RECRUITER TRAINING WORKSHOP
Student Guide

Recruiter Training Workshop Student Guide

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INTRODUCTION

You Can Make a Difference!

Here's what you'll learn in this workshop:

- Gain a better understanding of the VFW's organization, benefits, and values.
- Learn how to plan and successfully implement a VFW recruiting campaign.
- Gain hands-on experience practicing proven recruiting techniques.
- Understand how to implement methods and strategies for gaining new members, reinstating former members and retaining continuous members.
- Increase your confidence as a VFW recruiter.

Inside, you'll gain the skills and confidence you need to increase membership in the VFW organization, including how to:

- Get the right mindset
- Build a list of prospects
- Plan a campaign
- Present the right image
- Manage your time and territory
- Maximize recruiting aids
- Polish your recruiting skills
- Deliver a professional presentation
- Clarify eligibility questions
- Motivate prospects to join
- Ask the right questions
- Listen for meaning
- Overcome objections
- Close the interview

Planning a Campaign

4 Steps to Planning a Successful Recruitment Campaign

Step #1
Select and organize a membership committee.

- Qualities of a successful Membership Chairman/Director:
  - *Well-known, organized, well-spoken, knowledgeable, dedicated*

- Qualities of a successful committee member:
  - *Active, knowledgeable, dependable*

Step #2
Develop a recruiting plan.

5 elements of a successful recruiting plan:

- **Analyze your current situation**
  Where are you in terms of members, recruitments, other Posts' members and recruitments? Use last year's membership as the starting point of your goals.

- **Set Goals**
  Where do you want to go?

- **Develop a plan of action**
  Territory and time management
  Personnel management and planning
  Recruitment meetings and techniques

- **Implement your action plan**
  Translate plans on paper into actions carried out by your recruiting team.

- **Track your results**
  Use a system of controls and measurements to ensure results are achieved.

4 Steps to Planning a Successful Recruitment Campaign *(continued)*

Step #3
Set realistic goals.

Two types of goals your plan should include:

1. **Quotas**

   Set a quota for new and reinstated members. The quota should be attainable. Set a percentage figure above the quota as your main goal, as well as a date to achieve each goal. Set benchmarks as well as an established timeline.

2. **Objectives**

   Objectives help clearly identify opportunities and define what you want to do about them. They are guidelines for your goals; the "where you want to go."

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

Specific

For example, the focus of the plan should not be to just increase recruiting by numbers, but to increase by a certain number through specific recruiting techniques.

Measurable

Quantify goals by selecting a certain percentage or set number you wish to achieve.

Attainable/Ambitious

Goals should require effort (ambitious), but be attainable.

Results-oriented

Goals should aim to achieve a specific result.

Timed

Continually monitor your progress to ensure you achieve your goals. Consider establishing recruiting deadlines that coincide with National, Department and District/County awards so members are eligible to win VFW awards. A sample goal follows below:

The Post Membership Committee/Team will increase the Post's membership by 10% within the next six months by conducting membership drives at the County Fair, contacting all unpaid members and recruiting new members.

4 Steps to Planning a Successful Recruitment Campaign *(continued)*

Step #4
Plan your activities.

The 3 Rs of membership growth:

- Retain continuous members
- Recover former members
- Recruit new members

Successful recruiting campaigns include a combination of these proven recruiting techniques:

1. **Personal contact** *(Preferred Method)*
   Door-to-door
   Membership recruiting booth
   Meeting

2. **Mail**
   Veteran count list for your Zip code
   Dues notices
   Post newsletters
   Benefits information

3. **E-mail**
   This is a great way to stay in touch with your members and remind them to pay dues.

4. **Referrals**
   Post Members
   Family & Friends

5. **Telephone**
   Fastest way to contact large numbers of members and prospects

Exercise #1

Using the form below, map out a complete Recruiting Plan based on this hypothetical goal:

To increase VFW membership by 5% in the Post through reinstating former members. This will be done from January 1st to March 1st of this year.

CALL TO ACTION	Membership Recruiting Campaign

VFW Post # _____

RECRUITING GOALS

* **To increase Post membership by _____ percent, which mean adding _____ members by the target date of _____.**
* **To train _____ Post recruiters during the period _____.**
* **Add other goals for your Post:**

ACTION PLAN TO MEET OUR RECRUITING GOALS	
WHAT (Expected Results)	
HOW (Recruiting Activity)	
WHEN (Date)	
WHO	
RESULTS	

How does your Recruiting Action Plan rate?

Before you implement the Recruiting Action Plan you create for your own Post, ask yourself these questions:

1. Do the steps follow logically from your analysis of the current situation and the recruiting goal?
2. Are the steps clearly stated, so each person knows what he has to do to achieve the desired results?
3. Will the steps lead you to achieve your goal?
4. Are your goals realistic?

If you answered “No” to any of these questions, take time to review and adjust your action plan.

Motivate Prospects To Join

Become an Expert on VFW Benefits

Along with the camaraderie and sense of pride you will share with other veterans, member benefits include the fraternal, patriotic, historical, charitable and educational value of the VFW. VFW members also receive valuable benefits such as:

- **VFW National Veterans Service ~** A network of highly trained professionals are available to identify the benefits you may be eligible for and assist you in filing a claim. These services are available at no cost to you.

- ***VFW Magazine* ~** Published 10 times a year, this exciting magazine will keep you informed about important veterans issues and recognize your war service.

- **Insurance Benefits ~** No cost, $1,000/$1,500 personal accident protection policy. The VFW also sponsors discounted policies for life, health, accident, long-term care, dental, along with veterinary pet insurance programs. Learn more at www.vfwinsurance.com.

- **VFW Emblem & Supply ~** A variety of VFW and other patriotic products are available at www.vfwstore.org.

- **Financial Services ~** Credit cards and financial services are available through USAA at www.usaa.com/vfw.

- **Identity Theft Protection ~** Learn more about protecting yourself from identity theft and ensuring your financial security at www.lifelock.com using code VFW.

- **Funeral & Cremation Programs ~** Discounts on funeral and/or cremation plans are available through Dignity Memorial.

For an updated list of VFW Benefits visit www.vfw.org or call 816.756.3390.

TIP: Along with these benefits, tell prospects about the special benefits of belonging to their local Post, such as a clubhouse or a service officer to address problems applicable to everyone in that particular Post.

The Power of Benefit Recruiting

Benefit recruiting is looking at the organization's benefits and translating them into personal benefits that will be meaningful to each veteran.

How benefit recruiting works:

- Tell the veteran about the benefit.
  Such as VFW insurance programs

- Tell the veteran about the personal benefit.
  For example, VFW insurance provides health care protection to him and his loved ones at minimal cost.

- Use a proof statement to convince him.
  The money he/she saves on insurance and medical costs and the security of knowing that he/she and his loved ones will be protected in case of accident/death.

Exercise 2:

Explain the personal benefits and proof statements for each of the following VFW membership benefits:

- VFW Magazine Subscription
- Dignity Memorial funeral planning
- Health, Dental, and Life insurance
- National Veterans Service
- Military Assistance Programs such as Unmet Needs and Adopt-A-Unit

Effective Questioning and Listening Techniques

To effectively enlist members, you need to know something about each prospective member's situation and their needs and wants. Emphasize the benefits that will mean the most to your prospect. Remember to always remain flexible when interviewing a prospective member.

The 3-Step Questioning Process

1. **Acquire background information from the prospect.**

   When did you serve?

   What branch of service were you in?

   Do you have any family members or friends who served?
2. **Ask questions to learn about his specific needs and concerns.**

   Do you have any service-connected medical needs?

   Have you used your GI Bill or VA Home Loan benefits?
3. **Ask questions that offer solutions.**

   Our organization has trained service officers who work directly with veterans to help them get answers to their questions. What concerns do you have that we could look into for you?

Two ways to ask questions that deliver the information you need:

1. **Close-ended questions:** These are best when you are trying to *confirm* information. These questions can be answered with a yes or no.

   Did you serve overseas?

   Have you ever been a member of the VFW?
2. **Open-ended questions: Use these to *get more information* about the problem or need. These questions can not be answered with a yes or no and usually start with: Who, What, When, Where, Why or How.**

   What could the VFW offer you that would lead you to consider joining?

TIP: A good interview combines both close-ended and open-ended questions to keep the conversation moving and to help you get the information from the prospect you need.

Tips for Active Listening

Active listening is listening for more than just words, it's listening for meaning.

- Ignore *outside noises, other conversations and other distractions.*
- Concentrate *on what your prospect is saying.*
- Listen *for feelings instead of facts.*
- Remain open-minded. *Don't let emotions disrupt the thought process.*
- Focus *on key ideas instead of trying to remember everything that is said.*

4 steps to becoming a better listener:

1. **Outline**
   Develop a mental outline of what the prospect is saying. Identify main points and what the prospect says to support those main points. Focus on key words and phrases to use as the main points of your response.

2. **Categorize**
   Organize what the prospect is saying into categories such as: likes/dislikes, need/wants, situation (family, single, and health), concerns about joining, problems that could be solved with VFW membership.

3. **Question**
   Ask questions whenever you don't fully understand what the prospect says.

4. **Verify**
   Even after you clarify, you still may want to verify your understanding of the prospect's message, especially if it's complex or detailed.

Handling/Overcoming Objections

Do and Don't for Handling Objections

DO remain positive.

DO act politely.

DO talk about the benefits of VFW membership and what those benefits can mean to the prospect.

DON'T respond to personal references to the Post itself.

DON'T refer to any personalities or the operations of a particular Post.

Here's how respond to an objection:

- Restate the objection as a question, then give an answer to correspond with the prospect's basic need.
- Provide more information to clear up any misconceptions.
- Use member testimonials, if available.
- Restate membership benefits, both national and local.
- Re-emphasize the personal benefit of being a VFW member.
- Provide a proof statement to help erase doubts.
- Remain courteous and professional at all times.

4 Ways to Restate an Objection as a Question

1. Clarify the objection.
2. Let the veteran know you understand what he said so that he knows you have been listening.
3. Lessen the impact of the objection by moving it from objection to question.
4. Gain time to organize your reply.

How would *you* respond to these objections?

Prospect: ***I'm too busy. I don't have time to be a member.***

Recruiter: *I know what you mean. I'm busy myself. But did you know that VFW feels every member who pays his dues is active and makes a contribution to the VFW? Just your name on our membership roll lends support to all of our programs. And you can enjoy most VFW benefits without having to attend meetings. Without busy people like you, we would not be able to carry on the programs that benefit not only veterans but citizens of the community as well.*

Prospect: ***I'm not sure that I qualify.***

Recruiter: *Were you in the military? Were you overseas? Were you honorably discharged? Did you ever receive any campaign medals or ribbons? If so, you probably qualify.*

Prospect: ***I'm not interested.***

Recruiter: *Are you interested in no-cost insurance, fringe benefits and your rights as a veteran? If you are, you are interested in the VFW.*

Prospect: ***I can't afford it.***

Recruiter: *The cost averages about* $45 *a year which is only $3.75 a month. And you will receive many financial rewards with membership, like no-cost accident insurance, discounts on many items, and VFW buying privileges. If you cannot afford to pay now, I can fill out an application and then when you are able to pay, I can come back.*
We also have a great life membership program with two payment options:

- *Full payment plan*
- *12-month Installment Plan*

How would *you* respond to these objections? *(Continued)*

Prospect: ***I belong to the American Legion (or another veteran's organization).***

Recruiter: *Great! Did you know that there are only 10 million veterans out of over* 20 *million who belong to all of the veterans' organizations combined? Since Congress doesn't cross check our rosters, you can increase the numbers by belonging to VFW, too.*

Prospect: ***I don't drink/smoke.***

Recruiter: *Did you know that out of more than 6,800 Posts across the nation, less than one-third of them have canteens? The emphasis is on helping veterans and their communities, not on drinking or smoking. The fact that you don't drink or smoke would not matter. You would be a welcome addition to our Post.*

If you think you may lose the potential membership because the prospect indicates that he, for whatever reason, does not wish to get involved with a local Post, offer department membership-at-large as an option.

Know the Signs that Say "I'm Ready to Join!"

The physical signs:

- Nods head
- Rubs chin

The verbal signs:

- Makes a positive statement

  That sounds good or That makes sense
- Asks you to repeat something you already said
- Reinforces what you have said

  So, in other words, you could ...

  So, what you are saying is that I can ...
- Asks about the cost

  How much are the dues?
- Inquires about membership

  Where do we meet?
  When will I start receiving my magazine?

  When will I get my membership card?
- Stops talking. *The veteran has no more objections ... they're ready to join.*

5 steps to conducting an interview that leads to "Yes"

One: Restate the veteran's needs or problems as you've understood them.

Two: Reiterate member benefits, emphasizing those that meet specific needs and wants.

Three: Sign the veteran up by asking him to join the VFW. Confirm the veteran's eligibility, then present the

Prospect Lists

How to Be a Better Recruiter: ***Telephone***

Advantages of a Phone Campaign

- Telephoning allows for personal interaction, without the time and energy spent with an initial door-to-door campaign.
- One person can call a number of prospects in a short period of time.
- You can use telephone contact to spark interest of inactive members.
- A phone call is a great follow-up to door-to-door and mail campaigns.
- Telephone contact also saves time for your prospective members. It is often easier to reach a prospect by phone than in person.
- In large areas, the telephone can help you reach more prospects in a shorter amount of time and at a lower cost than a door-to-door campaign or mail campaigns.
- The telephone can be used to obtain prospect lists simply by making survey calls.

Exercise #3

Do you know the 7 advantages of recruiting by telephone?

1. You can quickly establish personal _____ with the prospect.
2. It is the most _____ way to use your time and resources.
3. It's easy to generate _____ when you're face to face with a prospect.
4. It is a quick and easy way to _____ on prospects that have shown interest.
5. It saves _____ because you don't have to drive or walk to contact a prospect.
6. It is the only efficient way to reach prospects in a large _____ area.
7. The telephone is the ideal tool for conducting _____ and creating prospect lists.

On the following pages you'll find several sample telephone scripts you may wish to refer to when recruiting by telephone.

How to Be a Better Recruiter: ***Telephone*** *(continued)*

Sample telephone script for collecting past dues or reinstating a former member:

Mr./Mrs. _____ this is _____, with VFW Post #___. We're conducting our annual membership drive. I noticed you have not paid your dues this year. Our goal is to collect the dues of every one of last year's members and to recruit new members as early as possible. Some Post members are in your area today collecting last year's dues. What time would be convenient for someone to stop by and pick up your dues?

If no time is stated, suggest one. If there is no objection, continue:

Thank you very much, Mr./Mrs_____. We certainly appreciate your continued membership in our Post. We will have a member visit you by (repeat time). Stop by the Post the next time you are in the area. We would like to see you. Good-bye.

If there is an objection to the call at this particular time, continue:

I'm sorry I called at an inconvenient time. When would be more convenient?

If no time is given, suggest other days and times and ask if they would be more convenient. If the response is *"I'm not interested,"* explain again the purpose of your call and ask questions to learn what his objection is. Then respond with a personal benefit of VFW membership to overcome the objection.

Conclude the call with an offer to send someone to collect the dues or arrange a home visit to further discuss membership.

How to Be a Better Recruiter: ***Telephone*** *(continued)*

Sample telephone script for talking with a prospective member:

Mr./Mrs._____, this is _____. I am with the VFW Post #_____.

We are is conducting our annual membership drive. I'd like to talk to you for a few minutes about what membership in the VFW can do for you. You are a veteran, aren't you?

If "yes," continue with questions to determine eligibility. If "no," thank him/her and ask if he/she knows any friends or colleagues who are veterans. After determining that the veteran is eligible, continue:

Are you familiar with the VFW in our community?

If "yes," continue with questions to learn how VFW could benefit this prospect. If "no," name a benefit enjoyed by members of your Post.

We have a service officer who helps our members get the veterans' benefits they've earned. What concerns do you have that we might be able to help you with?

Or:

Besides the services our local Post offers, the VFW offers many programs that help our members save money. Are you familiar with our insurance programs? We have several, even accident insurance that's free to VFW members.

Continue with questions to learn more about his/her needs. When he indicates joining, continue:

I'd like to come by and show you our benefits brochure and talk about some other things we're doing for our members. What would be a good time for you?

Then follow up with a phone contact or a visit.

How to Be a Better Recruiter: ***Mail Campaigns***

Advantages of mail campaigns:

- Easy to acquire leads
- Effective follow-up to door-to-door contact, recruiting booth sign-ups and telephone calls or for sending dues reminders

Advantages of email campaign:

- Effective way to keep in contact with your members
- Effective way to conduct a membership campaign

How to Be a better Recruiter: ***Follow-Up Campaigns***

Follow-Up

Although we have given you several suggestions, you have many options for conducting a campaign. A mailing campaign could be your initial recruiting action, followed by a telephone or door-to-door campaign. Recruiting booths may be followed up by a mailing, a telephone call, or a personal visit.

Whatever methods you use, remember that a personal face-to-face meeting is the most effective way to reach your recruiting goals.

Maximize Recruiting Aids

Maximize recruiting aids

Your Membership Recruiting Tool Kit

- Membership Recruiting Kit (Item No. 4261, available from the VFW Store)
- Business cards
- Prospect list - their names, addresses, home phone numbers
- Unpaid rosters, to include members' names, addresses and phone numbers

Additional Supplies:

- VFW recruiting and benefits brochures
- Office supplies, Standard Form 180
- Membership applications
- *VFW* magazines

When you meet directly with the contact, you'll need:

- A VFW benefits brochure
- New Member Recruitment brochure
- A copy of *VFW* magazine
- A membership application

Manage Your Time & Territory

Managing Your Two Most Important Resources: Time and Territory

Time management is the ability to work smarter, not harder, to accomplish your goals in an appropriate amount of time.

Effective time management involves:

- Planning ***all recruitment activities including meetings and paperwork***
- Creating "to do" lists -***these should correspond to the overall recruiting plan***
- Recording all project timelines, deadlines and schedules

5 ways to avoid the "paperwork blizzard"

1. Make the completion of paperwork a habit.
   Set aside a specific time to handle paperwork

2. Concentrate on what's important.
   Understand the purposes of forms and reports

3. Organize
   Have all the information you need when you start

4. Handle each piece of paper once.
   Stack-shuffling is a time-waster.

5. Keep all forms in one place.
   For the individual recruiter, that place is the Membership Recruiting Kit. For the Post, there should be a designated place.

How do <u>you</u> rate as a time manager?

Do you plan each day?	Yes or No
Do you plan your travel route?	Yes or No
Do you use the telephone to save time?	Yes or No
Do you organize your paperwork and strive to keep it simple?	Yes or No

Reach Your Goals Faster with Efficient Territory Management

Territory management is the process of dividing your local area into separate recruiting territories that are fair and workable. A recruiter's territory should provide the opportunity to meet the recruiting goals.

Important factors to consider:

- **Size:**
  How large is it? A territory of a few square miles with a large population may be more challenging than a large territory with a small population.

- **Major highways and in-town travel routes:**
  It should be possible to cover the territory without wasting travel time on unproductive areas or having to face delaying traffic problems.

- **Major potential locations:**
  Make note of any area with larger potential for recruits.

- **Existing members:**
  Where do current members live? Can you structure their recruiting route close to where they live?

- **Growth areas:**
  Determine areas that are increasing in population. Work these areas more frequently.

- **Recruiter's ability:**
  Consider your unique ability to recruit. Transportation or other factors may limit the areas you can cover effectively.

The Basic Principles of Effective Route Planning

1. Plan daily routes to cover a portion of the territory. *Go in one direction on Monday, another on Tuesday, etc.*

2. For larger territories, use *hubs*, central locations to start and end a route to reach several prospective members.

3. Avoid congested roads.

4. Avoid backtracking. Plan a round-trip pattern by visiting prospects on one side of the highway on the way out, then the other side on the way in.

5. Be alert for changes in territory that require changes in your route plans. *New prospects, increases or decreases in population and other factors may require changes.*

6. Call Shotgun List responses first -- they're the hottest.

7. Use the territory map as a tool.

Do you know the best times for recruiting?

Saturdays _____

Sundays _____

Weekdays _____

Clarify Eligibility Questions

VFW Membership Eligibility Made Simple

VFW Qualifications:

- Must be a U.S. citizen or a U.S. national
- Must have honorable service in the U.S. Armed Forces.
- Must have overseas service reflected by one of the following:
  1) An authorized campaign medal,
  2) Receipt of Hostile Fire/Imminent Danger pay, verified by a copy of a Leave and Earnings Statement (LES), or
  3) Service in Korea for 30 consecutive/60 non-consecutive days after June 30, 1949

Section 101 of the *Manual of Procedure* provides that proof of service to establish eligibility for membership rests entirely with the applicant. It further provides that the Post is responsible for assuring the eligibility of every member accepted into membership at the time of the application. Nothing in the national by-laws or *Manual of Procedure* clearly defines what documentation is acceptable proof of eligibility. On the Post level, a discharge paper or *DD-214* indicating issuance of a recognized campaign medal has been the universally accepted proof, but is not the only form of acceptable documentation.

Commonly Asked Questions About Eligibility

Q. What can be done about lost separation documents?
They can be replaced by completing and submitting General Services Administration (GSA) *Standard Form 180* "Request Pertaining to Military Records," available from any office of the Veterans' Administration or state Veterans' Department. Signature of the veteran is mandatory. Check with State Department of Veteran Affairs or County Veterans' Service Office to see if separation document is on file.

Q. Do Merchant Marines qualify for membership?
VA entitlements were approved for the members of the Merchant Marines who saw service during World War II under the provisions of *Public Law 95-202*. Through a decisional document signed January 19, 1988, all American merchant seamen who were in active oceangoing service during the period of armed conflict during World War II, December 7, 1941 - August 15, 1945, became eligible to receive discharge certificates from the U.S. Armed Forces for the purpose of obtaining benefits only under the laws administered by the VA.

Merchant Marine veterans do not meet the VFW membership requisite of honorable service in the Armed Forces of the United States nor do the campaign medals issued by the War Shipping Administration identify with those that are recognized as meeting VFW membership eligibility qualifications.

Commonly Asked Questions About Eligibility *(continued)*

Q. What about Korean service eligibility where the separation document does not reflect a campaign medal?
All veterans who served on the Korean Peninsula or it territorial waters for at least 30 consecutive days or 60 non-continuous days after June 30, 1949 are eligible for the VFW. In addition, veterans who served in Korea from July 28, 1954 to the present day are eligible for the Korea Defense Service Medal. Veterans wishing to have this medal added to their records should contact the National Personnel Records Center. Some other suggested sources of proof of eligibility are: travel orders, pay vouchers, medical records, organizational records, morning reports, excerpts from ship's logs, assignment listings and buddy affidavits.

Q. I served on a nuclear-deterrent sub during the Cold War, and our service location was classified. How can I determine if I am eligible for the VFW?
For sailors who performed qualifying deterrent patrols, the SSBN Nuclear Deterrent Patrol Breast Insignia was awarded. Orders showing the awarding of the SSBN Nuclear Deterrent Patrol Breast Insignia or a notation of award on the sailors *DD-214* will be sufficient to verify eligibility.

If you believe a prospect warrants a campaign or service medal entitling eligibility to the VFW, a request must be made for the correction of information shown on the *DD-214* or *DD-215*. The procedure is to draft a letter identifying the specific correction to be made with statements to include the unit served with, the nature of the duties and the dates of service qualifying the prospect for a recognized campaign medal. Mail the inquiry to:

National Personnel Records Center (GSA)
(Military Personnel Records)
9700 Page Boulevard
St. Louis, MO 63132
Or go online at
www.archives.gov/veterans/military-service-records
Or call the NPRC directly at
314-801-0800

Exercise #4:

How Well Do You Know Eligibility Requirements?

1. List the 3 major eligibility requirements for VFW membership.

   _____

   _____

   _____

2. Is the VFW made up entirely of combat veterans?
   Yes or No

3. Is a *DD-214* required for VFW membership?
   Yes or No

4. What is defined in the by-laws and *Manual of Procedure* as acceptable substantiating documentation for eligibility in the VFW?

5. How do you substantiate Korean service (not Korean War) as eligibility?

6. Who is responsible to provide proof of eligibility?

7. Who is responsible to assure eligibility of every member accepted into the VFW?

8. If an applicant's separation document does not show foreign/sea service, can an applicant still be eligible for membership?
   Yes or No

9. Would a secret/covert operation performed by a ship/individual preclude the entry of a specific campaign medal or an individual's separation document?
   Yes or No

10. Are WWII-era Merchant Marines eligible?
    Yes or No

Make A Difference

The 8 Commandments of Successful Recruiting

1. Start your discussion with something interesting - an anecdote, quote, etc.
2. Maintain a professional appearance, positive attitude and good eye contact.
3. Be confident and knowledgeable about VFW programs and services.
4. Know the history of the VFW as well as its priority goals. Know VFW membership benefits.
5. Make sure you can explain membership requirements and goals of the Post, District/ County, Department and National levels.
6. Use simple, straightforward, easy-to-follow language.
7. Remain flexible and adapt your approach to the reaction of the participant.
8. End the meeting with a convincing and motivating appeal for the veteran to join VFW.

Remember, you can make a difference!

Team work breeds success

Exercise Answer Keys

Exercise Answer Keys

Exercise #1
There is no wrong answer as long as your plan meets the following criteria:

- The steps follow logically from your analysis of the current situation and the recruiting goal.
- The steps are clearly stated, so each person knows what he has to do to achieve the desired results.
- The steps lead you to achieve your goal and your goals are realistic.

Exercise #2
Answers will vary.

Exercise #3
1. Contact
2. Economical
3. Interest
4. Call
5. Time
6. Geographical
7. Surveys

Exercise #4
1. The three eligibility requirements for VFW Membership are:

a) US citizenship
b) Honorable service in the US Armed Forces. This means service in the Army, Navy, Air Force, Marines, or Coast Guard (or their reserve/Guard components) with either an Honorable or a General (Under Honorable Conditions) discharge
c) Overseas service reflected by one of the following:
    a. An authorized campaign medal noted on the list contained in Section 101 of the VFW *Manual of Procedure*
    b. Receipt of Hostile Fire/Imminent Danger pay, verified by a copy of the soldier's Leave and Earnings Statement (LES)
    c. Service in Korea for at least 30 consecutive or 60 nonconsecutive days

2. As an organization, is the VFW made up entirely of combat veterans?
Answer: This is a difficult question, as many people will disagree as to the meaning of the term "combat veteran". Soldiers serving in Korea, for example, may never see actual combat but due to the fact that they serve in harm's way at all times there they are eligible to join the VFW.

3. Is a DD-214 required for VFW membership?
Answer: NO. Soldiers currently on active duty will not have a *DD-214*. In those cases, the appropriate orders showing overseas deployment to a qualifying area, or awarding of a campaign medal, or an LES showing hostile fire/imminent danger pay will suffice to prove eligibility.

4. What is defined in the by-laws and Manual of Procedure as acceptable substantiating documentation for eligibility in the VFW?
Answer: The VFW By-Laws and *Manual of Procedure* do not define what is acceptable substantiating documentation, citing instead that the post has a responsibility to determine eligibility. Methods that can definitively substantiate eligibility would include (but are not limited to:

a) A DD-214 showing Honorable service and awarding of an authorized campaign medal
b) A LES showing Hostile Fire/Imminent Danger pay
c) Orders showing deployment to an area where Hostile Fire/Imminent Danger pay was awarded
d) Official government paperwork confirming the veteran's service in Korea.

Keep in mind that the requirements of Honorable service and U.S. citizenship must also be confirmed.

5. How do you substantiate Korean service (not Korean War) as eligibility?
Answer: Soldiers serving in Korea after July 28, 1954 are eligible for the Korea Defense Service Medal. However, since this medal was only recently created, most soldiers eligible for it will not have it listed on their DD-214. To verify their eligibility, there are various ways to determine service in Korea:

a) Their last station of duty, noted on the DD-214, can be checked to see if it matches up with a unit stationed in Korea. This can be done through a quick online search.
b) Paperwork such as reassignment orders, billeting orders, or other government paperwork can confirm the soldier's assignment in Korea.
c) In some cases, mail with a US Postal Service postmark showing the soldier's address in Korea can verify that they were there.

6. Who is responsible to provide proof of eligibility?
Answer: This responsibility always lies with the applicant.

7. Who is responsible to assure eligibility of every member accepted to VFW?
Answer: The post's Post Reviewing Committee is responsible for inspecting EVERY application made through the post. It is recommended that a recruiter not submit an application to his Post Reviewing Committee without the appropriate documentation to verify eligibility.

8. If an applicant's separation document does not show foreign/sea service, can an applicant still be eligible for membership?
Answer: Yes. The section of a DD-214 that annotates foreign/sea service does not always reflect service in a TDY (temporary duty) status, and thus is not a definite proof of eligibility.

9. Would a secret/covert operation performed by a ship/individual preclude the entry of a specific campaign medal or an individual's separation document?
Answer: If an applicant claims they were not issued a medal due to a classified mission, it is still their responsibility to prove eligibility by one of the means noted above.

10. Are WWII- era Merchant Marines eligible?
Answer: NO. The Merchant Marines are not a branch of the U.S. Armed Forces, even in wartime. As such, they would not qualify for the VFW. Although they may have received Coast Guard or Navy discharges for the purpose of receiving veterans' benefits, they were never enlisted or commissioned into the U.S. Armed Forces, which is a requirement for VFW eligibility.

Recruiting Role Playing

Recruiter /Trainer Seminar Practical Exercise

Scenario #1
Recruiting Team: You are working a “Veteran List” Provided by a list company Door- To –Door

Recruiter /Trainer Seminar Practical Exercise

Scenario #2

You have a lead from a member in your post that a neighbor is eligible; your team is going to sign him up.

Recruiter /Trainer Seminar Practical Exercise

Scenario #3

Your recruiting team is working door to door; you knock on the door and a pregnant lady answers with a child in her arms

Recruiter /Trainer Seminar Practical Exercise

Scenario #4
Your Recruiting team is working a two year old unpaid list.

Recruiter /Trainer Seminar Practical Exercise

Scenario #5
Recruiting team is working a telephone campaign to get the post 100% by Jan 31st. You are calling on unpaid members
Prior to the call, tell the group what steps you are going to take to build this campaign

Recruiter /Trainer Seminar Practical Exercise

Scenario #6
You have a solid lead that this individual is eligible for the VFW. Your problem is overcoming the fact that your post is nothing but a bar

Recruiter /Trainer Seminar Practical Exercise

Scenario #7
As a group you are given a list of posts in your state that require ten members or less to become 100%. How would you organize a campaign to make these posts 100%?

Recruiter /Trainer Seminar Practical Exercise

Scenario #8
As a group you are given a report that shows posts that have not recruited for the past two years. What tools would you use to bring in new members to these posts, and how would you recruit for these posts.

Recruiter /Trainer Seminar Practical Exercise

Scenario #9
As a group you are a VFW Post Membership Team. You would like to have a recruiting booth at a local military base. What actions would you take to get this to happen? How would you recruit on a military base? What posts would you recruit for?

Recruiter /Trainer Seminar Practical Exercise

Scenario #10
As a group you are a VFW Post Membership Team. You would like to have a recruiting booth at a local business. What actions would you take to get this to happen? What posts would you recruit for?

Recruiter / Trainer Seminar Practical Exercise

Scenario #11
As a group come up with as many ways as you can to recognize a veteran. Once you have come up with a list how would you approach that individual and sign Him/her up.

Recruiter /Trainer Seminar Practical Exercise

Scenario #12
As a group come up with a plan; your Post has a very active VFW Auxiliary. Your Post commander and VFW Auxiliary president want to do a membership dues roundup together to build Post morale. How would you organize this?

Recruiter /Trainer Seminar Practical Exercise

Scenario # 13
Door to Door
You're a disabled vet that needs help with the VA. No one has ever asked you to join the VFW.

Recruiter /Trainer Seminar Practical Exercise

Scenario #14
You were a past member of a local Post. The Post commander was a jerk and would not do any veterans projects. What is the Post doing to be part of the community and bring in new members?

Recruiter /Trainer Seminar Practical Exercise

Scenario #15
You are unhappy with your local Post but want to stay a member of the VFW. I want to renew but what are my options, I do not want to belong to that Post anymore.

Recruiter /Trainer Seminar Practical Exercise

Scenario #16
You're a Vietnam vet and were never asked to join the VFW although you are eligible. Why should I join now?

Recruiter /Trainer Seminar Practical Exercise

Scenario #17
You're a husband and wife recruiting team working your Post unpaid list door to door. What is your approach when you find that the reason this couple had not renewed is because of illness?

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VFW Membership Department

Bob Crider – Director

Rick Butler – Deputy Director
- Certified National Recruiter program
- Recruiter training
- Post Development

Tara Arteaga – Associate Director
- Dues Notices
- Development of new membership materials
- Monthly reporting

Matt Nute – Eligibility Coordinator
- Membership Eligibility
- Shotgun lists
- Member-at-Large processing

Hilary Holden - Marketing and Production Coordinator
- Social media outreach
- Development of marketing and recruiting materials
- Gathering and analysis of marketing data and surveys

Carla Darnell – Awards Coordinator
- All-American Program
- 100% Post, District, and Department Awards
- Individual Recruiting Awards

Janel King – Administrative Assistant
- Order Fulfillment
- General Membership questions