

# DEPARTMENT OF PENNSYLVANIA

## VETERANS OF FOREIGN WARS OF THE UNITED STATES

# MEMBERSHIP AWARDS PROGRAM

## 2020-2021



**Department Headquarters**  
**4002 Fenton Ave.**  
**Harrisburg, PA 17109-5943**  
**Phone: (717)234-7927 Fax: (717)234-1955**  
**[www.vfwpahq.org](http://www.vfwpahq.org)**

## **“BRIDGE THE GAP”**

### **Table of Contents**

#### **Page**

<b>Commander’s Message.....</b>	<b>1</b>
<b>Membership Chairman’s Message.....</b>	<b>1</b>
<b>Special Notices and Exceptions.....</b>	<b>2</b>
<b>Individual Membership/Recruiting Rewards.....</b>	<b>3</b>
<b>No. #1 GI Specials for Posts .....</b>	<b>4</b>
<b>Post Level Contests.....</b>	<b>5-6</b>
<b>All State Post Commander/QM Contest.....</b>	<b>6</b>
<b>Mandatory All State Worksheet.....</b>	<b>7-8</b>
<b>District Awards.....</b>	<b>9</b>
<b>District Membership Chairman Awards - District Map.....</b>	<b>10</b>
<b>Membership Plaques and Awards.....</b>	<b>11-12</b>
<b>2020-2021 Department Membership Team.....</b>	<b>13</b>
<b>Dates to Remember 2020-2021 Planning Calendar.....</b>	<b>14-15</b>
<b>Tools to Boost Membership.....</b>	<b>16-17</b>
<b>2020-2021 National Membership Program.....</b>	<b>18-29</b>

## “BRIDGE THE GAP”

### Message From State Commander – Ron Peters

Comrades, I don't have to tell you that the strength of our organization is our membership. Sadly, with the loss of our WWI, WWII, and Korean veterans (and even my generation -Vietnam), our numbers have declined. As we start a new year, let's reenergize and focus on membership. Let's think of new ways to engage veterans and welcome them as an active valuable member of the VFW organization. Let's put an effort into reinstating members that we have lost for whatever reason.

Our focus everyday should be on strengthening our membership. Let's not look for reasons why we can't, but focus on finding ways and developing plans that ***WILL*** work.

Focus on these things this year:

- 1) Recruiting events
- 2) Reach out and reinstate lost members
- 3) Work on making continuous members into life members

I would also like to see us work with our auxiliary. They can be an asset if we let them. Reach out to them for help.

**I WILL BE AVAILABLE TO YOU 7 DAYS A WEEK, 24 HOURS A DAY!**

Come stand with me. Let's make the Dept. of PA stronger! Let's

**BRIDGE THE GAP!**

### Message From Membership Chairman – Jason Reed

As we begin this new year ahead of us. I believe in my heart that we need to get back to the basics. You will find everything this year will focus on them. WE all know that membership is the lifeblood of this organization. We all know how difficult it is to go out and recruit new member. So, why do we continually shoot ourselves in the foot and fail to retain those we worked so hard to get the first time around. I am asking you this year to not only seek out new members but work even harder to reclaim some of those members who have gone out the back door and failed to pay their dues in previous years. I have designed this year's membership program around two objectives, first, to bridge the gap, as commander Peters always says. Not only the age gap in our membership but also to work with our auxiliary as a Post. How did that saying go years ago “Can't we all get along”? And the answer is yes, we can for the benefit of our great organization. The second this is programs if we are out in the community looking for potential members, we **MUST** know our programs. Let bridge the gap with the knowledge we have of offering something to everyone of all ages and all walks of life that is what we do comrades.

***My goal this year is not only make 100% in membership in the Department but to make the Department of Pennsylvania and All-American Department for 2020-21.***

Let's take on the challenge and put the Department of Pennsylvania where it should be in membership - **ON TOP!** Ask yourself each day, am I doing enough to increase membership and making **MY** Post - **MY** Council, **MY** District, **MY** Department - **MY** VFW stronger?

Respectfully  
Jason W. Reed  
Membership Chairman

-1-

**Veterans of Foreign Wars of the United States**

## “BRIDGE THE GAP”

### 2020-2021 Membership Programs Special Notices and Exceptions

- Membership Divisions for all Posts will be same as National Divisions.
- **Membership quota** for all Department contests is **100%** unless otherwise noted. The percentage for National All-American is on Pages 26 & 27.
- Retention Goal is 85%. Definition is found on Page 20.
- All continuous, new, and reinstated life members will be verified by National Headquarters for all Department Contests.
- All Department Membership Contests end **April 30, 2021** unless otherwise stated.
- Individuals, Posts and Districts can only win **one** time in each **contest or category** unless otherwise stated. The Department Membership Team will make the final determination of all Department awards.
- All **contest checks** will become the **property of the Post or District** unless **otherwise stated**. All checks will be made out to the Post or District Quartermaster unless otherwise stated.
- All requirements for All State Awards must be met in the current Commander's Membership Deadlines **July 1, 2020 until June 30, 2021**, unless otherwise stated.
- All membership transmittals for All State Status to **receive a cap at Convention** must be recorded at National Headquarters (NOT POSTMARKED) by **noon April 30, 2021**.
- All membership transmittals for All American Status must reach National Headquarters (NOT POSTMARKED) by **noon, June 30, 2021**.
- Posts who are in arrears and receive a monetary award, the arrearage will be deducted from the award.

To encourage thorough reading of this important membership program, Commander Peters has inserted four special graphics into the booklet. You can earn a special prize by locating these symbols and sending a note to State Adjutant/Quartermaster John B Getz Jr via U.S. Mail, Fax (717-234-1955) or E-mail [quartermaster@vfwpahq.org](mailto:quartermaster@vfwpahq.org) noting the page and location of these symbols.

## **Individual Membership/Recruiting Rewards**

### **No. #1 Spur Special Award**

20 Life Memberships will be awarded for early 2021 dues payment. The earlier you pay your dues, the more chances you have to win.

### **Contest #1**

Continuous members who pay their 2021 dues by September 30, 2020 will be entered into a drawing for one of 7 Life Memberships, as well as the drawing for October, November, and December.

### **Contest #2**

Continuous members who pay their 2021 dues by October 31, 2020 will be entered into a drawing for one of 6 Life Memberships, as well as the drawing for, November and December.

### **Contest #3**

Continuous members who pay their 2021 dues by November 30, 2020 will be entered into a drawing for one of 3 Life Memberships, as well as the drawing for, December.

### **Contest #4**

Any member who recruits 10 new and/or reinstated members by April 30, 2021 will have his/her name entered into a random drawing for one (1) of three (3) Life Memberships or Bronze Legacy Life Memberships if already a Life Member. (National Recruiter Report will be used to determine names).🍀

## **“BRIDGE THE GAP”**

### **No. #1 Spur Special – New/Annual Members Who Sign Up as Life Members**

Any Post that properly reports the designated number of New Life Members (including annual members going Life) for their Division by the dates listed below, will receive the monetary award for that contest. A maximum of designated New Life Members will be paid.

Divisions 1-4	7 New Life Members
Divisions 5-7	5 New Life Members
Divisions 8-11	3 New Life Members

- **Contest #5**      **December 31, 2020**      **\$25.00 per new life member**
- **Contest #6**      **February 28, 2021**      **\$20.00 per new life member**

### **POST LEVEL CONTESTS (POST DIVISIONS 1-6)**

#### **2020-2021 MEMBERSHIP ACHIEVEMENT AWARDS**

All Posts that properly report 100% in membership, including 15 new/reinstated members, will receive a monetary award and VFW Store gift certificate on dates listed below:

- **Contest #7**      **December 31, 2020**      **\$750 plus a \$100 Gift Certificate**
- **Contest #8**      **February 28, 2021**      **\$500 plus \$100 Gift Certificate**
- **Contest #9**      **April 30, 2021**      **\$300 plus \$100 Gift Certificate**
- **Contest #10**      **June 30, 2021**      **\$200 plus \$100 Gift Certificate**

## **“BRIDGE THE GAP”**

### **GRASS ROOTS POSTS CONTESTS (Post Divisions 7-11)**

Grass Roots Posts that properly report 100% in membership, including 5 new/reinstated members, will receive a monetary award and VFW Store gift certificate on dates listed below:

- **Contest #11**      December 31, 2020      \$750 plus \$100 Gift Certificate
- **Contest #12**      February 28, 2021      \$500 plus \$100 Gift Certificate
- **Contest #13**      April 30, 2021      \$250 plus \$100 Gift Certificate
- **Contest #14**      June 30, 2021      \$175 plus \$100 Gift Certificate

### **POST LEVEL CONTESTS**

#### **Legacy Life Membership**

- **Contest # 15:** Each Post that gains two (2) New Legacy Life Memberships or Upgraded Legacy Life Memberships will be entered into a drawing for a Legacy Life Membership or an Upgrade depending on the recipient.
- **Contest #16**  
The Post Commander, Post Quartermaster and Post Member from each All-State Membership Division with the most new/reinstated members over their membership goal by February 28, 2021 will receive a special award from the State Commander.  
**(Mounted Spurs or a Cased Saber)**

## **“BRIDGE THE GAP”**

### **All-State Post Commanders and Quartermasters Contest**

- **Contest #17**

All-State Post Commanders will receive a distinctive VFW Cap, an All-State Commander's Pin and special recognition at the State Convention. (Returning All State Commanders from the previous year 2019-2021 will not receive a Hat)

An outstanding Post Commander will be selected Captain of the All-State Team based on the scoring of the All-State worksheet & membership over their goal by April 30, 2021 will receive a special gift from State Commander Peters at the State Convention.  
(Calvary Stetson)

- **Contest #18**

All-State Quartermasters will receive a distinctive VFW Cap, an All-State Quartermaster's Pin and special recognition at the State Convention. (Returning All State Quartermasters from the previous year 2019-2021 will not receive a Hat)

An outstanding Post Quartermaster will be selected Captain of the All-State Team based on the scoring of the All-State worksheet & membership over their goal by April 30, 2021 and will receive a special gift from State Commander Peters at the State Convention.  
(Commanders Coin)

### **ALL-STATE POST DIVISIONS & QUOTA**

	<b>Membership</b>	<b>Minimum %</b>
Division 1	951-+	100%
Division 2	750-950	100%
Division 3	356-749	100%
Division 4	246-355	100%
Division 5	185-245	100%
Division 6	143-184	100%
Division 7	112-142	100%
Division 8	88-111	100%
Division 9	68-87	100%
Division 10	51-67	100%
Division 11	1-50	100%



## “BRIDGE THE GAP”

### *All State Post Commanders and Quartermasters Worksheet*

**To be considered for All State Status this worksheet must be submitted to  
Department Headquarters, 4002 Fenton Avenue. Harrisburg, PA 17109-5943  
Postmarked no later than April 30, 2021 to receive Cap at Convention  
*ALL STATE WORKSHEET IS MANDATORY* 🍀**

Name \_\_\_\_\_ Post # \_\_\_\_\_ District # \_\_\_\_\_

#### **Mandatory Criteria**

- Membership Properly Reported as attaining percentage goal of 100%.
- Purchase Buddy Poppies (**5 per member**). Date: \_\_\_\_\_ Check # \_\_\_\_\_
- Voice of Democracy Entry or Donation to Dept. Scholarship Fund (**Dept. Division 1-6 \$250 Dept. Division 7-11 \$100**) (Must be sent to Department Headquarters). Entry: Yes [ ☐ ] No [ ☐ ]  
Check # \_\_\_\_\_ Date: \_\_\_\_\_
- Patriot's Pen Entry or Donation to Dept. Scholarship Fund (**Dept. Division 1-6 \$250 – Dept. Division 7-11 \$100**) (Must be sent to Department Headquarters). Entry: Yes [ ☐ ] No [ ☐ ]  
Check # \_\_\_\_\_ Date: \_\_\_\_\_
- Veterans and Military Support Fund Raiser or donation to VMS Fund (**Dept. Division 1-6 \$100 – Dept. Division 7-11 \$50**) (Must be sent to Department Headquarters **Earmarked Veterans & Military Support**). Date: \_\_\_\_\_ Check # \_\_\_\_\_
- National Home Donation (**Dept. Division 1-6 \$100—Dept. Division 7-11 \$50.00**) (Must be sent to Department Headquarters **Earmarked for National Home**) Date: \_\_\_\_\_ Check #: \_\_\_\_\_
- VAVS Donation (**Dept. Division 1-6 \$100 – Dept. Division 7-11 \$50.00**) Must be sent to Department Headquarters **Earmarked VAVS**. Date: \_\_\_\_\_ Check #: \_\_\_\_\_
- Donation to Commander's Special Project (**Dept. Division 1-6 \$100—Dept. Division 7-10 \$50.00**). Must be sent to Department Headquarters **Earmarked Special Project (Veterans Foundation)**.  
Date: \_\_\_\_\_ Check # \_\_\_\_\_
- **Post must have submission of one EMT or Firefighter or Police Officer Candidate for Dept. Safety Award.**  
**(Entries must be received in Dept. Headquarters by December 31, 2020)**
- All Quarterly Trustee Reports Including June, 2020 must be on file.  
Dates Trustee Reports sent to Dept. June: \_\_\_\_\_ September \_\_\_\_\_ December \_\_\_\_\_ March \_\_\_\_\_
- Post must have Quartermaster Bonded and on record at Department HQ. Date: \_\_\_\_\_ Check # \_\_\_\_\_
- Post Commander and/or Sr. Vice Commander and/or Jr. Vice Commander and/or Quartermaster must attend of all the District Meetings (*Post Commander must attend at least one*).
- Post must have a **registered** Service Officer (**Current Fee Paid**).
- Post must not be in arrears. (current and prior year)
- Post Inspection is recorded for 2020-2021.; Date Inspected \_\_\_\_\_ By \_\_\_\_\_
- All State requirements must be completed July 1, 2020 to April 30, 2021 to receive cap at Convention.
- **MANDATORY SUBMISSION OF ALL STATE WORKSHEET**

## “BRIDGE THE GAP”

**To be considered for All State Status the worksheet must be submitted to  
Department Headquarters, 4002 Fenton Avenue. Harrisburg, PA 17109-5943  
Postmarked no later than April 30, 2021  
*ALL STATE WORKSHEET IS MANDATORY***

The score will be calculated at Department Headquarters. The points will be used to determine the All State Captains.

<b>Pointed Criteria:</b>	<b>Points</b>	
Purchase 5 more Buddy Poppies per member	10	_____
Membership % goal by Dec. 31, 2020	20	_____
Or Membership % goal by Feb. 28, 2021	15	_____
Or Membership % goal by Apr. 30, 2021	10	_____
New or Reinstated Member by Dec. 31, 2020 Maximum 75 pts	5 each	_____
Community Activity Record Book Submitted for Judging	30	_____
Americanism Program	20	_____
Community Activities Participation	20	_____
Safety Program	20	_____
Youth Activities Participation	10	_____
Participate in the Adopt a Unit Program	10	_____
Participate in Citizenship Education Teacher Award	10	_____
Donation to Barger Nursing Scholarship	10	_____
Post Officers attend the Dept. Regional School of Instruction	10	_____
Post Inspection completed by December 31, 2020	10	_____
Donation to Homeless Veterans Program	10	_____
Voice of Democracy Student	30	_____
Patriot's Pen Student	30	_____
Donation Commander's Special Project:	20	_____
Law Enforcement Candidate	30	_____
Fire Fighter Candidate	30	_____
Emergency Medical Services Candidate 🍀	30	_____
Citizenship Teacher of the Year Entry All Grades (K-5) (6-8) (9-12)	30	_____

Records must be on file at Dept. HQ to qualify.

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## **“BRIDGE THE GAP”**

### **District Awards**

#### **2020-2021 District Membership Awards**

All Districts that properly report their membership goal of 100% will receive an award for the District. Dates and awards listed below.

- **Contest #19**      December 31, 2020      **\$1200**
- **Contest #20**      April 30, 2021      **\$700**
- **Contest #21**      June 30, 2021      **\$500**

#### **2019-2020 District Life Membership Achievement Award\***

All Districts that properly report **25** new Life Members (includes annual going life) will receive an award for the District.

- **Contest #22**      December 31, 2020      **\$500**
- **Contest #23**      April 30, 2021      **\$300**
- **Contest #24**      June 30, 2021      **\$200**

### **District Commander Awards**

- **Contest #25**

All District Commanders who have attained their membership goal of 100% by April 30, 2021 will receive:

- All State District Commander's Cap at Convention
- Jacket (Style to be determined by State Commander)
- Special Recognition at the State Convention

- **Contest #26**

All District Commanders who have attained their membership goal of 100% between May 1, 2021 and June 30, 2021 will receive:

- All State District Commander's Cap
- Jacket (Style to be determined by State Commander)
- Special Recognition at the State Convention

## “BRIDGE THE GAP”

### District Membership Award

- **Contest #27**

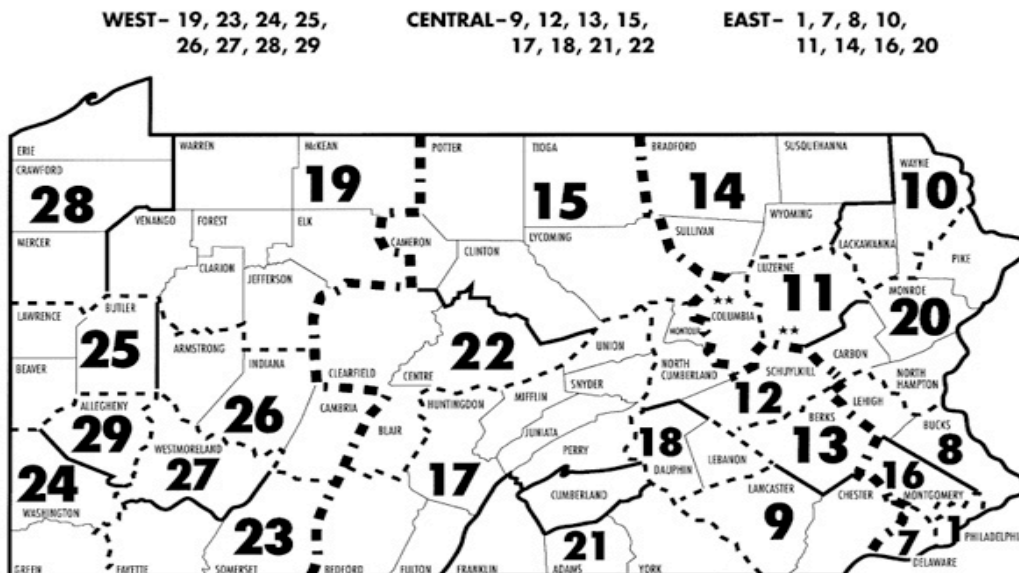
All District Membership chairman who have attained their membership goal of 100% by April 30, 2021 will receive:

- Jacket (Style to be determined by State Commander)
- Special Recognition at the State Convention

- **Contest #28**

If we become an All-American Department, all District Commanders, District Membership Chairman and Certified Recruiters will receive a very special reward from State Commander Peters  
(To Be Announced )

#### PA VFW District Membership Areas



\*\* The Boroughs of Berwick and Benton, Columbia County are in the 11th District.

## “BRIDGE THE GAP”

### Membership Plaques and Awards

#### The Joe Salvo Award for Individual Post Members

- **Contest #29**

A **Henry VFW Tribute Rifle** 🍀 will be presented to the individual member who signs up the most new and reinstated members (over 25 members) between July 1, 2020 and April 30, 2021. This award will be presented at the 2020 Department Convention. The National Recruiter Report will be used to verify the member.



#### Chosnyk Plaque

- **Contest #30**

This plaque is awarded to the District having the greatest percentage increase as of April 30, 2021.

#### Post Commander's Award

- **Contest #31**

This **Henry VFW Post Tribute Rifle** will be awarded to the Post with the highest numerical increase as of April 30, 2021.



## “BRIDGE THE GAP”

### **Robert Musser Memorial Plaque**

- **Contest #32**

This plaque will be awarded to the Post having attained the greatest percentage of increase as of April 30, 2021.

### **Van Zandt Award**

- **Contest #33**

To be eligible, a Post must recruit at least *25 new/reinstated members* prior to April 30, 2021. The Post recruiting the *most new/reinstated members* as a percentage of existing membership receives a plaque.

- **Contest #34**

For every Post member or auxiliary member who recruits five (5) new/reinstated auxiliary members will receive a pin from the State commander, and be entered into a drawing for \$250.00 presented at the State Convention 2020-2021.

### ***Special Note***

Districts and Posts must meet their membership goal, properly inspected, and report participation in Community Service, Patriot's Pen Essay, Voice of Democracy, Safety, Youth Activities, Buddy Poppy, Citizenship Education in the current Commander's Membership Year to qualify for plaques and award. The plaques and the Van Zandt Award will be presented at the first general session of the Convention.

## **“BRIDGE THE GAP”**

### **2020-2021 Department Membership Team**

#### **Department Membership Chairman:**

Jason W. Reed  
2 Relief St. Oil City, PA 16301  
Cell Phone (814) 271-9191

Post 464  
District 19  
Email: [jaysays1@gmail.com](mailto:jaysays1@gmail.com)

#### **Department Membership Co-Chairman (Eastern)**

John Otte  
368 Village Way  
Chalfont, PA 18914  
Cell Phone (267) 644-7942

Post 3258  
District 8  
Email: [JVC@vfwpadistrict8.org](mailto:JVC@vfwpadistrict8.org)

#### **Department Membership Co-Chairman (Central)**

**Robert E. Hinkle Jr.**  
6357 Salem Run Rd  
Dover, PA 17315  
Cell Phone (717) 542-6948

**Post 5265**  
District 21  
Email: [bhinkle@vfw5265.org](mailto:bhinkle@vfw5265.org)

#### **Certified National Recruiter**

David Gyger  
111 Cameron Ave, Hummelstown, PA 17036  
Cell Phone (717) 991-1473

Post 9639  
District 18  
Email: [djc57@verizon.net](mailto:djc57@verizon.net)

John J. Rybcinski  
205 Willow Street #2, Dunmore, PA 18512  
Cell Phone (570) 604-6179

Post 3474  
District 10  
Email: [rybcinski123@comcast.net](mailto:rybcinski123@comcast.net)

Cecil K. Dennis  
11728 Fauncetown Rd, Townville, PA 16360  
Cell Phone (814) 720-2692

Post 5958  
District 28  
Email: [cecil\\_dennis@hotmail.com](mailto:cecil_dennis@hotmail.com)

#### **Life Membership/Gold Legacy Chairman**

Gary Smith  
12621 Gum Tree Rd, Brogue, PA 17309  
Cell (717) 262-357

Post 1446  
District 21  
Email: [yfw6241@comcast.net](mailto:yfw6241@comcast.net)

## **“BRIDGE THE GAP”**

### **PLANNING CALENDAR 2020-2021 SCHEDULE OF VFW MEETINGS AND EVENTS** **EVENTS SUBJECT TO CHANGE OR CANCELLATION DEPENDING ON COVID-19**

#### **2020**

July 3 & 4                      Independence Day (Department HQ Closed)

August 8:                      Southwestern Area Officer's Training, VFW Post 7505  
331 Mars Valencia Road, Mars, PA 16046 (724) 625-1910

August 9:                      Northwestern Officer's Training, VFW Post 470  
1808 West 26<sup>th</sup> Street, Erie, PA 16508 (814) 456-1339

August 10:                      West Central Area Officer's Training VFW Post 1785 (6:00 PM)  
1145 Industrial Park Road, Clearfield, PA 16830 (814) 765-2590

August 14:                      PA District 21 Golf Scramble, Briarwood Golf Club  
4775 West Market St, York, PA 17408

August 14 & 15:              Department Flying Squadron, Best Western Premier Central Hotel  
800 East Park Drive, Harrisburg, PA 17111 (Invitation Only)

August 16:                      South Central Officer's Training, VFW Post 7530  
4545 Westport Drive, Mechanicsburg, PA 17055 (717) 591-9092

August 17:                      North Central Area Officer's Training, VFW Post 8724 (6:00 PM)  
1665 Newry Lane, Duncansville, PA 16635 (814) 695-9703

August 21-22:                VFW Auxiliary Program & Leadership Conference Red Lion Hotel,  
Harrisburg, PA

August 22                      Southeastern Area Officer's Training VFW Post 6495  
1605 Haines Road, Levittown, PA 19055 (215) 946-6261

August 23:                      Northeastern Area Officer's Training, VFW Post 7069  
402 Winola Road, Clarks Summit, PA 18411 (570) 586-9821

August 27-30:                National Commander-in-Chief's Homecoming (Portsmouth, VA)

September 7:                Labor Day (Department HQ Closed)

September 11:               Patriot's Day

September 11:               VFW Auxiliary Celebrating America's Freedom (Lansing, MI)  
(VFW National Home for Children) and National President's  
Celebration in the evening.

**-14-**

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## **“BRIDGE THE GAP”**

### **2020, Cont'd**

September 18:	POW-MIA Day
September 27:	Gold Star Mother's Day
October 12:	Columbus Day (Department HQ (Closed)
Oct 30-31:	Eastern States Conference, Ocean City, MD
November 3:	Election Day
November 6-8:	State Commander's Testimonial – Best Western Premier, Harrisburg, PA
November 11:	Veterans Day (Department HQ Closed)
November 26-27:	Thanksgiving Holiday (Department HQ Closed)
December 24-25:	Christmas Holiday (Department HQ Closed)
December 31:	New Year's Eve (Department HQ Closed)

### **2021**

January 1:	New Year's Holiday (Department HQ Closed)
January 18:	Martin Luther King Jr (Department HQ Closed)
January 22-24	Mid-Winter Conference – Hilton Scranton & Conference Center
February 15:	President's Day (Department HQ Closed)
February 20-25	VFW Auxiliary Mid-Year Conference (Western Caribbean Cruise)
February 27-March 3:	Voice of Democracy, Washington, D.C.
February 28-March 4:	Legislative Conference, Washington, D.C.
April 2-5:	Good Friday & Easter Holiday Weekend (Department HQ Closed)
April 9-10:	VFW Auxiliary President's Testimonial (Hilton Scranton)
May 1:	Loyalty Day
May 31:	Memorial Day (Department HQ Closed)
June 16-21	State Convention- (Doubletree by Hilton Greentree Pittsburgh)

## **Tools to Boost Membership**

### **4 Steps for the Post Commander In Planning A Successful Recruiting Campaign**

#### **Step #1:**

Select and organize a membership committee.

- Qualities of a successful Membership Chairman:
  - Popular, organized, good speaker, knowledgeable about the VFW, dedicated
- Qualities of a successful Committee member:
  - Active, knowledgeable about the VFW, dependable

#### **Step #2:**

Develop a recruiting plan

5 Elements of a recruiting plan that works:

1. Analysis of the current situation
  - Where you are in terms of members, recruitments, other Posts' territories members and recruitments. Use last year's membership as a base for your goals.
2. Goal Setting
  - Where you want to go
3. Development of action plans
  - Territory and time management
  - Manpower management and planning
  - Recruiting meetings and techniques
4. Implementation of action plans
  - Translate plans on paper into actions carried out by the recruiting team
5. Tracking results
  - Use a system of controls and measurements to assure results are achieved

#### **Step #3:**

Set realistic goals -

Two types of goals in your plan should include: Quotas and Objectives

USE THE SMART system for 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

**MEASURABLE**

A definite measure – to increase members in your Post by a certain percentage or set number techniques

## **“BRIDGE THE GAP”**

### **Attainable/Ambitious**

Goals should require effort (ambitious), but attainable

### **Results-oriented.**

Goals aimed at achieving a specific result

### **Timed.**

Track your progress throughout the time period to ensure you achieve goals at the end of the stated time. Consider setting up recruiting deadlines to coincide with National, Department and District/County awards so members are eligible for awards sponsored by National, Department, District and County.

### **Step #4:**

Plan your activities.

The 3 R's of membership growth:

Retain Continuous members

Reinstate former members

Recruit NEW members

Five proven recruiting techniques:

1. Personal contact -  
Door-to-Door, membership booths, meetings
2. Recruiting booths/tables
3. Mail
4. Referrals
5. Telephone campaign

Note: Personal contact is the most effective way to reach prospective members. Whatever recruiting method you use, always arrange a face-to-face meeting with the prospect.

### **Periodicals**

Offer to make the State and National publications available for the waiting rooms of professional offices—doctors, dentists, lawyers, etc.—in your town. Place a membership application in the publication.

### **Public Service TV/Radio/Cable Network 📺**

Advertise your Post. Tell the people you are going to have a Memorial Day Service, Veterans Day Service, Loyalty Day program or other Post or Auxiliary event that would attract community members. Remember, everyone is welcome. Get the word out through Public Service Announcements mailed for fazed to TV and radio stations. Call News Directors or Editors at your local stations for information about submitting Public Service Announcements.

### **Post Open House**

Have an open house at your Post with your officers, and invite all veterans and their families from the surrounding community. Maybe you can sponsor a free buffet or dinner for local troops or military units that are departing to or returning from overseas deployment.

**“BRIDGE THE GAP”**



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