

Greeting Comrade Recruiters, That's ALL OF YOU !

We are now into November and what a great month it is. We have our Veterans Day in which we get to thank all of our Men and Women who have served our Country in the Military. We have our judging to do for our Patriots Pen, VOD and Teachers Programs, also our Buddy Poppy Program and then comes Thanksgiving.

November should be big recruiting month with this also being an election year. Using the phase our greatest strength lies in Membership when it comes to getting our Bills passed in Congress and our Senate i.e. Membership equals votes to them.

What makes a good recruiting event? I am glad you asked.

Proper planning is the main key. You need to know what you are selling. You will be the selling the VFW so thus you need to know the programs that we have. Such as the programs I listed above. You need to know what your Service Officer does and how he or she can help that Veteran out especially when they are getting ready to retire get out of the service or when that Veteran needs help on filling a claim.

Before you have your event look at your Post's Community Service Report. Here is what you can tell your perspective VFW member what your Post does in your local community. Hopefully it is up to date.

As some of you have heard Post 12147 had a very successful Membership Drive with its adopted unit an Aviation Battalion. We ran it for a month and tracked of each company it has on how many recruits each company had. This month was very successful for they had activities on the base and the soldiers could see firsthand on what the VFW does and can do for them.

The Membership Drive started with an MAP event hosting their Units Organization Day. Also one of the projects that the post does for its adopted unit was their Quarterly Awards program that the Post supports it with Plaques, 1 years Membership into the VFW, Dinners to local Restaurants, Gift Cards to the PX and Commissary etc. These awards were presented in front of their Battalion formation. The next week the Post supported their Commanders E-6 and Above Call were the post supported them with Pizza's, Popeye's Chicken and Chips. The last week happened to be K-16's Trunk & Treat were the Post set up a table and passed out candy along with having an VFW Information/Recruiting Table.

The main point of this was letting them see the VFW in action. This post does not have a canteen so that is not a selling point for them. Seeing what the VFW does and how can it help them is the biggest selling point we have.

Ok, your Post does not have any Military in your area. So where can you set up recruiting events, Coordinate with the local malls to see if you could set up a booth there, visit other Military affiliated organizations. Coordinate with your local embassy do they have an expat email listing you could use? Comrades you need to get out of the box and see what is available

out there. Another thing is go after those members that have not renewed their membership. The most reason that people do not renew their membership is that they we really never welcomed into the VFW after getting their membership money. Invite them back in, make them feel wanted and needed, get them involved!

Some other key points on having a VFW Information/recruiting Booth:

Don't have a cluttered table, Keep it neat and clean

Just as in applying for a job dress for success

Stand up if you can and reach out and shake that Veterans hand

Introduce yourself and ask them what their name is

Offer them a seat and then sit down

Look for something in common if they are Army it's very easy look for that combat patch, where did they earn it Iraq, Afghanistan? Thank them for their service. You now have made a connection, now tell them what the VFW can do for them!

I could go on and on so I will cut it off here. Remember I am here to help. I can be reached at PDCLyons@VFWDeptPacific.org I am only a email away.

See you all in Angeles City next month at the CofA and Thank YOU for your Service to our Country during your time.

Yours always in Comradeship,

Larry Lyons
Certified National Recruiter
Past Department Commander