



MARCH 2017

MARKETING SUPPORT SYSTEM VFW DEPARTMENT OF PACIFIC AREAS

As all of you are aware, there have been technical issues with the DPA website from January to date. Even with the issues, marketing articles and supporting documentation for January (topics are Mid-Term CoA marketing summary & Post marketing plan) and February (topics are identifying how powerful or weak your Post's website and Facebook pages are as well as how to increase traffic) were still published in the marketing section of the website. Please take a look at them.

As stated in the 2016 – 2017 VFW National Membership Program, the membership mission is to “Recruit, retain, and mentor a stable membership base, including all generations of veterans, which is well-deserved in institutional knowledge and actively involved at all levels of the organization.” This month's article is geared towards marketing to our local active duty members.

You may ask why should I waste my time on recruiting to local active duty members when a large majority of them will only remain in my Post for their two to three-year tour in the Pacific. The answer is simple. Besides meeting annual membership goals, we need to look at the big National VFW picture. Signing up younger eligible active duty members is a must to ensure the long term survival of the VFW as a whole. A statistic put out during the Mid-Term CoA recruiting training was very eye opening. The number of VFW members being lost to attrition is much greater than the number of new members coming in.

Below are some recommendations to market to active duty members. For those posts that have been highly successful in recruiting active duty members please provide me with what you have found to work.

- ***Send introductory letters to the Senior Enlisted Advisors of WESTPAC homeported commands requesting the VFW be advertised to their personnel. These letters can also be sent to transiting units.***
- ***Post flyers at the NEX / PX, base gym, etc. that targets active duty members who need assistance with VA benefits, a financial hardship grant, etc. and asks them to contact your Post for help.***

Note: Examples of the above letter and flyer have been posted in the marketing section of the DPA website under “New Member Docs”.

- ***Post a locally generated VFW Post flyer as discussed in the November 2016 marketing article.***
- ***Maximize Military Assistance Grant events (e.g. BBQ recruiting events for deploying units). How to apply for MAG funds can be found on the National VFW website.***
- ***Set up booths at Reserve Centers during drill weekends (RESCENs occasionally have "admin" weekends when this can be done.). Chances are some reservists were deployed to a combat zone.***
- ***Participate in the Adopt-a-Unit program. Adopting a unit(s) provides tremendous access to new members.***
- ***Routinely set up recruiting booths on military establishments.***

Do you need information on what VFW programs are available for current or recently released active duty members and their families? The November Marketing article discusses documents that are posted on the National VFW website. Some of these documents are uploaded in the subfolder “Ntl VFW Documents & Post Fact Sheet” of the Marketing area of the DPA website

***PLEASE PROVIDE YOUR INPUT, COMMENTS OR QUESTIONS TO:
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Quote of the Month: “Write when drunk. Edit when sober. Marketing is the hangover.” – Ashwin Sanghi