



EXECUTIVE SUMMARY OF THE MARKETING SUPPORT SYSTEM VFW DEPARTMENT OF PACIFIC AREAS

BACKGROUND AND PURPOSE OF THE RESEARCH

The DPA is very diverse with two general demographic categories comprising our target audience. Districts having large active duty and contractor presence have a younger and more easily identified and reached population. They may be more technologically advanced, but may have time limitations due to conflicting responsibilities. Membership in other districts may be more likely to be retired or transient. The purpose of researching a DPA wide marketing support system was to put together in a single source document recommended marketing approaches that are proven and can possibly transverse between the demographic categories.

OBJECTIVE OF A DPA WIDE MARKETING SUPPORT SYSTEM

Provide a comprehensive multi-year systems approach, and associated membership materials, to support the Department-wide recruiting effort by increasing the visibility of services to veterans and our communities provided by the VFW Department of Pacific Areas and our Districts and Posts. Increasing the visibility of our Posts and services provided will ultimately result in increased VFW membership and garner greater acceptance within our communities.

RESULTS AND CONCLUSIONS

A review of successful DPA and other Departments approaches resulted in the following categories.

- Demographic realities and locating those eligible for VFW membership.
- Improving physical, internet and conventional media visibility.
- Key role of Life and Legacy memberships / Transitioning annual members.
- Managing and leveraging limited recruiting and membership funds.
- Effectively communicating membership benefits and services to a wide audience.
- Designing websites and Facebook pages to highlight recruiting and membership issues.
- Utilizing social media effectively and linking to existing systems.
- Tailoring VFW National recruiting tools for local use.
- Recognizing and capitalizing on internal and external networking opportunities.
- Integrating recruiting into Post events and activities.
- Soliciting and utilizing member feedback.

RECOMMENDED IMPLEMENTATION

- Provide program overview through July 2016 Typhoon Article and targeted email to District and Post Commanders and Quartermasters.
- Monthly Typhoon articles and targeted emails addressing the areas identified above with access to support materials, web links, etc.
- Continual collection and periodic publication of Post lessons learned / best practices.
- Establish links from DPA website for centralized collection of Marketing / Recruiting resource materials, formats, websites, Veterans and Ex-pat Blogs, etc.
- Scheduled training at C of A and DPA Convention commencing December 2016.

***PLEASE PROVIDE YOUR INPUT, COMMENTS OR QUESTIONS TO:
Jon Crist at crstjion05@yahoo.com.ph OR John Gilbert at johngphil@gmail.com***