



MAY 2017

MARKETING SUPPORT SYSTEM VFW DEPARTMENT OF PACIFIC AREAS

Over the past ten months we have published marketing articles that have provided recommendations on how to increase visibility to Posts and broaden marketing opportunities for both demographic areas. This month we would like to relook at some of the recommendations.

- **The Marketing section of the DPA website has all previous articles** (including those that weren't included in the Typhoon during the months it wasn't published) **as well as examples of a Post Fact Sheet, new member documents (certificate, Welcome Aboard letter), DPA Mkt Support System Overview, letter to Senior Enlisted Advisors and other marketing / recruiting documents.**
- **The National VFW website provides a wide range of marketing and recruiting assistance to all VFW members. This includes training (videos, webinars, guides, tips) and ready-made documents / brochures. This information can be obtained by logging on to the National VFW website and under the Member Resources header click the link VFW Training & Support. The two best areas in this section for marketing and recruiting are Veterans & Military Support and Membership, Recruiting & Retention. The Veterans & Military Support area provides very good information that target current active duty members.**
- **Does your Post have a documented recruiting / marketing plan? If not, our National VFW has put together a brochure, titled Membership Campaigning at the Post Level Brochure, to help. The brochure has been posted in the Marketing section of the DPA website under the column Ntl VFW Documents & Post Fact Sheet.**
- **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.”**
- **Promoting to younger eligible active duty members is a must to ensure long term survival of the National VFW, Departments and local Posts. Especially for the DPA it is also extremely difficult as the large majority of active duty members only remain in the Pacific theater for a two to three-year tour and then return to the United States. These individuals may not see the near term benefits of becoming a member. With that said, looking at the big picture it is the duty of all DPA Posts to bring on new members even if they will change Posts at a later date.**
- **Send introductory letters to the Senior Enlisted Advisors of the Pacific Fleet units homeported in the Pacific requesting the VFW be advertised to their personnel.**
- **Keep your social media sites up to date. Set up a Post Twitter account and liberally use hashtags (e.g. #VFWPostPride, #UnmetNeeds, #Veterans, #MyVeteran, #VFWpost(insert Post number)). Link your different social media sites to increase traffic.**
- **Develop a Post Fact Sheet along the lines of the National VFW Fact Sheet. Using the National VFW Fact Sheet as a guideline, you can develop a Fact Sheet for your Post as an outstanding summary of what services you provide in support of veterans and the community.**
- **One of the most powerful marketing tools is word of mouth. This includes partnering with outside organizations (e.g. RAO, FRA, VVA, RSL).**
 - **Another example of an outside organization is the Maritime Injury Center (MaritimeInjuryCenter.com). A member of this organization contacted Commander Moses. The representative commented that he came across the DPA website and asked that the DPA include the Maritime Injury Center as a resource, supporting both maritime workers and our armed forces. The Center can be of assistance to veterans that are eligible as well as advertise the VFW and the assistance we can provide through our Service Officers.**

PLEASE PROVIDE YOUR INPUT, COMMENTS OR QUESTIONS TO:
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Quote of the Month: “Marketing is too important to be left to the marketing department.” – **David Packard**