Planning a Successful Recruitment Campaign

STEP 1
Select and organize a membership committee.
• The qualities of a successful Membership Chairman: Popular, organized, good speaker, knowledgeable about Auxiliary, dedicated.
• Qualities of a successful committee member: Active, knowledgeable about Auxiliary, dependable.

STEP 2
Develop a Recruiting Plan.
• Analysis of current situation: Where are you in terms of members and recruitment? Use last year’s membership as the base of your goals.
• Goal Setting: Where do you want to go? What goal do you want to set?
• Development of action plan: Territory and time management Personnel management and manpower planning Recruitment meetings and technique
• Implementation of action plans: Translate plans on paper into actions carried out by Recruiting Team.
• Tracking Results: Have a system in place to measure and keep track of your achievements as you go to ensure your success.

STEP 3
Set realistic goals.
Two types of goals your plan should include:
• Objectives: Objectives help clearly identify opportunities and define what you want to do about them. These are your guidelines for your course of actions – “Where do you want to go?”
• Quotas: The quota should be a low recruitment goal, a bottom figure you must meet. Set a percentage figure above the quota as your main goal, as well as a date to achieve each goal.

The S.M.A.R.T. system of goal setting:

SPECIFIC – For example, the focus of the plan should not be just to increase recruiting by numbers but to increase by a certain number through specific recruiting techniques.
MEASURABLE – A definite measure, to increase members by a certain percentage or set number.
ATTAINABLE /AMBITIONIOUS – Goals should require effort, but be attainable.
RESULTS-Oriented – Goals aimed at achieving a specific result.
TIMED – Track your progress throughout the time period you have allowed to make certain you have achieved your goals in the time period you have allowed. It is helpful to set recruiting deadlines to coincide with awards so members are eligible to win prizes.

STEP 4
Plan your activities.
The 3 Rs of membership growth:
• Retain continuous members
• Reinstate former members
• Recruit new members

Successful recruiting campaigns include a combination of these proven recruiting techniques.
• Personal Contact
Door-to-door
Membership recruiting booth
Meeting
• Mail
Dues Notices (more than one)
Auxiliary Newsletter
Entitlement Information
• Silent recruiters
Referrals
Auxiliary members
Family and Friends
• Telephone  Use it often!
There are a number of ways you might conduct your drive and a few examples to help are:
• Set up a display in your own Post home.
• Schedule a special information night or afternoon.
• Advertise in the local newspapers, television, and radio.
• Contact Family Readiness Group (FRG) leaders and attend their regular meetings. Make a presentation. Sponsor a special family event for them.
• Set up an information table at functions in your own Post home, such as holiday craft fairs, bake sales or fundraiser suppers/breakfasts. Talk with everyone, even current members who attend; they might know prospective members.
• Information booths/tables in malls, local stores.
• Place bulletins on church information boards or a note in church flyers.
• Contact your local taxing authority to obtain a list of folks who receive a veteran’s exemption. Make contact with them by letter or phone.
• Contact your local Quartermaster for a list of VFW members.
• Is every eligible relative a member of the VFW Auxiliary?
• Make telephone calls to those who have not as yet paid their dues. Is there a reason? Do they need help? You can create your own ideas for recruiting. Share them with other Auxiliaries.

If you are:
A. Going to contact members who haven't yet paid their current dues, then you need to obtain an up-to-date list of the members from your Auxiliary Treasurer.
B. Going to contact prospective members, get that list from your Quartermaster.
C. Going to contact the Family Readiness Group leader, make certain that you have a plan in place that you can discuss with them. Be prepared to let them know what we can do for them!
D. Going to advertise what you are planning, be sure to allow yourself plenty of time for organizing the event – you want to be a success!

Make recruitment goals a competition among those participating in the recruitment events. Competition can be very effective to produce the desired results.

PERSONAL CONTACT DRIVES
Membership booths and participation in community events are two very effective recruiting tools.

A. PREPARATION:
1. Make certain you have permission to set up the booth. Pay for the space if necessary. Provide refreshments if possible.
2. Try to make certain that all working have some type of identifying clothing on that reflects our organization.
3. Understand what the needs of the FRG chapter are and how you can assist. Be prepared to help. Helping to plan (to include providing financial assistance) with departure and returning troop parties is a great method to meet many eligible members.
4. Have informational material available on both the VFW Auxiliary and the VFW. Be prepared to inform them about all our programs and benefits. Decorate your table/booth; make it appealing to those who pass by.

B. THE OPERATION:
1. Decorate your booth with recruiting posters. Display informational material on the table. At least one Ladies Auxiliary member should be in the booth at all times, but it is much better if there are at least two. Display a sign large enough to let everyone know you are there.
2. If local and state laws allow a drawing, get a member or merchant to donate a gift. Prepare tickets with stubs that show name, address, and telephone number. Hold the drawing and save the stubs for later contact.
3. As prospects visit the booth, inform them of the VFW Auxiliary and VFW programs and pass out informational material. Also, it is important to thank them for stopping by to talk with you.
4. THIS IS VERY IMPORTANT!! As prospective members visit the booth during any venue, have them fill out a form giving information on their relative’s military service and whether they might have any interest in joining the VFW Auxiliary. If they want to join, sign them up immediately! If they do not want to join just now – don’t be discouraged. Just try to get their name and address and phone number. Getting their relative’s military service information gives you the opportunity to check on their possible eligibility. You also have their demographic information to make contact again to invite them to an event to show them our organization in action!
C. THE FOLLOW-UP:
1. Within a few days send out teams of members to contact prospective members. Telephoning is successful if you can’t make that face-to-face contact. This is your chance to once again talk with them about joining.
2. Be sure your Membership Teams are well-acquainted with the various programs sponsored by the VFW Auxiliary and the VFW. If a question is asked and you are not 100% positive of the answer, tell them you will get back with them as soon as possible. NEVER GUESS! Do not forget to keep your word and get back with them. It shows you care.
3. When a new member joins, make her feel welcome. Ask them to take part in future recruiting activities. Remember, everything you do prior to calling on a prospective member is a form of public relations and advertising. Never forget to say “Thank you.”

TELEPHONE DRIVE:
Things you will need to set up your phone drive:
• Members to help call
• Members ready to go out and collect those dues once they commit via telephone
• A list of those who have not paid their dues as yet
• A SMILE – It can be heard through the phone lines. It makes a difference!

SHARE THE REASONS TO JOIN:
• The feeling you get when you help/support our veterans and their families.
• Promoting patriotism
• Enjoying activities that involve the entire family
• Community involvement
• Cancer Grants
• Additional insurance opportunities
• Travel opportunities
• Scholarship opportunities/involvement
• Subscription to VFW Auxiliary Magazine
• Cancer insurance (in some Auxiliaries)
• Develop leadership skills

MEMBERSHIP BUILDERS
It is the responsibility of every member of an Auxiliary to be either an “official” or “unofficial” member of the Auxiliary Membership Team. Success seems to come when all are involved and feel as if they made a difference. A strong, active Auxiliary and fun activities help promote membership.

Examples:
• Activities in the community: Conduct youth programs; cancer programs are always of interest.
• Highlight a Service Officer or make several available for an event in the community.
• Dances, dinners, social functions – Nothing says you can’t have a good time while recruiting.
• Interesting, well-run Auxiliary meetings. Your meeting does not need to go on for hours!
• A clean, well-managed Post home.
• Publicity on all Auxiliary and Post events.
• An active, cooperative VFW.

Again . . . establish a Membership Program. Initiate action
... be aggressive-not pushy . . . use originality . . . publicize your program . . . exercise all your abilities to activate workers within your Auxiliary . . . personal contact . . . telephone drives . . . dues reminders . . . incentives . . . awards . . . contests.