

# CONFERENCE TRAINING



## MEMBERSHIP DEVELOPMENT

# REALITY OR PERCEPTION ?



# PERCEPTION OR REALITY ?



# PRESERVING INSTITUTIONAL KNOWLEDGE - MENTORING -

BEHOLD, Out of the darkness, there are  
outstretched to you hands of true  
comradeship . . . VFW RITUAL - Member's Obligation

MEN·TOR

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# INSTITUTIONAL KNOWLEDGE

- “Paying it forward”
- Don’t assume your membership team knows, on the contrary, training increases the knowledge base of your team
- Second, as part of your strategy, identify the few key things that you want every member of your team to know
  - Life Member Installment

# INSTITUTIONAL KNOWLEDGE

- Finally, use technology to create a process
  - Listen, to learn, to understand and consider different points of view along with the will to succeed are more important ingredients for success than prior experience. The most rewarding experience a good manager can have is watching someone they have mentored become successful in the organization.
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# THE FIVE KEY MEMBERSHIP LIFE STAGES:

- Awareness
- Recruitment
- Engagement
- Renewal
- Reinstatement



# AWARENESS

- What are you doing to build awareness of the VFW in your local Community?
  - How are you working to improve public awareness of the VFW's goals and mission?
  - Making people aware - the VFW opens the door to recruitment opportunities.
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# RECRUITMENT

- What are your strategy for recruiting new members?
  - How can you improve your current recruiting strategy?
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# ENGAGEMENT

- What are you doing to keep every member, to include DAL members, engaged and participating in a Post?
  - What can you do to engage your members?
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# RENEWAL

- Aside from dues notices, what is your strategy for retaining members ?
  - How can you improve your strategies for increasing member retention?
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# REINSTATEMENT

- What is your strategy for reinstating lapsed members?
  - How can you improve your strategies and methods for reinstating lapse members?
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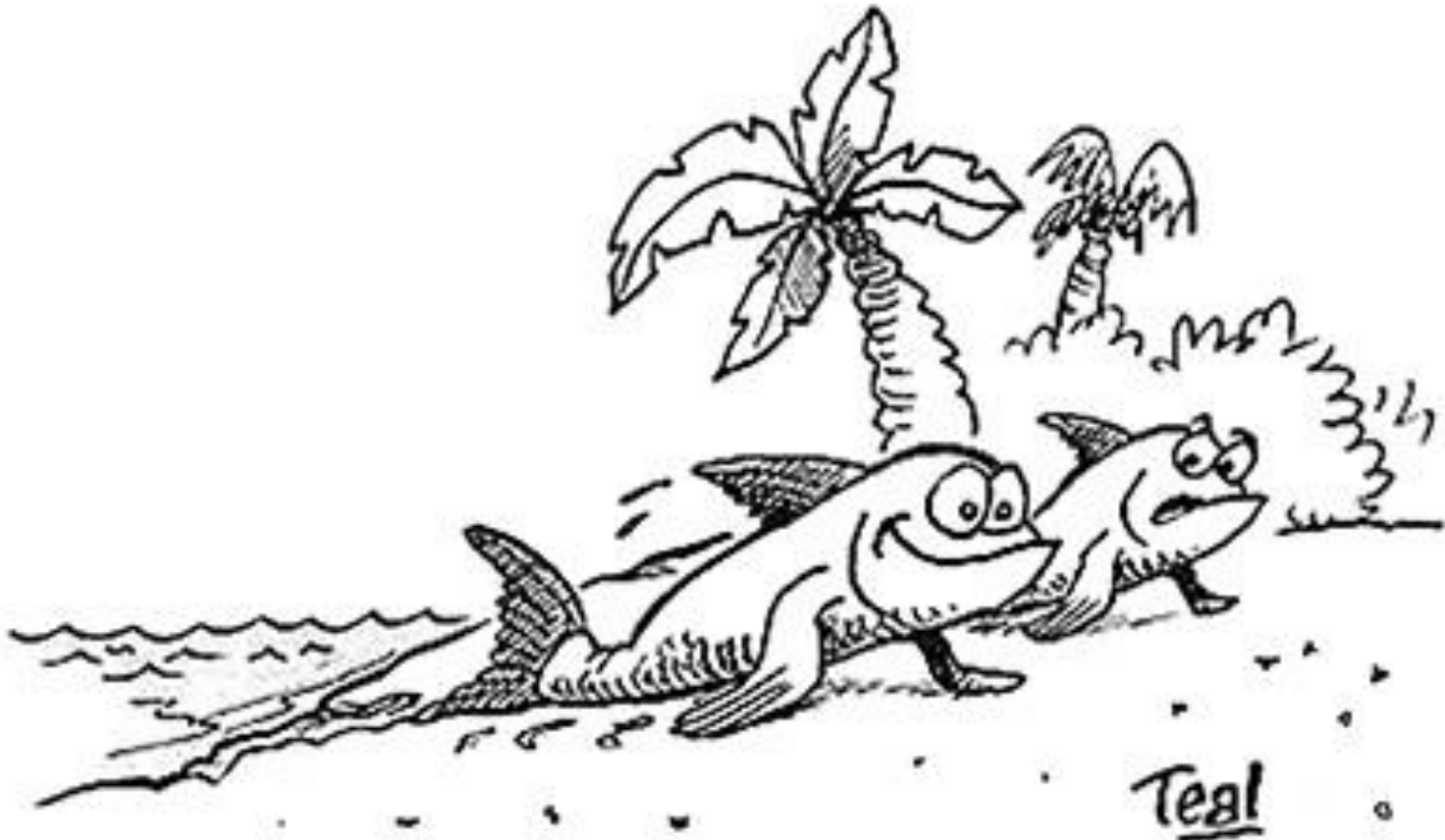
# MEMBERSHIP RESOURCES

- Log in (You are logged in?)
- My VFW – General Member Tools and Resources
  - ❖ Member Services
    - Reporting
      - ✓ MEMSTATS
  - ❖ On-Line Documents
    - Document Repository
      - ✓ VFW Training and Support

# MEMBERSHIP RESOURCES

- MEMBERSHIP STATISTICS
    - Post, District, Department, Division, National Membership Report, Dept SO Query
    - 30 – 60 – 90 day lists
    - UNPAID
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# CHANGE



“Okay, now what?”