



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

Suggested Improvements to Increase JWV Membership

JWV members submitted the following suggestions to improve membership recruitment and retention efforts. If you wish to refine an idea, so that it may be presented to the organization for consideration, please email Membership Coordinator, Harrison Heller, hheller@jwv.org. To make a suggestion, send a note to membership@jwv.org.

- *Richard Aronson, Post 211*
 - Tailor the annual **National Convention** to be friendlier towards younger veterans – make it **shorter**, with **tiered pricing** by age (e.g. members aged 35 pay less than members aged 70).
 - Additionally, **host an event at National Convention specifically tailored to young veterans** - such as a dinner or community activity. It would be a great way to encourage some of our newer, younger veterans to attend Convention and recruit their fellow friends to join!

- *David Kanter, Post 211*
 - In order to recruit younger members, JWV must **increase its online presence** – more social media, discussion forums on the national website, more videos on the YouTube channel, more (and better) news and editorial pieces posted online.
 - Members should have the option to **make email his/her primary form of contact**.
 - **Membership cards should arrive via email** and downloaded. Mailing membership cards should be a secondary option.

- *Scott Stevens, Post 749*
 - National HQ should provide **downloadable templates** for flyers, newspaper ads, letters, and fundraising leaflets, so Posts don't have to create everything from scratch. And having uniform material across the nation makes it easier to develop the JWV brand overall.