

**Membership Program  
Standard Operating Procedure  
2019-2020**

**A. PURPOSE:** To establish a strategic plan to achieve membership goals & objectives to sustain a vibrant membership base throughout the Department. To implement a quality pro-active membership program that will meet our National Organization's expectations, while serving the needs of the Department of Idaho.

**B. REPORTING YEAR:** July 1 – June 30

**C. DEPARTMENT/DISTRICT/POST RECRUITING GOALS:**

1. Department/District/Post to be at 85 % by Veterans Day (November 11<sup>th</sup>) of the membership year.
2. Department/District/Post to be at 92 % by January 1, 2019.
3. Department/District/Post to be at 100 % by Loyalty Day (May 1<sup>st</sup>).
4. Department/District/Post to be at least 102 % prior to State Convention in June.
5. Department/District/Post to Recruit new and reinstated members equal to 5% of Prior Year Total
6. Increase Life and Legacy Life membership

Recruiting is every member's responsibility. However, key individuals in certain positions throughout each level of the Department are necessary to ensure an efficiently organized and effectively productive membership effort.

**D. DEPARTMENT LEVEL: Department Commander, Department Membership Chairman:**

The overall responsibility for Program Management of the Department of Idaho 2019-2020 Membership Program will rest with the following Department level individuals:

1. Department Commander / Area Membership
2. Sr. Vice Commander / Area Membership
3. Jr. Vice Commander / Area Membership
4. Department Quartermaster
5. Department Membership Chairman/Chief Recruiter
6. Deputy Chief Recruiters/Trainers

These individuals will be identified as the Department Membership Team (DMT).

The Membership Program will be managed and operated in accordance with the guidance and principles outlined in this SOP. The DMT will focus on the operation and productivity of the

The Department recruiting and retention team will be available to provide on-site training, inspection, and guidance as applicable, to ensure compliance with established policy and procedures of the Veterans of Foreign Wars.

**E. DISTRICT LEVEL: District Commander / District Membership Chairman**

1. Each District Commander shall appoint a District Membership Chairman to assist them with the training, evaluation, and management of the District Membership Program.
2. The District Membership Chairman will monitor the efforts, productivity and needs of the assigned Posts. They will work closely with the Department Membership Chairman, reporting any needs or issues affecting assigned Post's membership operations.
3. The District Membership Chairman will perform and/or request training in all aspects of assigned Post membership program needs including OMS processing and administration.

**F. POST LEVEL: Post Commander, Quartermaster, Membership Chairman**

1. The Post is the most important unit/link in our Membership Program. The grassroots members are the heart and soul of our organization.
2. The Post membership policies and procedures and how they are tailored to the area, and demographics along with the inherent skills of the Post membership team, will ultimately determine the success of the Post recruiting and retention effort.

Give this Membership Program your best effort. Enlist the support of your staff and members of the **DMT**. When you need help, ask! Don't hesitate to visit with your District Commander or District Membership Chairman to explain your problems and/or needs, and request assistance.

**G. RESOURCES:**

The Department Membership Team (DMT) is designed to provide the most professional and responsive help at the lowest level. The DMT will not usurp the Chain of Command, it will however, be available to respond to any request from any level for assistance.

The National Membership Team stands strong for any assistance our DMT may request.

Many recruiting aids are available at no cost, and others that are designed to enhance our award programs for recruiting excellence are available at a nominal cost through the National Emblem and Supply catalog.

Each District Commander will conduct one School of Instruction each year. The first District meeting will include membership training. This meeting should be scheduled as early in the program year as feasible to provide maximum returns.

**H. AWARDS AND RECOGNITION:**

Members and organizations will be rewarded for their recruiting efforts:

Department of Idaho and National Incentive Programs:

See Attachment 1 for guidelines used for determining these awards.

**I. PUBLICITY/VISIBILITY:**

This is an essential part of the Membership Program. The Department will provide membership coverage in our monthly General Orders, in the Department Newspaper, and on the Department website. In addition, membership must be an agenda item for discussion at our Post, District, and Department meetings.

Many local media will gladly publish/air veteran membership promotions as a Public Service Announcement (PSA). Visit and engage their support. Provide photos of Post/District events and community service activities.

**Activities to achieve membership goals;** hold periodic membership drives, work unpaid list, have a membership booth at fairs and participate in community events. **Hold a membership round up to visit the unpaid members.**

By order of the Commander

Attested this day 19 June 2019

*William E. Heyob*

*Thomas E. Black*

William E. Heyob  
Commander

Thomas E. Black  
Adjutant/Quartermaster

**Attachment #1**

**DEPARTMENT OF IDAHO RECRUITING / MEMBERSHIP AWARDS**

**INDIVIDUAL RECRUITING/RECOVERY AWARDS**

**(Department Membership Team (DMT) is exempt)**

1. Sign up Ten (10) new or reinstated members and receive: Golden Eagle pin
2. Sign up Fifteen (15) new or reinstated members & receive: \$25.00 Gift Certificate to the VFW Store.
3. Sign up thirty (30) new or reinstated members & receive: \$50.00 Gift Certificate to the VFW Store.
4. Top recruiter with FIFTY (50) or more, new or reinstated members will receive:
  - a. "Recruiter of the Year Plaque"
  - b. \$100 Gift Certificate to the VFW Store

**RECRUITER/NEW OR REINSTATED MEMBER "EARLY BIRD" AWARDS**

1. Top recruiter with new/reinstated members processed by National Headquarters on or before 31 December will receive:
  - a. Two tickets to Mid-Winter Awards Banquet at Riverside Hotel in Boise
  - b. "Early Bird Recruiter of the Year" Plaque

**POST RECRUITING/MEMBERSHIP ACHEIVEMENT AWARDS**

1. Top Post in each Division with membership above 105% will receive:
  - a. Certificate of Achievement
  - b. Plaque

## **NEW LIFE/LEGACY LIFE MEMBER INCENTIVE AWARD**

1. Each new, Installment Life and Legacy Life Member will be entered into an award drawing as follows:

- a. Installment Life: 1 Entry
- b. Paid Life: 2 Entries
- c. Bronze Legacy Life: 4 Entries
- d. Silver Legacy Life: 8 Entries
- e. Gold Legacy Life: 12 Entries

2. Current continuous members who convert to Life or Installment Life will be included.

3. One entry will be drawn at the Department Convention and prize awarded.

4. Prize TBA. The value of which will be \$250 or greater.

## **DISTRICT RECRUITING/MEMBERSHIP ACHIEVEMENT AWARDS:**

1. Top District in each Division with membership above 102%

- a. Certificate of Achievement
- b. Plaque