

Membership Mission

To recruit, retain and mentor a stable membership base including all generations of veterans. To set a healthy and friendly environment for all of our members and their guests. To cultivate a membership that is well versed in institutional knowledge and actively involved at all levels of the organization and in the local community. To establish Posts with an established vision of service, leadership and community outreach.

South Carolina has done a great job in recruiting new members each year. The only way to make this success permanent is to retain those members. The more members you retain, the easier it will be to meet membership goals and requirements. Recover as many past members if possible, comrades do not renew for various reasons, it's our responsibility to get them back into the organization and get them involved in what the VFW does. Continue to recruit new members and get them involved in post events and community service as well as mentoring them and explain what WE, the VFW does. We must improve the way we communicate with our members at all levels of the organization. We also need to have a positive, welcoming and clean environment for all of our comrades. Commander's it's imperative that post/district meetings run smoothly and quickly. Most of the reason post members don't attend meetings because they drag on. It is our responsibility as commanders to have agendas for meetings and limit cross talk and other things that cause distractions. We need to use all methods available to convey information, events to our membership. This can be accomplished easily with newsletters, emails, social

media, and outreach teams. These are some effective ways to maintain communication with our members. We need to know who our members are and how we can address their needs and concerns. We need to focus on the basic tenets of our organization: to take care of our members, their families, and the veteran community as a whole. Lastly, this organization is for every combat veteran that qualifies, regardless of their race, gender, age or personal beliefs. Discrimination and toxic post environments of any kind does not promote growth, it stiffens it.

Membership Goals:

1. Build a strong membership program at the post/district level. Appoint a membership chairman at the post/district level to work with the State Membership Chairman to receive weekly information on expiring dues, transfers, or events in your local community to where you can recruit.
2. Work together to achieve the VFW's goals. Get outside of the four walls of your post and do fundraisers for VFW programs, Fundraisers for Comrades in distress, families of comrades in distress, aid to a person in need in your local community. (examples: National Home, Veterans Service Officer, Commander's Special Project, Buddy Poppy Distribution, Patriots Pen, Voice of Democracy, Teacher's Education Citizenship, Back to School events, Meals on Wheels, Soup Kitchens)
3. Appoint a Post/District service officer who will work directly with our State Veterans Service officer to effectively have post members' claims opened or re-evaluated. If our

members are able to file new claims and receive the benefits from the VA they are rightfully entitled to or receive a higher percentage from what they already have, they will keep coming back. Our goal is to help every veteran we can. This is the biggest resource we have to do just that.

Membership Objectives:

Recruit new members and mentor them

Increase recruiting events/fundraisers/community events

BE SEEN

BE PROUD

RETENTION RETENTION RETENTION!!!

We must keep what we have and grow accordingly

Involve members directly in VFW functions at all levels

Revitalize existing Posts/Consolidations

Increase Life Membership

Increase Legacy Life Membership

Individual Recruiting Awards from Department:

- 1** Membership Coin presented by your District Commander
- 5** South Carolina Tumbler hot/cold cup
- 10** VFW Portfolio
- 15** \$25 Gift Certificate to the VFW Store
- 25** \$50 Gift Certificate to the VFW Store

- 50** \$100 check presented by the State Commander
- 75** \$150 check presented by the State Commander
- 100** \$150 check and \$150 VFW gift certificate presented by the State Commander
- Over 100** Upgrade of recruiter's membership status

Legacy membership

- Any post reaching **15** Legacy members in the 2022-2023 VFW year will receive a Bronze Legacy upgrade for a life member of their choosing
- Any Post reaching **45** Legacy members in 2022-2023 VFW year will receive a Silver Legacy upgrade for any Bronze Legacy member of their choosing
- Any Post reaching **60** Legacy members in 2022-2023 VFW year will receive a Silver Legacy upgrade for any Silver Legacy member of their choosing

Early Bird Award

- Any Post Commander that reaches 100% membership by 4/30/2023 will receive a certificate and a **\$25 Gift Certificate to the VFW Store**
- Any District Commander that reaches 100% Membership by 4/30/2023 will receive a certificate and a **\$50 Gift Certificate to the VFW Store**

Post Membership Incentives by Division

- Division 1&2 First Post to 101% receives **\$600**
- Divisions 3,4&5 First Post to 101% receives **\$500**
- Divisions 6&7 First Post to 101% receives **\$400**
- Divisions 8,9&10 First Post to 103% receives **\$300**
- Divisions 11 First Post to 105% receives **\$200**

Membership Trophy

During each Counsel of administration meeting the membership trophy will go to the district that has the highest membership percentage. It will be determined by the percentages of the morning of the meeting.

- The district with the highest membership percentage on 6/30/2023 will receive a Top District 2022-2023 trophy for the district to keep to commemorate the accomplishment.
- The District Commander will also receive a plaque to commemorate the accomplishment.
- The post with the highest membership percentage on 6/30/2023 will receive a Top Post 2022-2023 trophy for the post to keep to commemorate the accomplishment.
- The Post Commander will also receive a plaque to commemorate the accomplishment.

Henry Rifle

Posts that reach 95% in membership by 12/31/2022 will have their Quartermaster entered into a drawing to receive a Henry Rifle presented at the conference in February 2023. The drawing of this award will be on **1/4/2023** at the Staff Meeting and will be **broadcasted on Facebook Live at 10am. (*this is only valid for posts who have turned their bonding paperwork in audits in correctly and on time*)**

Golden Pen Award

Posts that have completed all required tasks on the All-American Dashboard and are at 95% membership by 12/31/2022 will have their Adjutant entered into a drawing for the Golden Pen Award. The drawing of this award will be on **1/4/2023** at the Staff Meeting and will be **broadcasted on Facebook Live at 10am**. This award is an engraved pen set. It will be presented at the Winter Conference in February along with a **\$100 Gift Certificate to the VFW Store (*this is only valid for posts who have turned their bonding paperwork in audits in correctly and on time*)**

New Post Development

For each new post created, the department will provide \$100 towards necessary materials and a \$150 VFW Store Gift Certificate for the Post.