



2020-21
Department of NY
Membership
Chairman's
Guide



Thank you for accepting the responsibility as the Department of New York Membership Program Chairman for 2020-21.

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 for 2020-21.***

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 and will receive a per diem voucher to cover some of your hotel and travel expenses.

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.

Additionally, a Fleet Membership Campaign will also be introduced this year to infuse some fun and competition among the District to enhance membership. Memstats will need to be monitored to determine the District standings prior to the Spring, Mid-Winter, Fall Conferences and State Convention.

A trophy will be presented to the District which attains the First Place Standing among the Districts on the month preceding a scheduled Department conference or convention. The trophy will be permanently retained by the Number One District at the end of the membership year.

You are expected to outreach 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.