



NO ONE DOES MORE FOR VETERANS.

Department of Nevada Veterans of Foreign Wars



June 1, 2020

2020 - 2021

Membership Program

1. The 2020 – 2021 Membership Program and awards will run from July 1, 2020 to May 28, 2021 and are based on National Memstats. The Department Memstats are directly derived from the National Memstats.
2. The future of the Veterans of Foreign Wars is in your hands. Check the Memstats every week!
3. **NOTE ABOUT RECRUITING:** It is everyone's responsibility to recruit. New members are closer than you realize. Encourage all members to talk to friends, neighbors, relatives, mail and delivery people, people waiting in line next to them, etc. All they must do is ask: "Have you served?"
4. **NOTE ABOUT NEW MEMBERS:** Commander should appoint a mentor for each new recruited member. Mentors should reach out to welcome them aboard and make sure they know the time, date and place of your Post meetings and events.
5. **NOTE ABOUT RETENTION:** Every month - starting July 2020, ask your Post Quartermaster for the Memstats list of Annual Post members with their annual subscription due date. Host a calling party at the Post and start contacting your annual members 90 days prior to their due date, then 60 days, then 30 days, then once a week till their due date. Go to their home if you have their address and talk to them in person.
6. **BUDDY POPPIES:** Remember, you can have Buddy Poppies at your event at the same time as recruiting. In accordance with Section 704 of the National Bylaws, all proceeds of the distribution of Buddy Poppies shall be credited to the Post Relief Fund.
7. Department of Nevada Membership Chair
Name: Don Pettyjohn
Email: membership@vfwnv.com
Cell: (702) 538-0873
8. District Commander Responsibilities:
 - Work with and help Post Commanders establish and implement their membership program.
 - Appoint a District Membership Chairperson who knows how to organize, promote and recruit new members and can support and motivate your Posts' Membership Chairpersons. **If no District Membership Chairperson is appointed, the District Commander assumes the position by default.**
 - Support the District Membership Chairperson during scheduled Post/District recruiting events.
 - Keep membership materials ready for distribution if needed.
9. District Membership Chairperson Responsibilities:
 - Support Post and District Commanders by attending recruiting events.
 - Stay in touch with Post and District Commander to see what kind of help they need.
 - Help Posts and District meet planned percentages of membership goals.
 - Order membership materials directly from National or contact Department of Nevada Membership Chairman.

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10. Post Commander Responsibilities:

- Appoint a Post Membership Chairperson who knows how to organize, promote and recruit new members. **If no Post Membership Chairperson is appointed, the Post Commander assumes the position by default.**
- Stay in touch with other Post Commanders and District Commander to solicit help for these events.
- Work with his/her Membership Chairperson to report recruiting efforts to the District Commander and the District Membership Chairperson.

11. Post Membership Chairperson Responsibilities:

- Work with Post Commander to develop a plan of action:
 - Analyze the current membership, and set a starting point using the National or Department Memstats.
 - Set retention and membership growth goals for Mid-Winter, quarterly and end of year.
 - Contact Department of Nevada Membership Chairman, if help is needed.
 - Ensure that a recruiter is assigned to all new members by the Post Quartermaster.
- Select and organize a membership committee:
 - Select members who have knowledge of the VFW programs and their benefits.
 - Select members who have time to recruit during weekends, during the week, and/or at special events.
 - Encourage newer members to “Buddy Up” with these experienced recruiters during events.
 - Meet once a month with committee members to critique the last event and coordinate the next event. Keep a handbook of “lessons learned.”
- Support membership goals by setting up multiple recruiting events:
 - Contact local businesses to get the ok to recruit at their place of business.
 - Check for local area special events.
 - Start recruiting in July and try to have one recruiting event every month/quarter thereafter.
 - Have your recruiting materials ready to go before the event. Order through the OMS system.
 - Report completed recruiting events to Department of Nevada Membership Chairman as well as your normal chain of command with an email outlining:
 - Date and time
 - Location
 - Participants
 - Results
 - Stay in touch with other Post Membership Chairpersons and your District Membership Chairperson to solicit help/suggestions for recruiting events.
- Help meet membership goals at Post, District, and Department levels.
- Order membership materials directly from National or contact the Department of Nevada Membership Chairman.

12. Membership Recruiting Events:

- a. Post Membership Chairpersons are responsible to develop and organize Membership Recruiting Events when you have any outside activities. If you have a Buddy Poppy Drive, an Adopt-a-Unit event, even a dinner that is open to the public at your Post, there is an opportunity for recruiting.
- b. Posts should have a minimum of four (4) recruiting events a year. This can include any Department sponsored recruiting drives that your Post are invited to participate.
- c. Ensure that you have enough membership recruiting aids such as pamphlets and membership applications. These are available through www.vfw.org membership department.
- d. Posts may be asked to participate in selected Department sponsored Recruiting Events. The Department will provide all material for the event, but the Posts will provide the personnel to man the event. This will give the

Post credit for the All-State Program (Department High Profile Event).

13. Awards

a. Mid-Winter Conference.

- Closeout for Award Determination is December 31, 2020
 - Award payout as listed per category.
 - Post Commanders or their Senior/Junior Vice Commanders must be present at the Mid-Winter Convention to receive awards.
- **First Post to 100% Membership Award - \$200.00 to the first Post that reaches 100% of the Prior Year Membership.**
 - **Post with the highest Annual Retention Award - \$150.00 to the Post with the highest Retained Membership Percentage.**
 - **Post with the Highest New Life Member Percentage Increase - \$150.00 to the Post with the Highest Percentage of New Life Members.**

b. Department Convention.

- Closeout for Award Determination is May 28, 2021.
 - Award payout as listed per category.
 - Post Commanders or their Senior/Junior Vice Commanders must be present at the Mid-Winter Convention to receive awards.
- **Post with the highest total membership percentage increase. Award Payout is \$200.00 to the winning Post.**
 - **Most improved Post from previous year (membership percentage increase). Award Payout \$200.00 to the winning Post.**
 - **Post with the highest number of new members (life and annual). Award Payout is \$200.00 to the winning Post.**
 - **Post with the highest New Life Percentage Increase. Award Payout is \$200.00 to the winning Post.**

c. Individual Recruiter Awards.

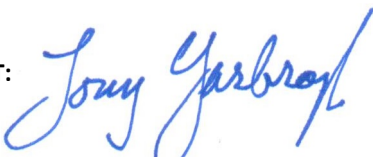
- Closeout for Award Determination is May 28, 2021.
- Cash Awards will be paid at the Department Convention only.

5	New members recruited = Department Recruiter Pin
10	New members recruited = Travel Tumbler
25	New members recruited = A \$100 check
50	New members recruited = A \$200 check
75	New members recruited = A \$300 check
100	New members recruited = A \$400 check

BY DIRECTION:

HENRY "BUTCH" BELTRAN JR.
STATE COMMANDER

ATTEST:



ANTHONY "TONY" YARBROUGH
STATE ADJUTANT