



## **MARKETING SUPPORT SYSTEM VFW DEPARTMENT OF PACIFIC AREAS**

This month we will cover the category “Tailoring VFW National Recruiting Tools for Local Use”. Looking into and taking advantage of the resources provided by National VFW will require that you set up an account on their website so you can gain access to the myriad of marketing training aids, promotional materials and other valuable non-marketing information. Recently National VFW has redesigned their website to make it more user friendly. Uploaded in the “Social Media” subfolder of the Marketing section on the DPA website is a document titled “Info on new Ntl VFW website”. This document is the text of an email that describes the outline of the new National VFW website. It gives you guidance on how to navigate to important information.

The National VFW website provides a wide range of marketing and recruiting assistance to all VFW members. This includes training (videos, webinars, guides, tips), ready-made documents and 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.

Some of the types of documents that can be obtained in the above two areas are a) National VFW Fact Sheet that summarizes all the outstanding support the VFW as a whole provides to veterans and their families as well as to the community, b) one-page summary of membership benefits, and c) a series of documents geared towards unique benefits provided too current or recently released active duty members and their families. Uploaded in the subfolder “Ntl VFW Documents & Post Fact Sheet” of the Marketing area of the DPA website are posted just a few of the documents that are available. Please spend some time surfing the National VFW website to see all that is available. It will be well worth your time and not just for marketing and recruiting (e.g. Post officer training).

The reality is that non-members, unfortunately some members too, have no idea what a VFW Post does for veterans and the community. One way to change this is develop a Post Fact Sheet along the lines of the National VFW Fact Sheet. Included in the subfolder “Ntl VFW Documents & Post Fact Sheet” is the most recent National VFW Fact Sheet. Using this as a guideline, you can develop a Fact Sheet for your Post as an outstanding summary of what the services you provide in support of veterans and the community. It can quickly show potential members what a valuable asset the VFW can be to them. The Post Fact Sheet can list the support provided by the Service Officer, other veteran services and activities the member can assist with in becoming a valuable member of the community. Included in the same subfolder is the Post 2485 Fact Sheet that you can review as an example. Another example is contained in the “Fundraising Ideas for Posts” in the same subfolder.

Your Post Fact Sheet can be posted at your local NEX / PX, base gym, on your website and / or Facebook page, displayed at your booth during recruiting events, sent out as an email attachment for fundraising or routine emails to your members, include in fundraising letters to other organizations / companies, letters to Senior Enlisted Advisors where you market your Post, made available at your Post when you host active duty commands, etc. Your out of area members can even use the Post Fact Sheet to recruit new members.

As mentioned before, this 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](mailto:crstjon05@yahoo.com.ph) OR John Gilbert at [johngphil@gmail.com](mailto:johngphil@gmail.com)***

Quote of the Month: “Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they’d like to go.” – Seth Godin