a recognized campaign medal or as set forth in the Congressional Charter and By-Laws and Manual of Procedure and Ritual.

Sec. 103 -- ELECTION:

Applications. After the applicant has filled out the application card, it should be provided to the post adjutant or quartermaster, together with the dues (and admission fee, if applicable). A receipt shall be given to the applicant.

An applicant may be recommended after eligibility has been fully determined by the post reviewing committee. With respect to a department member-at-large, the department headquarters is responsible for the eligibility determination.

The original application of every member will be retained on file with the adjutant.

Balloting on Applications. Before voting on the application during a post meeting, the commander shall allow the members present an opportunity to state their objections, if any, to the admission of the applicant. Unless one member present shall request a written ballot, a vote shall be taken and a majority of the votes cast shall decide acceptance or rejection of the application.

Rejection of Applicant. Should an applicant be rejected by the post, the admission fee and dues shall be returned. After one year (12 months), he may again make application, but a person shall not be proposed for membership more than twice in one post. An applicant rejected in one post may apply to another post or become a department member-at-large.

Notification. The member shall be notified of his acceptance and that he is in good standing, subject to the by-laws governing the organization. The member shall receive a membership card and will be eligible to receive a lapel pin.

Obligation. New post members may receive the obligation according to the ritual.

CHECKING ELIGIBILITY: Proof of service to establish eligibility for membership rests with the applicant. The post is responsible for assuring the eligibility of every member accepted to membership. A careful check of eligibility at the time a person joins will save a great deal of trouble and embarrassment later. A veteran who is not accepted for membership because of ineligibility at the time of application is only disappointed. A member who is removed for ineligibility after having paid dues for several years is justifiably angry.

Assuming that a person is a United States citizen or United States national and has an honorable discharge from the U.S. armed forces, it only remains to be proven that the person has earned a recognized campaign medal or badge; served in Korea between June 30, 1949, until present; or earned Hostile Fire or Imminent Danger Pay eligibility. Those people in the armed forces of the United States shall become eligible for membership immediately upon arrival on hostile soil, in hostile waters or the airspace above in the performance of service.

Discharges issued during and immediately after World War II have a section on the back listing the medals and decorations that have been earned. Persons discharged later received a DD-214, "Report of Separation" form, which lists the medals and decorations on the front. Lost separation documents can be replaced by completing and submitting GSA Standard Form 180, "Request Pertaining to Military Records."

There is always a possibility of an omission on the separation documents. If an applicant claims entitlement to a medal, which is not shown on the individual's separation papers, that person may request verification and correction of records by submitting a GSA Standard Form 180.

The GSA Standard Form 180 is available from any office of the Veterans' Affairs or state veterans' departments. The form must be completed and signed by the veteran in order to receive the information requested or authorize the release of the information to the Veterans of Foreign Wars. Request for records can also be obtained through the National Personnel Records Center at www.archives.gov/veterans.

For subsequent service, refer to Sec. 101 of the Manual of Procedure.

ELIGIBILITY REGULATIONS: The following is to be used as a guide in determining eligibility for membership. The following campaign medals and the periods issued have been authorized by the United States of America, and the holder of any such medal or medals is recognized as possessing the campaign medal requisite of eligibility.

VFW ELIGIBILITY INFORMATION

Campaign Medals	Military Service	Qualifying Dates	Campaign Medals	Military Service	Qualifying Dates
<u>Expeditionary</u>	Navy - Marine Corps	Feb. 12, 1874 - Open	Japan		Sep. 3, 1945 - Apr. 27, 1952
<u>Spanish Campaign</u>	Army Navy	May 11, 1898 - Aug. 16, 1898 Apr. 20, 1898 - Dec. 10, 1898	<u>Navy Occupation Service Medal</u>		
<u>Army of Cuba Occupation</u>	Army	Jul. 18, 1898 - May 20, 1902	Italy		May 8, 1945 - Dec. 15, 1947
<u>Army of Puerto Rico Occupation</u>	Army	Aug. 14, 1898 - Dec. 10, 1898	Trieste		May 8, 1945 - Oct. 26, 1954
<u>Philippine Campaign</u>	Army Navy	Feb. 4, 1899 - Dec. 31, 1913 Feb. 4, 1899 - Sep. 15, 1906	Germany (<i>except West Berlin</i>)		May 8, 1945 - May 5, 1955
<u>China Relief Expedition</u>	Army Navy	Jun. 20, 1900 - May 27, 1901 Apr. 5, 1900 - May 27, 1901	Austria 1955		May 8, 1945 - Oct. 25, 1955
<u>Cuban Pacification</u>	Army Navy	Oct. 6, 1906 - Apr. 1, 1909 Sep. 12, 1906 - Apr. 1, 1909	Asiatic Pacific		Sep. 2, 1945 - Apr. 27, 1952
<u>Mexican Service</u>	Army Navy	Apr. 12, 1911 - Jun. 16, 1919 Apr. 12, 1914 - Feb. 7, 1917	<u>Korean Service Medal</u>		Jun. 27, 1950 - Jul. 27, 1954
<u>First Nicaraguan Campaign</u>	Navy	Jul. 29, 1912 - Nov. 14, 1912	<u>Navy & Marine Corps Expeditionary Medal</u>		
<u>Haitian Campaign</u>	Navy	Jul. 9, 1915 - Dec. 6, 1915 Apr. 1, 1919 - Jun. 15, 1920	Cuban Military Operation		Jan. 3, 1961 - Oct. 23, 1962
<u>Dominican Campaign</u>	Navy	May 4, 1916 - Dec. 5, 1916	Thailand Military Operation		May 16, 1962 - Aug. 10, 1962
<u>World War I Victory</u> (with battle or service clasp incl. Siberia and European Russia)	Army Navy	Apr. 6, 1917 - Apr. 1, 1920 Apr. 6, 1917 - Mar. 30, 1920	Iranian, Yemen & Indian Ocean Operation		Dec. 8, 1978 - Jun. 6, 1979 Nov. 21, 1979 - Oct. 20, 1981
<u>Army Occup. of Germany</u>	Army	Nov. 12, 1918 - Jul. 11, 1923	Lebanon		Aug. 20, 1982 - May 31, 1983
<u>Second Nicaraguan Campaign</u>	Navy	Aug. 27, 1926 - Jan. 2, 1933	Libyan Expedition		Jan. 20, 1986 - Jun. 27, 1986
<u>Yangtze Service</u>	Navy	Sep. 3, 1926 - Oct. 21, 1927 Mar. 1, 1930 - Dec. 31, 1932	Persian Gulf		Feb. 1, 1987 - Jul. 23, 1987
<u>China Service</u>	Navy	Jul. 7, 1937 - Sep. 7, 1939 Sep. 2, 1945 - Apr. 1, 1957	Panama (pre and post invasion)		Apr. 1, 1988 - Dec. 19, 1989 Feb. 1, 1990 - Jun. 13, 1990
<u>American Defense Service</u> (with foreign service clasp)	Army - Navy	Sep. 8, 1939 - Dec. 7, 1941	Operation Sharp Edge - Liberia		Aug. 5, 1990 - Feb. 21, 1991
<u>European-African-Middle Eastern Campaign</u>	Army - Navy	Dec. 7, 1941 - Nov. 8, 1945	Operation Distant Runner - Rwanda (11th Marine Exped. Unit USS Peleliu)		Apr. 7-18, 1994
<u>American Campaign</u> (30 consecutive or 60 non-consecutive days of duty outside continental limits of the U.S.)	Army - Navy	Dec. 7, 1941 - Mar. 2, 1946	<u>Vietnam Service Medal</u>		Jul. 1, 1958 - Mar. 28, 1973 Apr. 29 - 30, 1975
<u>Asiatic-Pacific Campaign</u>	Army - Navy	Dec. 7, 1941 - Mar. 2, 1946	<u>Armed Forces Expeditionary Medal</u>		
<u>Army of Occupation</u> (30 consecutive days of duty)			Lebanon		Jul. 1, 1958 - Nov. 1, 1958
Italy		May 9, 1945 - Sep. 15, 1947	Taiwan Straits		Aug. 23, 1958 - Jan. 1, 1959
Germany (<i>except West Berlin</i>)		May 9, 1945 - May 5, 1955	Quemoy & Matsu Islands		Aug. 23, 1958 - Jun. 1, 1963
Austria		May 9, 1945 - Jul. 27, 1955	Vietnam		Jul. 1, 1958 - Jul. 3, 1965
Germany (<i>West Berlin</i>)		May 9, 1945 - Oct. 2, 1990	Congo		Jul. 14, 1960 - Sep. 1, 1962
Korea		Sep. 3, 1945 - Jun. 29, 1949	Laos		Apr. 19, 1961 - Oct. 7, 1962
			Berlin		Aug. 14, 1961 - Jun. 1, 1963
			Cuba		Oct. 24, 1962 - Jun. 1, 1963
			Congo		Nov. 23-27, 1964
			Dominican Republic		Apr. 23, 1965 - Sep. 21, 1966
			Korea		Oct. 1, 1966 - Jun. 30, 1974

Campaign Medals	Military Service	Qualifying Dates	Campaign Medals	Military Service	Qualifying Dates
Cambodia		Mar. 29, 1973 - Aug. 15, 1973	Operation Desert Fox - <i>Iraq, Saudi Arabia, Kuwait, Bahrain, Qatar, UAE, Oman, Yemen, Egypt, Jordan, Persian Gulf, Gulf of Oman, USN Red Sea support.</i>		Dec. 16, 1998 - Dec. 22, 1998
Thailand (only those in direct support of Cambodia)		Mar. 29, 1973 - Aug. 15, 1973			
Operation Eagle Pull - <i>Cambodia (includes evacuation)</i>		Apr. 11-13, 1975	Former Republic of Yugoslavia		Jan. 1, 2014 - Open
Operation Frequent Wind - <i>Vietnam (includes evacuation)</i>		Apr. 29-30, 1975	<u>Southwest Asia Service Medal</u>		
Mayaguez Operation		May 15, 1975	Operation Desert Shield/ Operation Desert Storm (combat areas of operation only)		Aug. 2, 1990 - Nov. 30, 1995
El Salvador		Jan. 1, 1981 - Feb. 1, 1992	Personnel assigned to support units serving in Israel, Egypt, Turkey, Syria, Jordan.		Jan. 17, 1991 - Apr. 11, 1991
Lebanon		Jun. 1, 1983 - Dec. 1, 1987	<u>Kosovo Campaign Medal</u>		
Operation Urgent Fury - <i>Grenada</i>		Oct. 23, 1983 - Nov. 21, 1983	Operation Allied Force - <i>Kosovo Air Campaign</i>		Mar. 24, 1999 - Jun. 10, 1999
Eldorado Canyon - <i>Libya</i>		Apr. 12-17, 1986	Kosovo Defense Campaign - <i>Ground Action</i>		Jun. 11, 1999 - Dec. 31, 2013
Operation Earnest Will - <i>Persian Gulf (only those participating in, or in direct support)</i>		Jul. 24, 1987 - Aug. 1, 1990	<u>Combat Infantryman Badge & Combat Medical Badge</u>	Army	Dec. 6, 1941 - Open
Operation Just Cause - <i>Panama (USS Vreeland & other SVS-designated aircrew mbrs. outside the Conus in direct support)</i>		Dec. 20, 1989 - Jan. 31, 1990	<u>Air Force Combat Action Medal</u>		Sep. 11, 2001 - Open
United Shield - <i>Somalia</i>		Dec. 5, 1992 - Mar. 31, 1995	<u>Combat Action Ribbon</u>	Navy - Marine Coast Guard	Dec. 6, 1941 - Open Dec. 6, 1941 - April 30, 1975
Operation Restore Hope - <i>Somalia</i>		Dec. 5, 1992 - Mar. 31, 1995	<u>Coast Guard Combat Action Ribbon</u>	Coast Guard	May 1, 1975 - Open
Operation Uphold Democracy - <i>Haiti</i>		Sep. 16, 1994 - Mar. 31, 1995	<u>Combat Action Badge</u>	Army	Sep. 18, 2001 - Open
Operation Joint Endeavor - <i>Bosnia, Croatia, the Adriatic Sea & airspace.</i>		Nov. 20, 1995 - Dec. 19, 1996	<u>SSBN Deterrent Patrol Insignia</u>	Navy	Jan. 21, 1961 - Open
Operation Vigilant Sentinel - <i>Iraq, Saudi Arabia, Kuwait, & Persian Gulf.</i>		Dec. 1, 1995 - Feb. 15, 1997	<u>Korea Duty</u>		Jun. 30, 1949 - Open
Operation Southern Watch - <i>Iraq, Saudi Arabia, Kuwait, Persian Gulf, Bahrain, Qatar, UAE, Oman, Gulf of Oman W of 62° E Long., Yemen, Egypt, & Jordan.</i>		Dec. 1, 1995 - Mar. 18, 2003	Service on the Korean Peninsula, its airspace and territorial waters for (30 consecutive or 60 non-consecutive days of duty)		
Operation Maritime Intercept - <i>Iraq, Saudi Arabia, Kuwait, Red Sea, Persian Gulf, Gulf of Oman W of 62° E Long., Bahrain, Qatar, UAE, Oman, Yemen, Egypt, & Jordan.</i>		Dec. 1, 1995 - Mar. 18, 2003	<u>Korea Defense Service Medal</u>		Jul. 28, 1954 - Open
Operation Joint Guard - <i>Bosnia, Croatia, Adriatic Sea & airspace.</i>		Dec. 20, 1996 - Jun. 20, 1998	<u>Global War on Terrorism Expeditionary Medal</u>		Sep. 11, 2001 - Open
Operation Northern Watch - <i>Iraq, Saudi Arabia, Kuwait, Persian Gulf W of 56° E Long., and Incirlik AB, Turkey (only pers. TDY to ONW)</i>		Jan. 1, 1997 - Mar. 18, 2003	<u>Afghanistan Campaign Medal</u>		Sep. 11, 2001 - Open
Operation Joint Forge - <i>Bosnia-Herzegovina, Croatia, Adriatic Sea & airspace.</i>		Jun. 20, 1998 - Mar. 23, 1999	<u>Iraq Campaign Medal</u>		Mar. 19, 2003 - Dec. 31, 2011
Operation Desert Thunder - <i>Iraq, Saudi Arabia, Kuwait, Bahrain, Qatar, UAE, Oman, Yemen, Egypt, Jordan, Persian Gulf, Gulf of Oman, Red Sea support.</i>		Nov. 11, 1998 - Dec. 22, 1998	<u>Air Force Expeditionary Service Ribbon with GOLD BORDER</u>		Apr. 2004 - Open
			<u>Inherent Resolve Campaign Medal</u>		June 15, 2014 - Open
			<u>Hostile Fire or Imminent Danger Pay</u>		
			<p>This information is to be used for guideline purposes only. The separation document or DD 214 MUST reflect campaign medal service to establish eligibility. Service in Korea without the issuance of a campaign medal can be established with additional, support documentation. Hostile Fire or Imminent Danger Pay can be established with pay records.</p>		

NOTES

VETERANS OF FOREIGN WARS ELIGIBILITY WORKSHEET

There are three qualifiers for membership in the VFW, as set out in our By-Laws. An individual must meet all three in order to become a member. They are as follows:

1: Citizenship – must be a U.S. citizen or U.S. National.

2: Honorable Service – must have served in the Armed Forces of the United States and either received a discharge of Honorable or General (Under Honorable Conditions) or be currently serving.

3: Service in a war, campaign, or expedition on foreign soil or in hostile waters. This can be proven by any of the following:

- An authorized campaign medal (see other side for a list of qualifying medals and badges)
- Receipt of Hostile Fire Pay or Imminent Danger Pay (verified by a military pay statement)
- Service in Korea for 30 consecutive or 60 non-consecutive days

This information is usually available through a veteran's DD-214. If other information is needed or if a veteran's DD-214 is not complete, they can contact the National Personnel Records Center at 314-801-0800 or online at <http://www.archives.gov/veterans/evetrecs/> to request more information.

It is imperative that we verify the eligibility of every member that signs up for the VFW, not only to comply with our By-Laws but also to maintain the integrity of the organization. If you have questions concerning membership eligibility, please contact the National Headquarters at 1-888-JOIN-VFW or via email at membership@vfw.org.

For further information on VFW eligibility, please consult Section 101 of the VFW By-Laws and Manual of Procedure.



VETERANS OF FOREIGN WARS

NO ONE DOES MORE FOR VETERANS.

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For a full list of campaign medals that qualify an individual for VFW membership, please consult Section 101 of the VFW Manual of Procedure.

If a veteran's DD-214 or other military documentation confirms they have been awarded one of these campaign medals and they have served honorably, then they are eligible for membership in the Veterans of Foreign Wars.

- **China Service Medal**
- **American Defense Service Medal**
- **European-African-Middle Eastern Campaign Medal**
- **American Campaign Medal**
- **Asiatic-Pacific Campaign Medal**
- **Army of Occupation Medal**
- **Navy Occupation Service Medal**
- **Korean Service Medal**
- **Navy Expeditionary Medal**
- **Marine Corps Expeditionary Medal**
- **Vietnam Service Medal**
- **Armed Forces Expeditionary Medal**
- **Southwest Asia Service Medal**
- **Kosovo Campaign Medal**
- **Combat Infantryman Badge**
- **Combat Medical Badge**
- **Combat Action Ribbon**
- **Air Force Combat Action Medal**
- **Combat Action Badge**
- **SSBN Deterrent Patrol Insignia**
- **Korea Defense Service Medal**
- **Global War On Terrorism Expeditionary Medal**
- **Afghanistan Campaign Medal**
- **Iraq Campaign Medal**
- **Inherent Resolve Campaign Medal**
- **Air Force Expeditionary Service Ribbon WITH GOLD BORDER**
- **Korea Duty (Service in Korea for 30 consecutive or 60 non-consecutive days)**
- **Hostile Fire Pay or Imminent Danger Pay**

For any questions regarding VFW eligibility, please contact the Membership Department at membership@vfw.org or by calling 1-888-JOIN-VFW (564-6839) for assistance.