



Membership Department Teleconference:

Choose our next Recruitment Theme

December 17, 2015, 8:00pm Eastern

Thank you for a productive conversation. It is our intention to improve recruitment efforts by creating a Recruitment Toolkit (to download AND purchase). Your input is vital to a successful campaign. Our next discussion will be in February/March when we will have samples and pricing available.

Notes from our Discussion:

1. **“The Six Values of JWV”** – one for every point of the Star of David

Values	Mission Statement Excerpts
Perpetuating Americanism	Instill love of country and flag; maintain true allegiance to USA; foster education of all veterans in ideals and principles of Americanism
Fostering Community	Preserve the spirit of comradeship; mutual helpfulness to vets and their families; honor the memory and protect the graves of fallen heroes
Preserving Jewish Legacy	Uphold the name of the Jew; fight for Jews wherever unjustly assailed; preserve the memories and records of Jewish American servicepeople
Supporting Education	Support, cooperate with, and establish educational institutions; foster the teaching of Americanism
Protecting Justice & Equality	Combat bigotry; encourage the doctrine of universal liberty, equal rights, and justice for all; combat whatever tends to impair the efficiency and permanency of our free institutions
Promoting Wellness	Promote sound minds and bodies in members and youth

- a. Consensus was that “The Six Values” is an effective recruitment campaign because:
 - i. Rooted in JWV’s history, but not focused on telling the history. Shows that the organization evolves with the times while sticking to its values
 - ii. Delivers a clear message about what JWV does for veterans and the community at large
 - iii. Utilizes the Star of David, reinforcing the unique aspect of our VSO

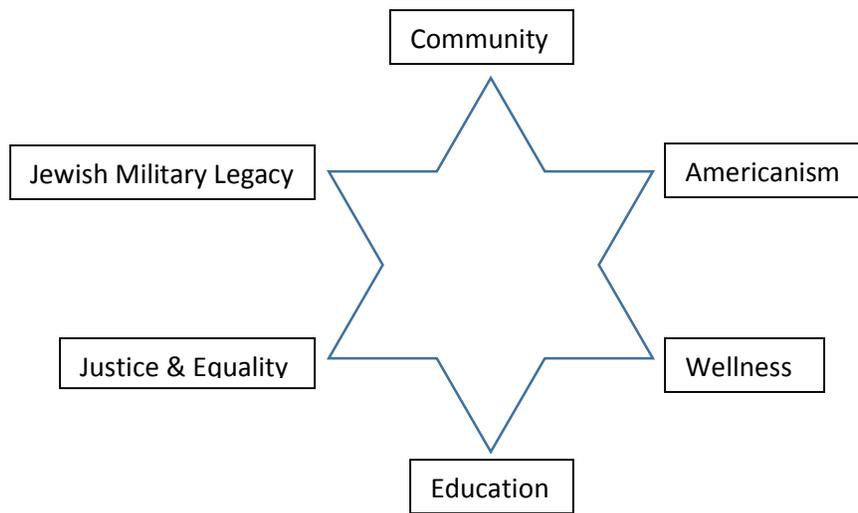
2. **“JWV Through the Ages”** – an historic campaign, featuring images of JWV from the Spanish American War through the Global War on Terror. The main message is that JWV is timeless; a helping hand for all veterans, past, present, future
 - a. Most members did not favor this campaign because
 - i. Too much emphasis on history and war
 - ii. Does not reveal the benefits and community service of the organization
 - iii. May not reach a broad audience

3. **“JWV is Family”** – always there for you, just like family. Highlights the diversity of JWV across the nation
 - a. NC Blum pointed out that this campaign would allow us to also highlight the Ladies Auxiliaries and patron donors
 - b. Appeals to family values, which is cross-generational
 - c. No one seemed to love, or hate, this theme

4. **“My JWV is...”** – spotlighting members and their personal answers to “Why did you join JWV?” and “Why do you continue to serve in JWV?”
 - a. This campaign appeals on a personal level while also providing real-world examples of how JWV impacts a community and/or veteran
 - b. These stories are not simply member stories, but also veteran stories. Fellow veterans would most likely have similar needs or interests. Truly hooks into the audience
 - c. The campaign provides an opportunity to collaborate with local museums or universities that are archiving veteran stories
 - d. Most members felt this should be combined with “The Six Values” theme, using personal member stories to highlight JWV’s values in action

5. **“JWV is a Beam of Light”** – a theme reliant on imagery, rather than words, based on a 1929 quote from *The Jewish Times* of Baltimore: “These brave Jews by word and deed showed they had caught the gleam of the Constitution’s bright beam.”
 - a. The beam of light would shine from the JWV shield. Shine upon State Veterans’ homes, in color guards at public events, on Capitol Hill when advocating for veterans, in care packages sent to service members abroad, etc.
 - b. Mike London of TALO commented: It’s like fiber optic light, several strands of fiber create the bright light, much like JWV is made of several kinds of members, some more involved than others, but all working together to shine light on the community. It shows that we are more impactful as a group, rather than as individuals. The light grows stronger with more energy, more people.
 - c. Members felt this was a powerful image, but not a broad-reaching campaign.

- d. Members thought that it could be incorporated with “The Six Values” campaign – light shining from a different point on the star for each value. The light would shine from that point when that value was being highlighted.



Conclusion:

Members are most interested in a **uniform recruitment campaign that will appeal to younger audiences**. Many mentioned that recruiting members of the Korean War or Vietnam eras was easier by word-of-mouth. But posters and online content would be great for speaking to younger audiences who are generally unfamiliar with the VSO landscape. The recruitment campaign is as much an educational campaign as it is for signing up new members.

Emphasis was placed on showing that **JWV is service-oriented, family-friendly, and helpful to all veterans**. These are the sorts of traits that appeal to all audiences, but particularly servicepersons returning home now. Younger generations have a great deal of family commitments and work stress that make joining a group challenging. By showing what JWV does on the local level, we are giving concrete examples of why a younger person should carve out a little time to commit to JWV. **Action, not history, is what members want to convey.**

Next Steps:

The Membership Department will design the recruitment tools over the next two months.

The ultimate goal is to have available, for both purchase and download, – posters, flyers, stickers, etc. – by **spring 2016**.

The Membership Department added documents to the Recruiting page, including **Recruitment Strategies** and **Suggested Improvements**. These are LIVING DOCUMENTS. As comments and suggestions are submitted, the documents will grow. Send your

successful recruitment strategies or suggestions for improvement to membership@jwv.org or call Cindy Chambers at (202) 265-6285.

Stay up to date by visiting <http://www.jwv.org/membership/recruiting>.

Teleconference Attendance:

Berg, Sheila – PA

Berns, Jerry – IL

Blum, Jerry – CT

Charter, Harvey – FL

Colon, Maxwell – CA

Falk, Allen – NJ

Farris, Jerry – PA

Kanis, M.B. – PA

Lee, Greg – CA

Levitt, Jack – IL

Levy, Peter – TALO

London, Mike – TALO

Max, Robert – SE

Mayer, Monty – NY

Ochs, Josh – MD

Oster, Morey – CT

Sak, Steve – SW (Could be incorrect. We heard from Steve from Post 210)

Schneider, Barry – TALO

Shay, Robert – Unaffiliated (WA)

Singer, Carl – NJ

Staff:

Cindy Chambers – Membership Coordinator

John Lozzi – Assistant Membership Coordinator

Christy Turner – Graphic Designer/Executive Assistant