

RECRUITING JUST GOT EASIER

The VFW Membership Department has everything you need (at little or no cost) to make your membership efforts successful.

Phone: 1.816.756.3390
 E-mail: membership@vfw.org

- VFW Recruiting Kit
- Recruiter toolbox
- Post Charter Kit
- New Post Starter Kit
- Membership Applications
- Recruiting Tents
- Take Pride Flyer
- Roll-Up Banners
- Door Hanger Self-Mailer
- Membership Recruitment Brochure
- Eligibility Poster
- VFW Magazines
- Recruiter's Pocket Guide
- Membership Eligibility Folder
- Campaigning in the Public Eye Flyer
- VFW Post Forming Checklist
- Membership Recruitment Flyer
- VFW Eligibility Flyer in Pocket
- VFW Guide for Organizers of New Posts
- Recruiter Training Student Guide

YOU'VE EARNED IT.
 New VFW Post Forming Soon
 Become a Charter Member
 Attend the Meeting

YOU'VE EARNED IT.
 Come Join the Ranks
 Veterans of Foreign Wars is dedicated to ensuring rights, ensuring benefits, promoting patriotism, performing community service, advocating a strong defense and supporting our troops.

Be a part of VFW's 1.6 million members making a difference for America's veterans.

If you ...
 • Are U.S. citizen
 • Served honorably in the U.S. armed forces
 • Served in a combat zone, Korea or an area where the member Roastle Firefighter

then you're ready to join VFW!

www.JoinVFW.org

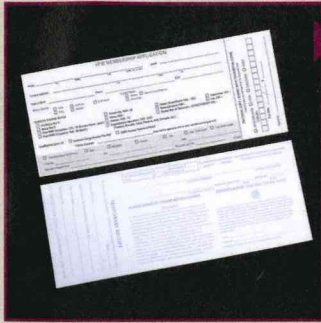
Recruiter's Pocket Guide

VFW VETERANS OF FOREIGN WARS

MEMBERSHIP APPLICATION

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____
 Email: _____

RECRUITING TOOLS



Membership Applications

This two-part carbonless form is necessary for recruiting and reporting new members. Includes a copy to be forwarded to Department or national headquarters with your dues transmittal, a Post record card and a temporary receipt card for the new member.



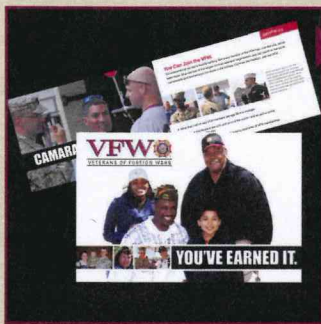
Door Hanger Self-Mailer

An exciting way to spread the word about the VFW and garner new leads. Includes benefit information, a reply card and die-cut slots for a Post business card. Make these a central feature of your next membership campaign.



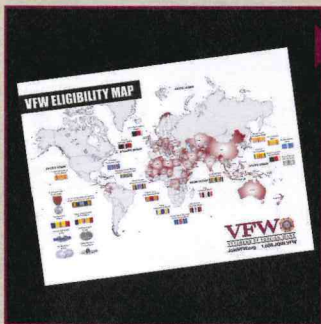
Take Pride Flyers

Full-color of your qualifying campaign medal with its history.



Membership Recruitment Brochure

Full-color and with a distinctive design, this brochure is an essential part of any recruiting campaign. Recently updated, this brochure answers the question, "Why should I join?" Answer: *Because You've Earned It.*



VFW Eligibility Poster

Asking the question, "Where in the world have you been?" This 24x18" world map is the perfect addition to membership recruiting booths. Some 24 medals, ribbons and badges are pictured to coincide with eligibility regions.



VFW Eligibility Fold-Up Poster

Asking the question, "Where in the world have you been?" This 33 x 22" world map is the perfect addition to membership recruiting booths. Some 24 medals, ribbons and badges are pictured to coincide with eligibility information.



VFW Magazines

Just the thing to hand to prospective members and to those who haven't paid their dues in awhile. Use them in membership booths or recruiting campaigns. Dates may vary, depending on what is on-hand at the time of your order.



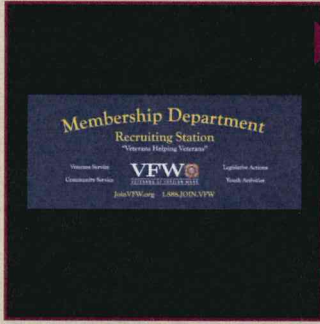
She Serves Brochure

Excellent for events with female veterans. Designed to compliment VFW's *She Serves* national recruitment campaign, this attractive brochure highlights the camaraderie and benefits that come with being a VFW member.



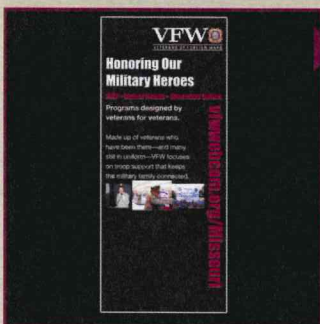
She Serves Posters

New recruits can see from across the room that the VFW is open to all brothers- and sisters-at-arms. Designed to compliment VFW's *She Serves* national recruitment campaign, this poster is good for catching the eye and getting a conversation started.



Recruitment Table Drape

This is a great way to bring attention to your Dept, District or Post. This drape can bring attention to your information or recruiting booth and can be customized to fit your needs. Order this through VFW Store by calling 1.800.821.2606 or go to www.vfwstore.org.



Pull-up Banners

These informational banners will enhance any event. Choose from 6 different topics: Deployment, She Serves, You Belong, Membership, Advocacy and Comradeship. Order this through VFW Store by calling 1.800.821.2606 or go to www.vfwstore.org.

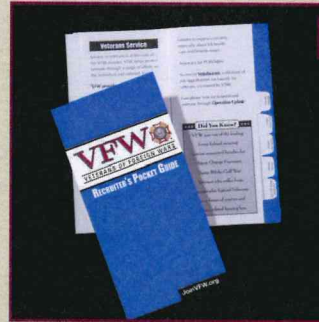
RECRUITING TOOLS



Recruiting Tent

Bright and visible tent that can be used for all occasions. Order this through VFW Store by calling 1.800.821.2606 or go to www.vfwstore.org.

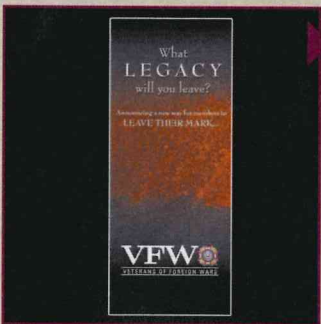
TRAINING TOOLS



Pocket-Sized Recruiter's Guide

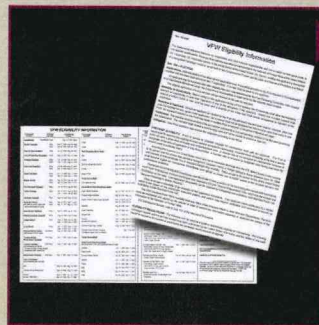
This guide enables a recruiter to answer most questions posed by prospective members and their families. Conveniently tabbed sections cover topics such as: membership eligibility, benefits, veterans service, programs for active duty and their families, community service, young people, and legislative efforts. Has an easy-to-use back cover flap to hold membership applications, along with pages of useful recruiting tips.

UPGRADE ITEMS



Legacy Life Brochure

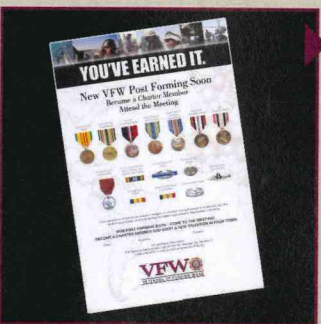
Leave your legacy by upgrading your membership to a gold, silver and bronze legacy membership. Promote this in your dept and post by having these brochures on hand.



Membership Eligibility Folder

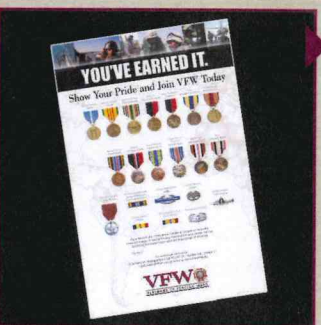
A complete and convenient reference tool. Always be up-to-date in your understanding of eligible service locations and dates. Be sure to order enough for your entire recruiting team.

PROMOTIONAL ITEMS



"VFW Post Forming Soon" Poster

A glossy, full-color, 11 x 17" poster announcing the formation of a new Post in your area. An up-to-date look and eligibility listing will make your next Post development effort a breeze. Includes space for contact information along with meeting times and locations.



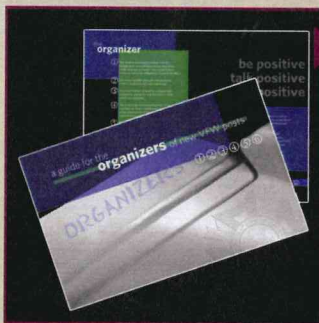
"You've Earned It" Poster

Like our "VFW Post Forming Soon" poster, this exciting tool is up-to-date and will make your next recruiting campaign easier than you thought. Includes space for contact information along with meeting times and locations. Glossy, full-color and 11 x 17" on sturdy stock.



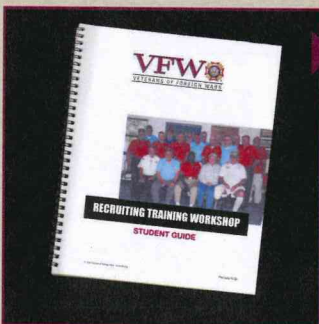
"Membership Campaigning on the Post Level" Booklet

Twenty-four pages, chock-full of information and strategies used in planning and conducting a successful membership campaign. Covers the basics of planning, contact techniques (with scripts) and follow up.



"A Guide for Organizers of New VFW Posts"

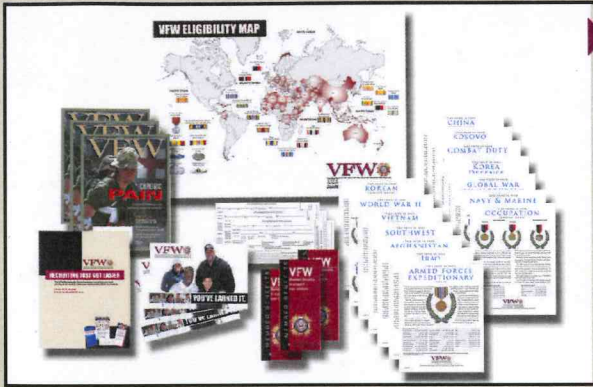
A convenient primer on considerations for those involved in new Post development. Includes information on recruiting, communicating with local city and civic leaders, holding informational meetings and an explanation of the procedural requirements of new Post formation in the VFW.



Recruiter Training Student Guide

This 35-page course comprises informational material that parallels the instructors guide, along with additional forms relevant to hands-on recruiting. Includes an attractive folder to make a useful "take-away" package for your next recruiter training session.

PACKAGE ITEMS



VFW RECRUITING KIT

This kit contains everything needed to set up an effective recruiting booth or table targeted at either veterans or active-duty service members. Included in this bonanza are 25 each of the following "Take Pride" glossy handouts (suitable for framing): WWII Service Medal, Korea Service Medal, Vietnam Service Medal, Southwest Asia Service Medal, Iraq Campaign Medal, Afghanistan Campaign Medal, Armed Forces Expeditionary Medal, Navy & Marine Expeditionary Medal, Occupation Service Medal, Korea Defense Service Medal, China Service, Kosovo Campaign Medal, Combat Duty. Also included are large posters, tabletop boards, easels and a collection of applications, brochures and flyers—all packaged in a heavy-duty carrier box with VFW logo and a helpful carry handle. Supply reorder forms are included for your convenience.



RECRUITER TOOLBOX

An absolute must for every recruiter on your team. This exciting new package contains everything needed by the successful recruiter when working door-to-door. 25 of each of the following: VFW membership application forms, Ladies Auxiliary to the VFW application forms, VFW decals, VFW benefits flyers, VFW benefits wallet cards, VFW magazines, membership recruitment brochures, door hanger self-mailers, and a shotgun self-mailer. An attractive, heavy-duty, nylon briefcase with shoulder strap is included and will be emblazoned with a distinctive VFW recruiter logo at no additional cost. Items for re-supply will be available through your Department headquarters.



POST CHARTER KIT

All the tools necessary for a new Post (or perhaps an existing Post that needs a fresh start) to get up and running quickly and easily. This complete kit contains everything necessary to conduct meetings, obligate members, account for members and funds, submit reports, conduct programs and more. Included are the following: an altar cloth, altar flag set (including a POW-MIA flag), Bible, gavel, eight copies of the VFW bylaws, Manual of Procedure and Ritual, a service office guide, Post minute book, quartermaster ledger, a pad of misc. receipt forms, draft book, receipts and disbursements pad, trustees report of audit pad, two VFW Emblem and Supply catalogs, a membership binder, 100 membership record cards, 100 eligibility folders, 50 VFW Cross of Malta lapel pins, 100 membership application forms, 50 VFW benefits flyers, a copy of the "It's About Service" VFW programs guide, 50 membership recruitment brochures, a "Membership Campaigning on the Post Level" booklet, 50 Buddy Poppy brochures, a new Post instruction booklet, a copy of the latest VFW commander's manual and two copies of the latest VFW quartermaster's manual. Also included for your convenience is a starter supply of envelopes, dues receipts, and life membership transmittal forms, along with two copies of the absolutely vital "Report of Institution" form. Everything you'll need to ensure the success of that new Post in one convenient package.



NEW POST STARTER KIT

A new Post in a box. Designed to equip a team of up to four recruiters with everything needed to form a new Post. This comprehensive kit includes: an application for Post charter, "Guide for Organizers of New Posts", a shotgun self-mailer (the first step in finding members), 100 membership applications, 100 membership recruitment brochures, 100 VFW benefit flyers, 100 door hanger self-mailers, 100 VFW decals, four pocket recruiter guides (an absolute must for your recruiters), four eligibility folders, four "Membership Campaigning on the Post Level" booklets, four "You've Earned It" posters and 20 of the new "Post Forming Soon" posters.

** Contents may vary as items are updated and new items become available.



2011-2012 Veterans of Foreign Wars Supply Department

406 W. 34th Street - Kansas City, Missouri 64111
Website - www.vfwstore.org - **Customer Call Center** -
 1-800-821-2606 - Fax - 816-968-1196

Order # _____	For Office Use Only
Date _____	
Name _____	
CCB _____	
Check Amt. _____	
Cash _____	

DATE: _____ SHIP TO: POST # _____ DEPT _____ Member # _____ CUSTOMER NAME _____ First M.I. Last STREET ADDRESS _____ (Avoid using P.O. Box number) CITY _____ STATE _____ ZIP _____ HOME PHONE _____ BUS. PHONE _____ E-MAIL ADDRESS _____	BILL TO: Must match credit card billing address. POST # _____ DEPT _____ Member # _____ CUSTOMER NAME _____ First M.I. Last STREET ADDRESS _____ CITY _____ STATE _____ ZIP _____ HOME PHONE _____ BUS. PHONE _____ E-MAIL ADDRESS _____
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Stock Number	Quantity	Catalog Description of Merchandise	Price	Totals
4261		VFW Recruiting Kit	\$38.50	
4004		Recruiter Toolbox	\$32.50	
4003		Post Starter Kit	\$55.00	
4002		Post Charter Kit	\$288.00	
4407		Eligibility Folder (per 100)	\$18.00	

Orders may be faxed to (816) 968-1196 when using a credit card.
 When orders are faxed - To avoid duplication, PLEASE DO NOT MAIL IN ORIGINAL ORDER.

Credit Card Number:
 []

Expiration Date: _____ / _____

Card Security Code: _____

The last 3 numbers on the back of the card.

[] [] []

For AMEX the 4 numbers printed on card front.

[] [] [] []

No shipping and handling on catalogs.

SHIPPING & HANDLING	
Up to \$10.00	Add \$3.00
\$10.01 to \$25.00	\$7.00
\$25.01 to \$50.00	\$8.00
\$50.01 to \$75.00	\$9.00
\$75.01 to \$100.00	\$11.00
\$100.01 to \$200.00	\$13.00
\$200.01 to \$300.00	\$15.00
\$300.01 & Over	\$17.00
Prices effective through 8-31-10	

Total for Merchandise Ordered	
Missouri Resident Only - Add 7.725% Tax	
Shipping & Handling	
Balance Due from Previous Order Be Sure to Show Invoice No.	
If ordering a catalog, add \$2.50	
Total Amount \$	

For your protection, do not send cash or stamps. Make check or money order payable to Veterans of Foreign Wars of the U.S.

Signed _____ Money Order No. _____ Post Check No. _____