



VFW NATIONAL HOME

Recruiting Tips for Life Member Recruiters

What are the characteristics of a potential Life Member?

- A family member of someone who has served in the military
- Any member of the VFW or Auxiliary
- Anyone whose heart holds a special place for children and families, especially military families

How to recruit potential Life Members:

- Talk about the positive feelings you have being associated with the VFW National Home and supporting our mission of helping military and veteran families through challenging times.
- Share any personal experiences you have with the National Home. If you've visited our campus or taken part in campus events, talk about what you saw or heard that inspired you.
- Encourage them to visit our website. Forward them a link to the National Home programs and services page on www.vfwnationalhome.org so they'll know how their membership is helping military and veteran families.
- Invite them to connect with us on Facebook at: www.facebook.com/vfwnationalhome or find us on Flickr: www.flickr.com/photos/vfwnationalhome to see firsthand some of the services they can help us provide to America's military and veteran families.
- Tell them about our Military and Veteran Family Helpline: 800-313-4200, where callers can get help connecting with supportive services and resources in their own community or find out about living at the National Home. Helpline callers can take comfort in knowing that their call will be answered by a caring professional who understands the unique challenges faced by today's military and veteran families.
- Take them on a virtual drive through our beautiful campus in Eaton Rapids, Michigan, by visiting www.vfwnationalhome.org/community.
- Share our brochure with them. Call 866-483-9642 if you need a supply.