



**NO ONE DOES MORE FOR VETERANS.®**

## RECRUITING JUST GOT EASIER

The VFW Membership Department has everything you need to make your membership efforts successful at little or no cost.

Phone: 1.888.JOIN.VFW (564-6839)

Email: [membership@vfw.org](mailto:membership@vfw.org)

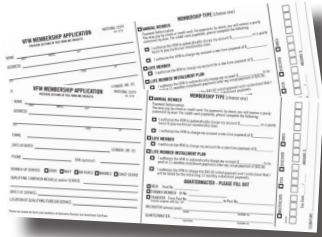


rev. January 2019

# RECRUITING AND TRA

## Membership Applications

This two-part carbonless form is necessary for recruiting and reporting new members.



## Women Veterans Brochure

This brochure highlights the benefits that come along with being a VFW member along with personal stories from our female members. Let them know that they served - they belong!



## Door Hanger Self-Mailers

These are an exciting way to spread the word about VFW and garner new leads. Includes veterans benefit information, a reply card, and die-cut slots for a Post business card.



## VFW Eligibility Fold-Up Poster

This 33" x 22" world map is the perfect addition to membership recruiting booths. Qualifying medals and badges are pictured along with space for your Post contact information.



## Membership Recruitment Brochure

With a new and distinctive full-color design and updated information, this brochure is an essential part of any recruiting campaign, with info on the VFW as well as an application.



## Priority Goals Brochure

Learn about what the VFW is doing and has accomplished in Washington, to include a list of the many veteran-related bills our influence on Capitol Hill has helped to pass.



## Take Pride Flyers

Learn about all the medals which qualify veterans to join the VFW! The flyers include full-color images and the history of all qualifying campaign medals from WWII to the present day.



## VFW Table Cover

Bring attention to your recruiting booth with this cloth table drape, available in 6' and 8' sizes. Multiple colors available through the VFW Store by calling toll-free 1.800.821.2606 or by visiting [www.vfwstore.org](http://www.vfwstore.org).



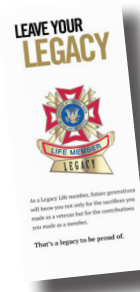
## Member Benefits Brochure

Show prospective and current members all the amazing benefits that come with their membership. These brochures include info about insurance and other programs for our members.



## Legacy Life Brochure

Leave a lasting legacy by upgrading your life membership to a bronze, silver or gold Legacy Life Membership.





# WINNING TOOLS

Some materials are available online by logging into [vfw.org](http://vfw.org) and following the **Membership Recruitment & Retention Materials** link.



## “VFW Post Forming Soon” Poster

A glossy, full-color, 33” x 23” poster announcing the formation of a new Post in your area. An up-to-date look and eligibility listing will make your next Post development effort a breeze. It includes space for contact information along with meeting times and locations.



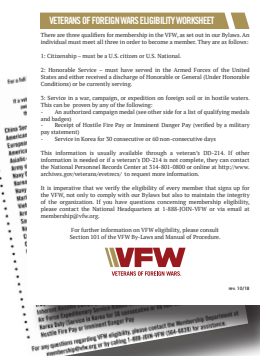
## “Join Now” Poster

Like our “VFW Post Forming Soon” Poster, this exciting tool is up-to-date and will make your next recruiting campaign easier than you thought. The poster includes space to add your contact information along with meeting times and locations. Glossy, full-color and 33” x 23”.

## Membership Eligibility Sheet

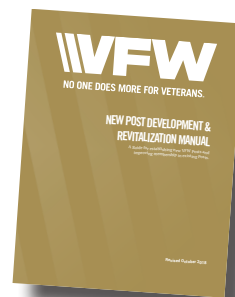
A complete and convenient reference tool. Stay up-to-date in your understanding of eligible qualifying campaign medals.

Be sure to order enough for your entire recruiting team.



## Recruiter Pocket Success Guide

Learn the best methods for recruiting new members! This guide covers topics such as membership eligibility, benefits, veterans service, and VFW programs. It has an easy-to-use back cover flap to hold membership applications, along with pages of useful recruiting tips.



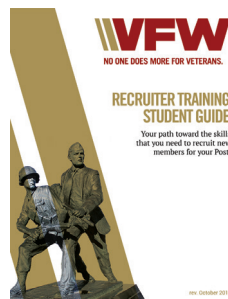
## New Post Development guide

A primer for establishing a new VFW Post, this guide includes information on getting a Post Charter, recruiting members, communicating with local city and civic leadership, holding informational meetings, and an explanation of the procedures for new Post formation.



## “Membership Campaigning on the Post Level” Booklet

Twenty-four pages, chock-full of information and strategies used in planning and conducting a successful membership campaign. This booklet covers the basics of planning, contact techniques (with scripts) and follow up.



## Recruiter Training Student Guide

This educational guide comprises informational material that parallels the instructors guide, along with additional forms relevant to hands-on recruiting. It includes an attractive folder to make a useful “take-away” package for your next recruiter training session.

Ensure that your Post grows by using every available method and product available through the VFW because...

**NO ONE DOES MORE FOR VETERANS.**



## Recruiter Eligibility Pens

When you're out recruiting, you can have the criteria and guidelines for membership eligibility literally at your fingertips! These ball-point pens all contain a pull-out guide to VFW eligibility, including a list of all currently qualifying medals!

# AVAILABLE IN THE VFW STORE



## VFW RECRUITING KIT

This kit contains everything needed to set up an effective recruiting booth or table to target veterans and/or active-duty service members. Included are a set of the Take Pride flyers (suitable for framing) covering all the campaign medals which qualify veterans for membership. Also included are large posters, door hanger self-mailers, VFW decals and bumper stickers, applications, brochures, flyers, copies of the VFW magazine, and a USB flash drive with helpful materials and videos, along with a heavy-duty nylon briefcase for transporting these items. A supplies reorder form is included for your convenience.

## POST CHARTER KIT

All the tools necessary for a new Post (or perhaps an existing Post that needs a fresh start) to get up and running quickly and easily. This complete kit contains everything necessary to conduct meetings, obligate members, account for members and funds, submit reports, conduct programs and more. Included are the following: an altar cloth, altar flag set (including a POW-MIA flag), Bible, gavel, eight copies of the VFW Bylaws, Manual of Procedure and Ritual, a service office guide, Post minute book, Quartermaster ledger, a pad of misc. receipt forms, draft book, receipts and disbursements pad, trustees report of audit pad, two VFW Store catalogs, a membership binder, 10 eligibility sheets, 50 VFW Cross of Malta lapel pins, 100 membership application forms, 50 VFW benefits flyers, 50 membership recruitment brochures, a "Membership Campaigning on the Post Level" booklet, 50 "Planning A Successful Buddy Poppy Campaign" brochures, 50 "History of the Buddy Poppy" brochures, one "New Post Development and Post Revitalization" manual and two copies of the absolutely vital "Report of Institution" form. Everything you'll need to ensure the success of a new Post in one convenient package.



## NEW POST STARTER KIT

This "Post in a box" is designed to equip a team of up to four recruiters with everything needed to form a new Post. This comprehensive kit includes: an application for Post Charter, "Starting A New Post" guide, 100 membership applications, 100 membership recruitment brochures, 100 VFW benefit flyers, 100 door hanger self-mailers, 100 VFW decals, four Pocket Recruiter Guides, four eligibility sheets, for "Membership Campaigning on the Post Level" booklets, four "Join The VFW" Posters and 20 of the new "Post Forming Soon" Posters. All kits are available through the VFW Store by calling toll-free 1.800.821.2606 or by visiting [www.vfwstore.org](http://www.vfwstore.org).

