



**Department of Nevada
2011-2012 Membership Program**



Commander Bruce Hollinger

GOAL – The long-range goal of the department’s membership program is to achieve at least the national average for percent of veterans living in the state of Nevada that belong to the Veterans of Foreign Wars of the United States. The five-year goal is to achieve a 10,000 member Department of Nevada. This year’s goal is to continue growth toward the five-year and long-term goal by achieving a five (5) percent growth in department membership during the program year.

OBJECTIVES – The 2011-12 Membership Program objectives are to:

1. Get post and district officers engaged in and motivated to support the membership program and its goal of five (5) percent growth.
2. Provide recruiting and retention assistance to every post and district that will plan, organize, and execute recruiting and retention efforts. The assistance may be in the form of supplies, department officer and chairman help to both plan and execute the effort, and expenses reimbursement.
3. Ensure that the department’s Certified National Recruiters are involved whenever possible in the recruiting efforts.
4. Recruit members for and charter at least one (1) new post for the department.
5. Promote life membership to achieve 5% growth
6. Recruit 8 members for the Legacy Life Membership Program.
7. Provide sufficient help to those posts struggling to “keep afloat” so that they may accomplish an influx of “new blood” that can revitalize them.

AWARDS – To motivate posts, districts, and individual VFW members to support 5% membership growth, revitalization of struggling posts, and chartering of a new post in 2011-12, the Department of Nevada will recognize the supportive work of those posts, districts, and individuals that excel in membership by retention of annual members and recruitment new members. Awards will be presented to posts, districts, and individual VFW members that demonstrate dedication to and achievement of the Department of Nevada’s membership growth during the 2011-12 membership year.

PROGRAM EXECUTION – The Membership Chairman shall administer the program. He shall provide his program results to the Program Chairman to support the All-State and All-American Programs.

1. Post and district membership statistics shall be based strictly upon those on the VFW National’s “MemStats” webpage. No membership credit shall be given for applications or renewals that are not reflected in the membership statistics contained in MemStats. Cutoff date for award consideration shall be June 1, 2012.
2. Individual VFW member recruiting count shall be based strictly upon those contained in the VFW “Recruiter Counts for Nevada” reports. Awards shall be presented to those posts, districts, and individual VFW members at the state convention in Hawthorne. Cutoff date for award consideration shall be June 1, 2012.
3. Department of Nevada’s Certified National Recruiters shall coordinate all their recruiting activities with the Department Membership Chairman to ensure an integrated membership program. The membership chairman shall invite the certified national recruiters to participate in all department membership drives.

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4. Certified National Recruiters shall submit their expense forms to the Department Quartermaster for reimbursement and send a copy to the Membership Chairman to allow him to manage the recruiting budget.

EXPECTATIONS – Every member of the department will be involved in recruiting and retaining membership. The ultimate goal is to recruit every eligible member in the state into the Veterans of Foreign Wars. To accomplish this, the State Commander has established specific membership expectations:

- **Every VFW member** – Ask your friends, neighbors, acquaintances, and people one meets every day to join the VFW if they are eligible.
- **Post, District, and State Officers** – Plan, organize, and execute recruiting and retention drives at the post, district, and department levels. Expect to support an organized membership drive at least monthly at the post, district, or state level.
- **Recruiting expectations by June 1, 2012**, as reported in the National Recruiting Report:

Individual VFW Members	1
Post Commanders	3
Post Quartermasters	3
Council of Administration members	5
Department chairs	3
Certified National Recruiters	15

Note: Individuals in multiple positions are expected to achieve the highest number.
- **Membership expectations**, as reported on the “MemStats” web page:

	April 15, 2012	June 30, 2012
Member growth	103%	105%
	8,050	8,200
Retention of annual members	75%	80%
	1,200	1,300
New or reinstated members	8%	10%
	600	740
Life membership growth	4%	5%
	5,900	6,000
Post Legacy Life New Member (any level)	6	8

Note: All percentages and members are measured against prior year’s membership, prior year’s annual and life membership, as appropriate.

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POST AWARDS

Posts may earn cash awards for the following achievements:

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| 1. Membership retention: Retain 80% of prior year's annual membership | \$100 |
| 2. New and reinstated members: Recruit 10% of prior year's membership | \$100 |
| 3. Life membership: Achieve 5% above prior year life membership | \$100 |
| 4. Membership growth percent: Achieve 105% of prior year's membership | \$100 |
| 5. New Legacy Life members: Increase legacy life members
(Minimum of 4 points: Gold=3; Silver=2; Bronze=1; Upgrade level=1) | \$100 |

DISTRICT AWARDS

Districts may earn cash awards for the following achievements:

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|---|-------|
| 1. Membership retention: Retain 80% of prior year's annual membership | \$100 |
| 2. New and reinstated members: Recruit 10% of prior year's membership | \$100 |
| 3. Life membership: Achieve 5% above prior year life membership | \$100 |
| 4. Membership growth percent: Achieve 105% of prior year's membership | \$100 |

INDIVIDUAL AWARDS

Individual VFW members may earn awards for the following recruiting achievements:

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| 1. Recruit at least 10 new or reinstated members | VFW belt buckle |
| 2. Recruit at least 30 new or reinstated members | VFW logo baseball cap |
| 3. Recruit at least 50 new or reinstated members | VFW recruiter shirt |
| 4. Recruit at least 80 new or reinstated members | Meals and registration fees at the
2012 department convention |
| 5. Recruit at least 100 new or reinstated members | Three (3) nights lodging plus \$100 at the
2012 department convention |

Note: Individual awards are cumulative. Recruit 100 new or reinstated members for all five awards.