



VETERANS OF FOREIGN WARS

**NO ONE DOES MORE FOR VETERANS.**

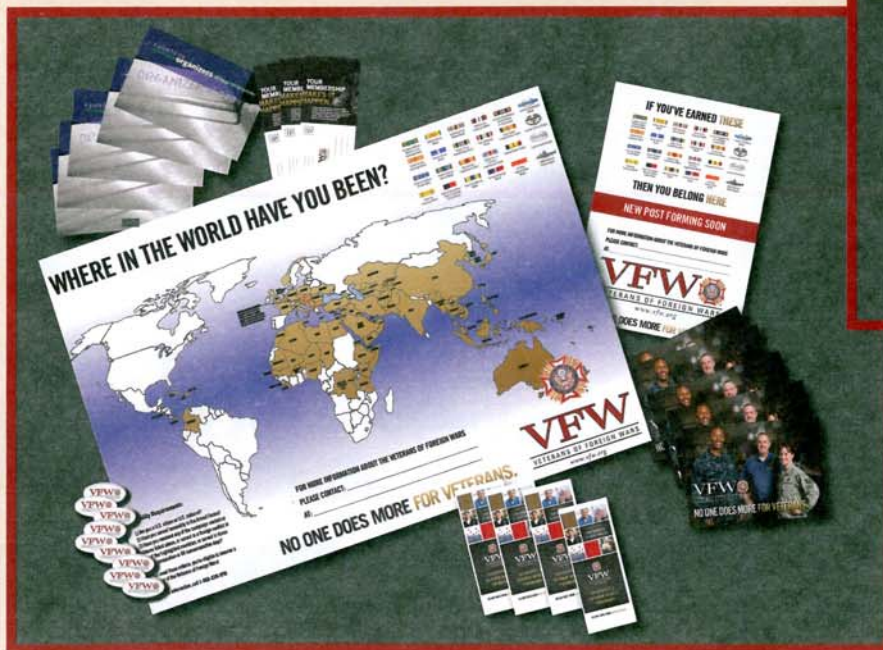
[www.vfw.org](http://www.vfw.org)

# RECRUITING JUST GOT EASIER

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

Phone: 1.816.756.3390

E-mail: [membership@vfw.org](mailto:membership@vfw.org)



# RECRUITING TOOLS



**Membership Applications**  
This two-part carbonless form is necessary for recruiting and reporting new members. Includes a copy to be forwarded to Department or National Headquarters with your dues transmittal, a Post record card and a temporary receipt card for the new member.



**VFW Magazines**  
Just the thing to hand to prospective members and to those who haven't paid their dues in a while. Use them in membership booths or recruiting campaigns. Issues may vary, depending on what is available at the time of your order.



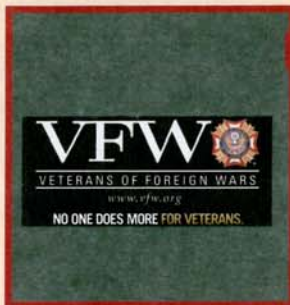
**Door Hanger Self-Mailer**  
An exciting way to spread the word about the VFW and garner new leads. Includes benefit information, a reply card and die-cut slots for a Post business card. Make these a central feature of your next membership campaign.



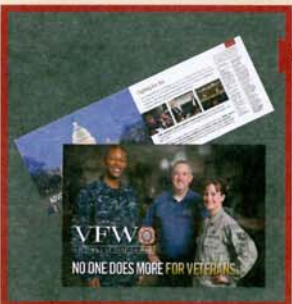
**Women Veterans Brochure**  
Excellent for recruiting events with female veteran attendees. This attractive brochure highlights the camaraderie, support and benefits that come along with being a VFW member.



**Take Pride Flyers**  
Full-color of your qualifying campaign medal with its history: WWII Service Medal, Korea Service Medal, Vietnam Service Medal, Southwest Asia Service Medal, Iraq Campaign Medal, Afghanistan Campaign Medal, Combat Duty and more.



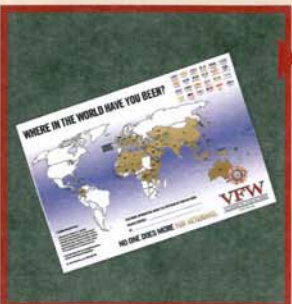
**Recruitment Table Drape**  
This is a great way to bring attention to your Dept., District or Post. This drape can bring attention to your information or recruiting booth and can be customized to fit your needs. Available through the VFW Store by calling toll-free 1.800.821.2606 or go to [www.vfwstore.org](http://www.vfwstore.org).



**Membership Recruitment Brochure**  
Full-color, and with a distinctive design, this brochure is an essential part of any recruiting campaign. Recently updated, this brochure answers the question, "Why should I join?" Because *No One Does More for Veterans*.



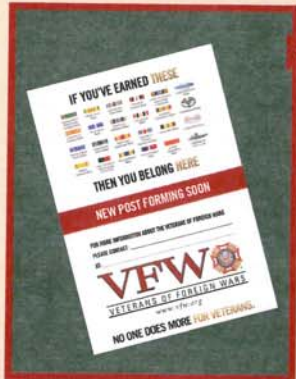
**Legacy Life Brochure**  
Leave a Lasting Legacy by upgrading your membership to a gold, silver and bronze legacy membership. Promote this in your Dept. and Post by having these brochures on hand.



**VFW Eligibility Fold-Up Poster**  
Asking the question, "Where in the world have you been?" This 33" x 22" world map is the perfect addition to membership recruiting booths. Some 24 medals, ribbons and badges are pictured to coincide with eligibility information.

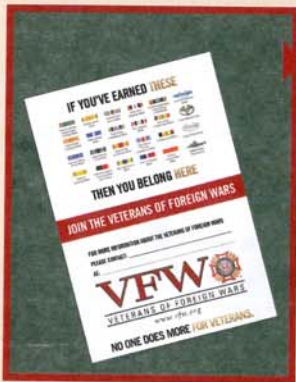
**ENSURE THAT YOUR POST HAS EVERY AVAILABLE MEDAL AND RIBBON AVAILABLE THROUGH THE VFW STORE. NO ONE DOES MORE FOR VETERANS.**

## PROMOTIONAL ITEMS



### “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. 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. Includes space for contact information along with meeting times and locations. Glossy, full-color and 33” x 23”.

## TRAINING TOOLS



### Recruiter Pocket Success Guide

Enables a recruiter to answer most questions posed by prospective members and their families. Conveniently tabbed sections cover topics such as: membership eligibility, benefits, veterans service, programs for active duty and their families, community service, young people and legislative efforts. Has an easy-to-use back cover flap to hold membership applications, along with pages of useful recruiting tips.



### “A Guide for Organizers of New VFW Posts”

A convenient primer on considerations for those involved in new VFW Post development. Includes information on recruiting, communicating with local city and civic leaders, holding informational meetings and an explanation of the procedural requirements of new Post formation.

## TRAINING TOOLS



### Membership Eligibility Folder

A complete and convenient reference tool. Always be up-to-date in your understanding of eligible service locations and dates. Be sure to order enough for your entire recruiting team.



### “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. Covers the basics of planning, contact techniques (with scripts) and follow up.



### Recruiter Training Student Guide

This 35-page course comprises informational material that parallels the instructors guide, along with additional forms relevant to hands-on recruiting. Includes an attractive folder to make a useful “take-away” package for your next recruiter training session.

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# PACKAGE ITEMS

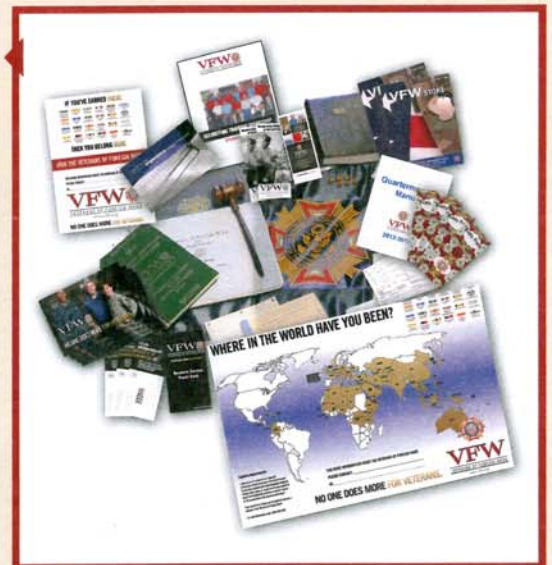


## VFW RECRUITING KIT

This kit contains everything needed to set up an effective recruiting booth or table to target either veterans or active-duty service members. Included are 25 each of the following "Take Pride" glossy handouts (suitable for framing): WWII Service Medal, Korea Service Medal, Vietnam Service Medal, Southwest Asia Service Medal, Iraq Campaign Medal, Afghanistan Campaign Medal, Armed Forces Expeditionary Medal, Navy & Marine Expeditionary Medal, Occupation Service Medal, Korea Defense Service Medal, China Service Medal, Kosovo Campaign Medal, and Combat Duty. Also included are large posters, door hanger self-mailers, VFW decals, and a collection of applications, brochures flyers, copies of the VFW magazine, and 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 Emblem and Supply catalogs, a membership binder, 100 membership record cards, 100 eligibility folders, 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 a new Post instruction booklet 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

A new "Post in a box." 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, "Guide for Organizers of New Posts", 100 membership applications, 100 membership recruitment brochures, 100 VFW benefit flyers, 100 door hanger self-mailers, 100 VFW decals, four pocket recruiter guides (an absolute must for your recruiters), four eligibility folders, four "Membership Campaigning on the Post Level" booklets, four "You've Earned It" Posters and 20 of the new "Post Forming Soon" Posters. All kits available through the VFW Store by calling toll-free 1.800.821.2606 or go to [www.vfwstore.org](http://www.vfwstore.org).

\*Contents may vary as items are updated and new items become available.