



# Recruitment Booth Pointers

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**Your Auxiliary has a booth, so the public will come, right? Not necessarily! Attracting potential members to your booth takes planning and execution; it's not as easy as setting up a booth, standing there and hoping people will stop. Your booth needs to be enticing and engaging.**

**Here are a few pointers to have a successful fundraising and/or recruitment booth:**

## The Booth

- Decorate!
  - Have a tablecloth to cover the table – even if it's a plain tablecloth from a discount store.
  - Have a patriotic banner and/or display board of Auxiliary information.
  - Have a patriotic table display (flowers; red, white and blue streamers, ribbons, etc.)
- Don't put out all of your materials at once; Less = More Impact! It's suggested to have the following out:
  - 25-50 membership applications
  - 25-50 fact sheets
  - Information about Auxiliary scholarships and contests

*You can always restock throughout the event if you need to!*
- Give people a reason to visit your booth!
  - Candy
  - Giveaways (patriotic stickers, patriotic coloring sheets, flags, pinwheels, bookmarks, pens, paper fans, etc. are all great items. Check the VFW Store at [vfwstore.org](http://vfwstore.org) for more ideas.)
- Talk to them! (See the next page for an example of what to say).
  - Ask them what type of volunteer work they are interested in; share your Auxiliary's volunteer needs.
  - Invite them to an upcoming Auxiliary/VFW event.
  - Be upfront about the application process and how long it will take.
- Get their information! A few ideas:
  - Have an email sign-up sheet so you can contact them about membership or volunteer opportunities.
  - Host a drawing or raffle.
  - Invite them to "Enter to Win" a \$25 or \$50 grocery store, Walmart or Target gift card.
  - If your Auxiliary can afford it, host a drawing for a tablet. There are quite a few under \$150.
  - Make sure you get their full contact information:
    - Name
    - Address
    - Email Address
    - Phone Number
    - Relationship to Veteran
- Follow-up with them if they give you their contact information.



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## What to Say

Practice what you'd say if someone came up to you and asked you what the VFW Auxiliary was about. An example is listed below.

**You:** "Hi, how are you today?"

*Potential Member:* "Good, thanks. What is the VFW Auxiliary/What does your organization do?"

**You:** "Have you heard of the Veterans of Foreign Wars – also known as the VFW?"

*Potential Member:* "Yes."

**You:** "We are the Auxiliary to the VFW; we support them in their efforts to assist veterans, active-duty military and their families.

*Potential Member:* "Wow. That's great!"

**You:** "We're active locally and nationally with nearly 4,000 Auxiliaries helping America's heroes in communities just like ours. (Hand them a flier at this point and say, "Some of the ways we offer support are"):

- By being a voice for veterans, locally and on Capitol Hill; we are instrumental in assisting the VFW pass or block legislation that impacts veterans and their families.
- Assembling and mailing care packages to active-duty troops.
- Holding send-off and welcome-home events for troops.
- Spreading the word about PTSD and military/veteran suicide awareness.
- Participating in Stand-Downs and assisting homeless veterans.
- Visiting veterans in VA Hospitals, Nursing Homes and Veterans Homes.
- Offering youth scholarships and educating youth about the American Flag.
- Spreading patriotism and educating our communities about America's patriotic holidays.
- Highlight other ways your Auxiliary offers support (i.e. holiday parties for children, sponsoring a local baseball team, delivering meals to shut-ins, etc.)

Let the conversation proceed from there!

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## DO'S

- Wear an Auxiliary shirt and/or identifying name badge.
- Smile and say "hello" to people when they walk by your booth - even if they don't stop!
- Stand to the side of the booth, or in front of the booth, and interact with people as they walk by.
- Look people in the eye when you speak with them.
- Shake hands if appropriate.
- Acknowledge and speak with others who are with them (spouse, parents, children, etc.).
- Give them a packet of information to take with them and ask them to share the information with others.
- Have at least two people working the booth.
- **Ask them to join and hand them an application. Help them fill it out if needed.**

## DON'TS

- Use profanity.
- Smoke while at the booth.
- Eat while at the booth.
- Talk or text on your cell phone while at the booth.
- Sit behind the booth with your arms folded in front of your chest.
- Be overbearing or overly aggressive.
- Have more than two people talk to a potential member at once; it can overwhelm them.

**REMEMBER...IF YOU DON'T ASK,  
THEY WON'T JOIN!**