

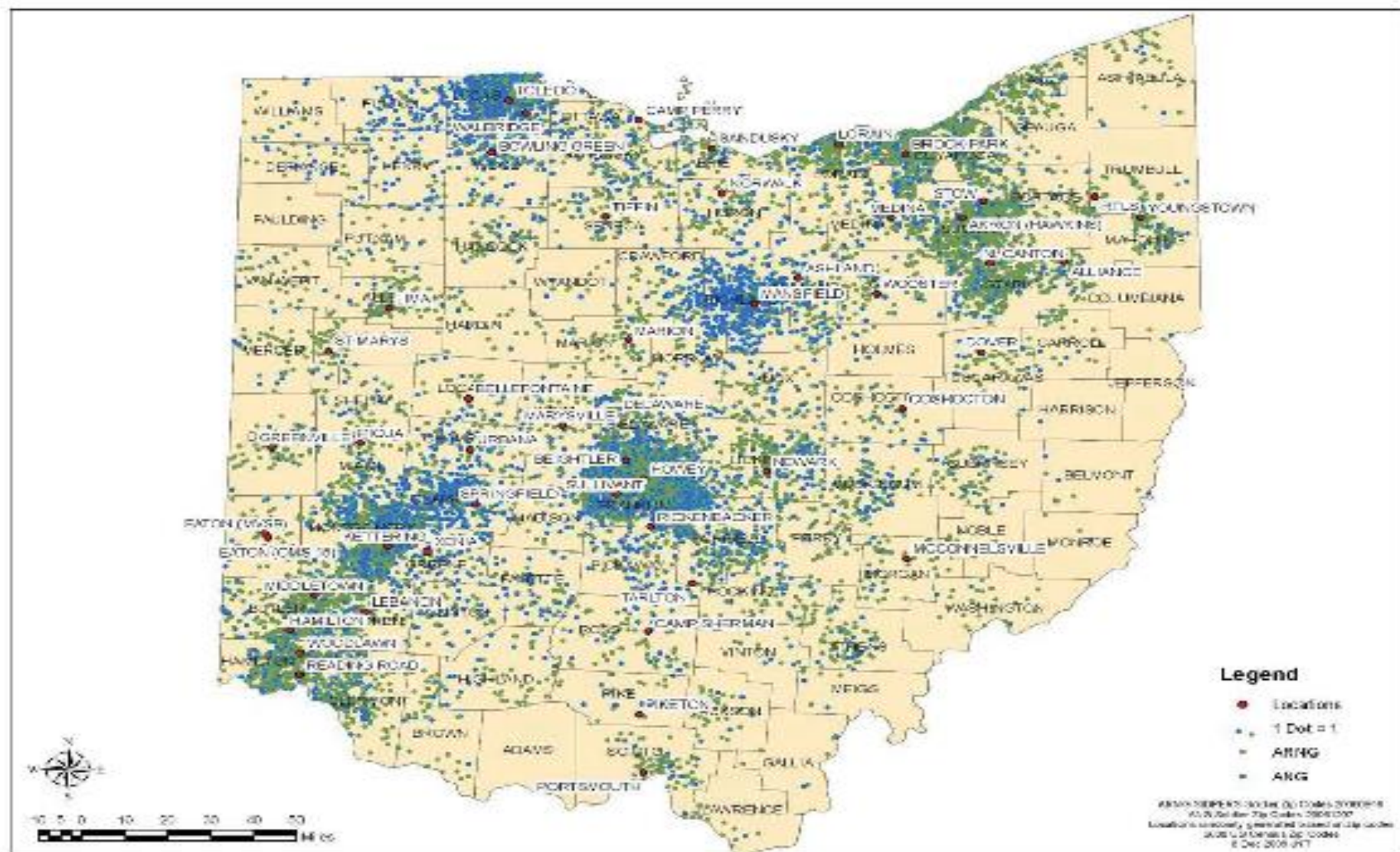
Membership

WHERE CAN WE FIND NEW MEMBERS???

WHO ARE TARGETS?

- Veterans who have served in ANY branch of the United States Military and have been released in a Honorable Status.
- U.S. Military service members that are CURRENTLY serving
- Family Members of ANYONE who is currently serving or has served in the past, LIVING or DECEASED
- Children of Service Members (AMERICANISM)

Where We Live



WAYS TO BECOME INVOLVED

- UNIT IDT WEEKEND DISPLAYS
- COMMAND TEAM BRIEFING
- UNIT SUPPORT
- BE INVOLVED AS MUCH AS POSSIBLE, NOT AS MUCH AS YOU CAN
- MAKE THEM SMILE
- BE AN ASSET TO THE COMMANDER AND BECOME THE “GO TO” PHONE CALL
- REMEMBER THAT THEY NEED US, AND THOUGHTFULLY REMIND THEM OF HOW WE CAN HELP THEM

Plan B:

- SPOUSES RUN THE SHOW!!!
- BECOME INVOLVED WITH THE FAMILY READINESS GROUPS
- UNIT “FUN”CTIONS ARE MANDATORY SO HELP WITH WHATEVER YOU CAN DO TO ACTUALLY MAKE IT BETTER
- FRG LEADERSHIP SUPERCEDES MILITARY C.o.C
- FACILITIES ARE GREAT, BUT NETWORK IS MORE USEFUL
- INVOLVEMENT IS KEY, AND WILL BE WELCOMED MORE THAN YOU KNOW.
- CERTAIN THINGS THAT WE CAN DO ARE NOT AUTHORIZED FOR THEM

PLAN C:

(Because they didn't use plan B)

- KIDS LIKE TO BE INVOLVED IN PRODUCTIVE ACTIVITIES
- AIR RIFLE PROGRAM
- BSA PARTNERSHIP
- GSA PARTNERSHIP
- COMMUNITY YMCA, CHURCH YOUTH PROGRAMS, SCHOOLS, SPORTS TEAMS, ETC.
- MURICA' NISM!!!
- 1 PROGRAM PER YEAR, THEN HALF, THEN QUARTER

CLOSING THOUGHTS

- Millennials (also known as the Millennial Generation or Generation Y, abbreviated to Gen Y) are the demographic cohort between Generation X and Generation Z. This group of young adults thrive on service to community and are more socially connected with ideals than past 3 generations. Focus on tasks that will better the community as a whole to get them involved. This is their buy in!
- Gen X are the doers that thrive on activities that are exciting or extemporaneous in nature. Have activities that are stimulating to the senses for this market. When speaking to this group, use excitement or you will lose them in 8-11 seconds.
- Women Vets and Service Members are on the rise and will always be interested in ways to network for the best development of hearth and home. Use words like “involved, help, save, together, family, growth” to gain interest. Compliments and sincerity are the best ways to gain trust.

- DON'T SETTLE FOR NOT NOW! GET SOME COMMITMENT AND ALSO MAKE A SMALL COMMITMENT TO THEM. (KEEP IT)
- MOVEMENT TO CONTACT- PASSIVE = NON PRODUCTIVE
- BE THE "LIFE LINE"!
- GIVE MORE AT FIRST TO SHOW SINCERITY, THEN YOU WILL REAP THE REWARDS IN THE LONG RUN.
- THINK CHESS, NOT CHECKERS
- DON'T SELL CANTEEN, SELL CAMARADERIE AND FELLOWSHIP
- EVALUATE TARGET AUDIENCE AND BE PREPARED TO DELIVER A SHORT SYNAPSE OF HOW WE CAN HELP THEM. WHEN THEY BITE WE TELL THEM HOW THEY CAN HELP US!
- ALWAYS REMEMBER TO FISH OR CUT BAIT. SOME ARE NOT READY TO BECOME AMVETS AND THAT'S OKAY!!!