

Planning A Successful Recruitment Campaign

STEP 1

Select and organize a membership committee.

- The qualities of a successful Membership Chairman:
Popular, organized, good speaker, knowledgeable about Auxiliary, dedicated.
- Qualities of a successful committee member:
Active, knowledgeable about Auxiliary, dependable.

STEP 2

Develop a Recruiting Plan.

- Analysis of current situation:
Where are you in terms of members and recruitment? Use last year's membership as the base of your goals.
- Goal Setting
Where do you want to go? What goal do you want to set?
- Development of action plan
Territory and time management
Personnel management and manpower planning
Recruitment meetings and technique
- Implementation of action plans
Translate plans on paper into actions carried out by Recruiting Team.
- Tracking Results
Have a system in place to measure and keep track of your achievements as you go to ensure your success.

STEP 3

Set realistic goals.

Two types of goals your plan should include:

- Objectives
Objectives help clearly identify opportunities and define what you want to do about them. These are your guidelines for your course of actions – “Where do you want to go?”
- Quotas
The quota should be a low recruitment goal, a bottom figure you must meet. Set a percentage figure above the quota as your main goal, as well as a date to achieve each goal.

THE S.M.A.R.T. SYSTEM OF GOAL SETTING:

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

MEASURABLE – A definite measure, to increase members by a certain percentage or set number.

ATTAINABLE/AMBITIOUS – Goals should require effort, but be attainable.

RESULTS-ORIENTED – Goals aimed at achieving a specific result.

TIMED – Track your progress throughout the time period you have allowed to make certain you have achieved your goals in the time period you have allowed. It is helpful to set recruiting deadlines to coincide with awards so members are eligible to win prizes.

S.M.A.R.T. GOAL EXAMPLE

“The Membership committee will increase the Auxiliary’s membership by 10% within the next 6 months by conducting membership drives at meetings, gatherings, county fairs and community events.”

STEP 4

Plan your activities.

The 3 Rs of membership growth:

- Retain continuous members
- Reinstate former members
- Recruit new members

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

- Personal Contact
 - Door-to-door
 - Membership recruiting booth
 - Meeting
- Mail
 - Dues Notices (more than one)
 - Auxiliary Newsletter
 - Entitlement Information

- Silent recruiters
 - Referrals
 - Auxiliary members
 - Family and Friends
- Telephone
 - Use it often!

There are a number of ways you might conduct your drive and a few examples to help are:

- Set up a display in your own Post home.
- Schedule a special information night or afternoon.
- Advertise in the local newspapers, television, and radio.
- Contact Family Readiness Group (FRG) leaders and attend their regular meetings. Make a presentation. Sponsor a special family event for them.
- Set up an information table at functions in your own Post home, such as holiday craft fairs, bake sales or fundraiser suppers/breakfasts. Talk with everyone, even current members who attend; they might know prospective members.
- Information booths/tables in malls, local stores.
- Place bulletins on church information boards or a note in church flyers.
- Contact your local taxing authority to obtain a list of folks who receive a veteran's exemption. Make contact with them by letter or phone.
- Contact your local Quartermaster for a list of VFW members.
- Is every eligible relative a member of the Ladies Auxiliary?
- Make telephone calls to those who have not as yet paid their dues. Is there a reason? Do they need help?

You can create your own ideas for recruiting. Share them with other Auxiliaries.

If you are:

- Going to contact members who haven't yet paid their current dues, then you need to obtain an up-to-date list of the ladies from your Auxiliary Treasurer.
- Going to contact prospective members, get that list from your Quartermaster.
- Going to contact the Family Readiness Group leader, make certain that you have a plan in place that you can discuss with them. Be prepared to let them know what we can do for them!

D. Going to advertise what you are planning, be sure to allow yourself plenty of time for organizing the event – you want to be a success!

Make recruitment goals a competition among those participating in the recruitment events. Competition can be very effective to produce the desired results.

PERSONAL CONTACT DRIVES

Membership booths and participation in community events are two very effective recruiting tools.

A. PREPARATION:

1. Make certain you have permission to set up the booth. Pay for the space if necessary. Provide refreshments if possible.
2. Try to make certain that all working have some type of identifying clothing on that reflects our organization.
3. Understand what the needs of the FRG chapter are and how you can assist. Be prepared to help. Helping to plan (to include providing financial assistance) with departure and returning troop parties is a great method to meet many eligible members.
4. Have informational material available on both the Ladies Auxiliary and the VFW. Be prepared to inform them about all our programs and benefits. Decorate your table/booth; make it appealing to those who pass by.

B. THE OPERATION:

1. Decorate your booth with recruiting posters. Display informational material on the table. At least one Ladies Auxiliary member should be in the booth at all times, but it is much better if there are at least two. 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 prospects visit the booth, inform them of the Ladies Auxiliary and VFW programs and pass out informational material. Also, it is important to thank them for stopping by to talk with you.

4. THIS IS VERY IMPORTANT!! As prospective members visit the booth during any venue, have them fill out a form giving information on their relative's military service and whether they might have any interest in joining the Ladies Auxiliary VFW. If they want to join, sign them up immediately! If they do not want to join just now – don't be discouraged. Just try to get their name and address and phone number. Getting their relative's military service information gives you the opportunity to check on their possible eligibility. You also have their demographic information to make contact again to invite them to an event to show them our organization in action!

C. The Follow-Up:

1. Within a few days send out teams of members to contact prospective members. Telephoning is successful if you can't make that personal contact. This is your chance to once again talk with them about joining.
2. Be sure your Membership Teams are well-acquainted with the various programs sponsored by the Ladies Auxiliary and the VFW. If a question is asked and you are not 100% positive of the answer, tell them you will get back with them as soon as possible. NEVER GUESS! Do not forget to keep your word and get back with them. It shows you care.
3. When a new member joins, make her feel welcome. Ask her to take part in future recruiting activities. Remember, everything you do prior to calling on a prospective member is a form of public relations and advertising. Never forget to say "Thank you."

TELEPHONE DRIVE:

Things you will need to set up your phone drive:

- Members to help call
- Members ready to go out and collect those dues once they commit via telephone
- A list of those who have not paid their dues as yet
- A SMILE – It can be heard through the phone lines. It makes a difference!

SHARE THE REASONS TO JOIN:

- The feeling you get when you help/support our veterans and their families.
- Promoting patriotism
- Enjoying activities that involve the entire family
- Community involvement
- Cancer Grants
- Additional insurance opportunities
- Travel opportunities
- Scholarship opportunities/involvement
- Subscription to *Ladies Auxiliary VFW Magazine*
- Cancer insurance (in some Auxiliaries)
- Develop leadership skills

MEMBERSHIP BUILDERS

It is the responsibility of every member of an Auxiliary to be either an "official" or "unofficial" member of the Ladies Auxiliary Membership Team. Success seems to come when all are involved and feel as if they made a difference. A strong, active Auxiliary and fun activities help promote membership.

Examples:

- Activities in the community: Conduct youth programs; cancer programs are always of interest.
- Highlight a Service Officer or make several available for an event in the community.
- Dances, dinners, social functions – Nothing says you can't have a good time while recruiting.
- Interesting, well-run Auxiliary meetings. Your meeting does not need to go on for hours!
- A clean, well-managed Post home.
- Publicity on all Auxiliary and Post events.
- An active, cooperative VFW.

LIFE MEMBERSHIP INFORMATION

Any person eligible for membership in the Ladies Auxiliary VFW may become a Life Member upon the acceptance of her application card and payment. Section 112 of the Bylaws provides the official guidelines regarding Life Membership. Life Membership can be purchased by using cash, check or money order, MasterCard, Discover or Visa, or on a payment plan.

LIFE MEMBERSHIP CANCER INSURANCE

The Life Membership fee does not cover Specified Disease Insurance, including cancer insurance premiums for the members of insured Auxiliaries. If an Auxiliary has cancer insurance, Life Members are responsible for their own premium payment.

TRANSFER OF LIFE MEMBERSHIP

Life Members have the privilege of transferring and being accepted in a new Auxiliary upon presentation of a completely executed application card under the provisions of Section 113A of the Bylaws. When a Life Member transfers, the Treasurer of the accepting Auxiliary shall forward an Annual or a Life Member Change Request Form signed by the Auxiliary Treasurer and the Life Member, to the National Treasurer. She shall send a copy of the form to the Department Treasurer along with a Duplicate accepted application card. A new Life Membership card will be issued by National Headquarters showing the new Auxiliary number.

NAME CHANGES & REPORTING DECEASED LIFE MEMBERS

When a Life Member's name changes and she wishes to have a Life Membership card with the new name, she must send a written request with a \$5 check, payable to the Ladies Auxiliary VFW, to the Life Membership Department at National Headquarters. A death of a Life Member and her date of passing should be reported promptly to the National Secretary-Treasurer.

LIFE MEMBER PERPETUAL CHARTER

A Life Member Perpetual Charter for an Auxiliary may be obtained at no charge after securing 25 Life Members. A written request must be received by National Headquarters with the date that the 25th member was sent to the Department Treasurer. There will be a \$15 charge for replacing perpetual charters.

Again . . . establish a Membership Program. Initiate action . . . be aggressive-not pushy . . . use originality . . . publicize your program . . . exercise all your abilities to activate workers within your Auxiliary . . . personal contact . . . telephone drives . . . dues reminders . . . incentives . . . awards . . . contests.



Ladies Auxiliary to the Veterans of Foreign Wars of the United States



2012 Annual Dues Notice

Now is the time you can help our veterans, by paying your 2012 dues. By remaining a member of this great organization, you help our veterans through our legislative causes. Our membership numbers count when we go before our legislators in Washington, D.C. Thank you for helping a veteran by paying your dues today.

Send to:

Make Check Payable to: Ladies Auxiliary #

Amount:



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Send to:

Make Check Payable to: Ladies Auxiliary #

Amount:

NEW MEMBER APPLICATION – POST AFFILIATED

Recommended by: _____

Annual Membership Life Membership Auxiliary No. _____ City _____ State _____
 Member-at-Large Life Member-at-Large in Department of _____ or in National

Name _____ Date of Birth ____/____/_____
 Address _____
 City _____ State _____ ZIP _____
 Phone(____) _____ - _____ E-mail _____

Relationship _____ to Eligible Veteran* _____ VFW Membership ID _____
 *Must be a member of the Post affiliated with the Ladies Auxiliary to which you are applying.

I attest that I am a citizen of the United States, and I pledge to comply with the National Bylaws of the Ladies Auxiliary to the Veterans of Foreign Wars of the United States. I affirm that the above eligibility is true and correct. Applicant's Signature _____ Date _____

Investigating Committee: 1) _____ 2) _____ 3) _____
 Per Section 105 of the National Bylaws. Rejected Election Date _____ Obligated Date _____

NEW MEMBER - LIFE MEMBERSHIP Check here if this is a gift. Card will be mailed to the Auxiliary Treasurer

Payment: Cash Check Visa
 Mastercard Discover ACH (Bank withdrawal)
 Life Membership Fee \$ _____
 C. C. # _____
 CVV Code ____ Exp. ____/____
 Bank Routing No. _____
 Account No. _____

Prior to enrolling in the Installment Plan, current year's dues and subsequent annual dues must be paid until Plan is completed. I understand that if my Auxiliary has Specified Disease Insurance, I am responsible for my own yearly premium payment. I authorize the first of twelve (12) installments of \$ _____ to be processed immediately with eleven (11) remaining payments to be processed on the 15th of each month.

 Signature Date

LIFE MEMBERSHIP FEES

Attained age at 12/31 of year applying for Life Membership.

Through 20	\$220	\$19.86 per month
21-25	\$210	\$18.96
26-30	\$200	\$18.06
31-35	\$190	\$17.15
36-40	\$185	\$16.70
41-45	\$175	\$15.80
46-50	\$170	\$15.35
51-55	\$160	\$14.44
56-60	\$150	\$13.54
61-65	\$140	\$12.64
66-70	\$130	\$11.74
71-75	\$115	\$10.38
76-80	\$95	\$8.58
81-85	\$75	\$6.77
86-90	\$60	\$5.42
91 and over	\$50	\$4.51

OBLIGATION

In the presence of Almighty God and the members of this organization here assembled, I do of my own free will and accord, solemnly promise that I will never wrong or defraud this organization nor a member thereof nor permit either to be wronged if in my power to prevent it. I will never propose for membership any person not eligible, according to our Bylaws. I will be faithful to the United States of America, obedient to the laws and loyal to the Flag. Should my membership with this organization cease in any way, I will consider this obligation as binding outside of the organization as though I had remained a member. I do so promise.

 Signature
 Must be signed by all members.

NEW MEMBER APPLICATION – NON-AFFILIATED

Recommended by: _____

(Eligible veteran is deceased, is not a VFW member or is a member of another Post.)

Annual Membership Life Membership Auxiliary No. _____ City _____ State _____
 Member-at-Large Life Member-at-Large in Department of _____ or in National

Name _____ Date of Birth ____/____/_____
 Address _____
 City _____ State _____ ZIP _____
 Phone (____) _____ - _____ E-mail _____

Relationship _____ to Eligible Veteran _____ VFW Post _____

Name of campaign ribbons or medals: _____

Foreign Service ____/____/____ to ____/____/____ Location: _____

I attest that I am a citizen of the United States, and I pledge to comply with the National Bylaws of the Ladies Auxiliary to the Veterans of Foreign Wars of the United States. I affirm that the above eligibility is true and correct. Applicant's Signature _____ Date _____

Investigating Committee: 1) _____ 2) _____ 3) _____
 Per Section 105 of the National Bylaws. Rejected Election Date _____ Obligated Date _____

LADIES AUXILIARY VFW MEMBERSHIP

VFW MEMBER AWARD

“A Special Keepsake” to each VFW member who recruits a minimum of five (5) new or reinstated members for the Ladies Auxiliary VFW between July 1, 2011 and June 15, 2012 and must be **received** at National Headquarters by June 30, 2012.

PLEASE TYPE OR PRINT ALL INFORMATION.

VFW Recruiter's Name _____ Post No _____

Recruiter's Address _____

Street Address

City

State

Zip Code

Auxiliary Number	Auxiliary Member's Name	New or Reinstated	Member's Number	Date Accepted

Verified By: _____ Department of _____

Signature of Department Treasurer

If form is improperly completed and not verified by the Department Treasurer, form will not be accepted. Completed form must be received by National Headquarters by June 30, 2012.

Department Treasurer mail verified form to: Ladies Auxiliary VFW
ATTN: Membership Awards
406 West 34th Street, 10th Floor
Kansas City, MO 64111