



Jewish War Veterans of the United States of America
1811 R Street NW, Washington, DC 20009
www.jwv.org / membership@jwv.org

Membership Recruitment Strategies: **Shared Successes from Everyday JWV Members**

JWV members and staff submitted the following creative and realistic ideas for membership and patron recruitment. If you have a successful strategy, please email membership@jwv.org.

- *Phil Sutherland, Post 795, TX*
 - **“Mitzvah of the Month”**: Each month, pick a community activity around town and get involved. In addition to keeping Posts active in the community, it can be used as a recruitment tool (posts will be featured in local newspapers).
 - Participate in, or organize, **Welcome Day Fair** for new families at military bases. Run a booth, but also **WORK THE EVENT**. Direct traffic, distribute goodie bags, clean up afterward...what you *do* in the community can often be the greatest recruitment tool.
- *Sid Wakser, Post 44, OH*
 - Create a **Post Attendance Reward** to encourage members to show up to meetings. For example, if a member attends four meetings, the Post will pay for his/her NMAJMH membership.
 - Run **recruitment contests**, e.g. if a member brings in at least three new members, the post will pay for his/her post dues for that year.
- *Jerry Field, Post 710, IL*
 - Create an **active email distribution** list to reach younger audiences and encourage participation in events
 - Create a **Department directory**, providing Posts and Department leadership contact information
 - Create a **Patron Committee** for relatives of members
 - Create a **Family Committee** for family of active duty servicepeople
 - Organize a **quarterly meet-up** at a local business/restaurant, different from your regular Post meetings, for all members and potential members. Make it social, lively and focused on comradeship, not Post business
 - Participate in **Work Force Development programs and job fairs** to help vets build new careers
 - **Support other Veteran Service Organizations** and collaborate on solving problems for veterans in your state/community
 - Become the **liaison** for state and city government veteran affairs committees and other VSOs



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- Offer to **participate in JROTC and/or school activities** on military-centric historical days
- Develop a roster of members who are able to present the US flag in public ceremonies, such as the dedication of a war memorial. Appoint a member to lead the flag corps. Send the contact info of this leader to major community groups, religious organizations and governmental departments in your area.
Become the go-to group for flag presentations in your community!
- *Kew Forest Post 250, NY*
 - Host MONTHLY Raffles and offer Prizes to **reward members who bring potential members to meetings**, as well as those who officially enroll new members.
- *Scott Stevens, Post 749, TX*
 - **Newspaper advertisements** are an important source for publicizing JWV and recruiting new members. Every Post should have a template, which includes meeting time/date/location information and a space for editing and updating advertising details. Ads are most effective in community or temple newspapers.
- *Howard Goldstein, Post 54, IL*
 - Create an “**Outreach/Connections Committee**”: Leverage the community connections your Post members already have by ensuring that the voice of JWV is heard at the board meetings and planning committee meetings they already attend. Encourage your members to expand their network and engage with other reputable community groups. Through this involvement, your Post will find opportunities to build bridges in the community.
- *Joe Goldring, Post 135, MI*
 - Organize, or participate in already existing, **team sports league**, such as bowling, softball, basketball or kickball. Display good sportsmanship. Promote Americanism by caring for the US Flag at league tournaments. Host a charity event for the league. Enroll veterans and non-veterans, people of all backgrounds and ages. Be a positive force in the community while having a good time!
- *Larry Rosenthal, Post 126, NJ*
 - Any time you speak in public, whether at a Men’s Club or a PTA meeting, **mention that you are a member of JWV**. If you can, mention that anyone can speak with you about joining JWV after the event



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- **Give every member a job/task** – some action that allows the member to contribute – even those who cannot attend meetings. Younger members generally have an Internet connection, so at the very least, they can increase the Post’s online presence. Doing something for the group keeps a member engaged and that’s how you retain membership.
- *Richard Goldenberg, Post 105, NY*
 - Host a membership breakfast with **FREE entrance for prospective members**. Give prizes to members who recruit new members. Invite important community members to attend and consider making them patrons.
- *Mentioned by members when contacting National HQ Membership Department: **How to get involved in the community***
 - Participate in a **renovation of a State Veterans Home**
 - **Transport vets** to job interviews, doctor appointments or JWV meetings
 - **Donate supplies** to the local Armed Forces center or USO
 - **“Adopt” a local Boy, Girl, or Cub Scout Troop**
 - Assist veterans in **developing computer skills**
 - Hold **mock interviews** for younger veterans to practice during their job hunt
 - Facilitate a **ride sharing program** for veterans who don’t have access to transportation
 - Piggyback on a **local Jewish day school event**. Set up a booth and/or volunteer to work the event. Designate a couple of members to be recruiters, and the rest to simply help throughout the event. Keep membership applications handy!
- *Mentioned by members when contacting National HQ Membership Department: **Recruitment Tips***
 - Place **copies of *The Jewish Veteran*** in VA Hospitals, base hospitals and other waiting rooms
 - Outreach through **other medical centers and clinics** that regularly serve veterans, not just VA centers
 - Work with local synagogues, as well as churches, to **create care packages**. Have children make cards and write letters. Send to servicepersons of all backgrounds and faiths, serving abroad. Include member and patron applications
 - Ask **local Jewish businesses** if they would be willing to hang a poster or put out brochures. Also inquire about fundraising. For example, invite friends, families, and community members to eat dinner at your local Jewish restaurant with 20% of proceeds benefiting a Post program.