



RECRUITING TIPS

WINNING TIPS FROM VFW "ALL AMERICANS"



- I. With every new person you meet ask, "**Are you a veteran?**" and "**Did you serve overseas?**" You can immediately establish a common bond and confirm their eligibility.
- II. Have every member, old and new to complete a **list of eligible family members and friends**. Often, they have never been asked.
- III. Always **visit a prospective member in person**. Calling and writing are great campaign tools, but nothing works better than a handshake and eye-to-eye contact.
- IV. Always **carry an application and a membership brochure**. Insist that everyone on your team carry them too. It is hard to recover a lost opportunity.
- V. Set up **recruiting booths** at malls, department stores, fairs, special public events and other high traffic areas. Use the videotapes available through National Headquarters. Plan your display carefully. Be prepared to follow up.
- VI. Do not overlook **lapsed members**. Their circumstances may have changed and they are ready to return.
- VII. Use the "**Shotgun Mailer**" as part of your membership campaign (Many All Americans have used it).
- VIII. Visit other **Veteran, Fraternal and Civic Organizations**. Let your concern and willingness to help be known and understood by all.
- IX. Include **membership in other programs**. For example, while promoting Buddy Poppies – don't forget to ask, "Are you a veteran?" and "Did you serve overseas?"
- X. Membership is more than a reflection of recruiting ability. It also reflects **your leadership ability, the quality of your programs and the overall health of the organization**.