



KEYSTONE GUIDE

RECRUITMENT –

CAN IT BE MADE EASIER?

Growing an Auxiliary's membership is not successful if it's done on a hope and prayer. Recruiting, to be successful, needs to be well planned and well executed.

Like a car needs fuel, the Auxiliary needs active members to keep it going.



Since 1914, we have worked hard serving veterans, their families and our communities. We have honored and assisted the people we serve through our meaningful Auxiliary programs. None of which would have been possible without our volunteer members.

Unfortunately, our membership is aging and our volunteers are getting burned out, so we see fewer and fewer helping with events.

Suggestion: **Use Smart Recruiting** for new members. Smart recruiting is without the hard sell approach, with high pressure that has the potential to turn potential members away.

Smart recruiting begins at the basic level with a current Auxiliary member. That Auxiliary member encounters a recruitment opportunity, it can be a planned activity/event or simply it happens by chance.

Whether you set out to recruit someone or not, you should at least have some idea of what to say and do.

While it is impossible to prepare for every situation/question, here are a few smart recruiting tips:

Have a positive upbeat attitude

Smile and try not to be nervous

Be ready to share a couple of meaningful statistics or a short story that shows how your Auxiliary made a difference in the live of a veteran and his/her family.

Share with the potential what the VFW Auxiliary means to you and why you are a member

Listen to what they say

Carry an Auxiliary membership application in your wallet

Offer to help the potential member to complete the application

And if they ask for time to think it over, grant it, but follow-up with them at a later agreed upon time.

The VFW Auxiliary is a meaningful organization which is action driven, which can sell itself on its own merits. As members we just have to share with others those positive things we all do.