



JANUARY 2017

MARKETING SUPPORT SYSTEM VFW DEPARTMENT OF PACIFIC AREAS

The DPA Mid-Term CoA was conducted in Angeles City, Philippines from December 2 – 4. During the conference a recruiting/marketing training session was held. This was a very informative session that included a lot of questions and answers from the attendees. The marketing portion included an overview of the DPA Marketing Support System.

Provided to all attendees during the training session was a handout titled “DPA Mkt Support System Overview”. This handout has been posted on the DPA website in the Marketing section, Articles column. The overview outlines the basic approach of the DPA Marketing Support System. It breaks the system down into various categories with general descriptions and recommendations as well as a listing of some general resources that are available. This overview can be used to assist each Post in developing their own marketing plan.

Does your Post have a documented recruiting/marketing plan? Do you need assistance in developing one? If you need assistance in developing a plan our National VFW has put together a brochure (“Membership Campaigning at the Post Level Brochure”) to help. The brochure has been posted on the National VFW website. You can download the brochure by logging into the VFW website, go to VFW Training & Support and click on the Membership Recruiting & Retention link. The brochure has also been posted in the Marketing section of the DPA website under the column Ntl VFW Documents & Post Fact Sheet.

As mentioned before, the DPA Marketing Support System will not succeed without individual Post inputs. You are encouraged to discuss the above at your Post meetings and provide inputs on these or marketing strategies where your Post has found success. Inputs provided will be posted on the DPA website.

***PLEASE PROVIDE YOUR INPUT, COMMENTS OR QUESTIONS TO:
Jon Crist at crstjon05@yahoo.com.ph OR John Gilbert at johngphil@gmail.com***

Quote of the Month: “People are in such a hurry to launch their product or business that they seldom look at marketing from a bird's eye view and they don't create a systematic plan.” – Dave Ramsey