

## General Orders #7 December 2018

### **Department**

1. Last two months of VFW/Bass Pro Department raffle tickets. This is an excellent opportunity to raise funds for the Department and your Post. As soon as you sell the tickets, please return the stubs and money to the Department, do not wait until February.
2. **The Department Officers will be conducting a membership phone drive Saturday 15 December to reach out to members in the Members At Large post for NC. It is HIGHLY recommended and encouraged that all Post officers do the same for your Post. Attached to this General Orders is the template we will be using at the Department and you may use the same for your Post. Lapsed and expired members are the easiest members to recruit, they have already been members and voted in by your post, they just need to renew their dues which can be done over the phone. This is a great way to boost your numbers going into 2019!**
3. The dates for the February Council of Administration meeting are February 8-10 at the Cary Embassy Suites, the block has been extended a few times so make reservations now.
4. **First Responder nominations** are due to the Department from the Post by January 1<sup>st</sup>. This is an ALL-STATE REQUIREMENT.
5. Deadline for **Scout of the Year Program** is March 1<sup>st</sup> to the Post, April 1<sup>st</sup> to District and Department Winner to National on May 1<sup>st</sup> (2019). This is an ALL-STATE REQUIREMENT.
6. **Billy Ray Cameron Scholarship** preliminary application is due to address on form by February 15<sup>th</sup> 2019. Application can be found at [www.vfwnc.com](http://www.vfwnc.com).
7. Commanders Homecoming will be at Calabash Post 7288. More information to come.
8. Due to the lack of entries, the Commander has decided to waive the Buddy Poppy King and Queen requirement for All-State. This will be the only waiver granted so be sure to take part in the other programs: VOD, PP, ToY, Scout, and First Responder (EMT, Law Enforcement or Fire Fighter) awards. These programs are a great way to interact with your community.
9. The Department is in the middle of hiring a new Department VSO. An email was sent out last week with the information but if you are interested in applying, please locate the job on [www.indeed.com](http://www.indeed.com) and apply. You may also contact the Department Adjutant for further information at [adj@vfwnc.com](mailto:adj@vfwnc.com). The posting will remain open until 21 Dec.

### **District**

1. District Commanders need to be keeping up with their Post inspections and sending them to the State Inspector, Jeff Friar at [inspector@vfwnc.com](mailto:inspector@vfwnc.com).
2. **Expiring officers list.** If a District or Post officer's membership dues expire, they will be removed from office and cannot hold office again until the following year.
3. District Commanders should encourage all of their Posts to take part in the membership drive this weekend to help boost everyone's numbers heading into 2019. Recruiting from their expired and lapsed members is the easiest way to increase their membership percentage and hit 100% for the year.
4. Be sure to turn in all of your Post's program submissions to the proper Department Chairman. You should also be keeping a copy of all of the submissions you've received in case there is an issue at the end of the year.

### **Post**

1. Posts are reminded they only have to put in one report per month. The online reporting system at [www.vfwnc.com](http://www.vfwnc.com) is up and running so please input your reports there.
2. Post Quartermasters are responsible to keep track of Post Expiring Officers lists, if they lapse they will be removed from office and an election will need to be done to fill the void.
3. Post Quartermasters have access to relocated, expired and expiring members lists online through OMS on [www.vfw.org](http://www.vfw.org) which are the easiest means of gaining members back. Please utilize these lists in your recruiting efforts.
4. Posts are reminded that they must turn in, in addition to VOD, PP, ToY submissions, at least 1 Scout entry and 1 First Responder entry to be eligible for All-State. Less than 10 Posts put in submissions for Buddy Poppy King and Queen so the Department Commander waived that requirement, but that will be the only waiver for the All-State program.

#### **Ordered By:**

*Allen Payne*

State Commander

*Andrew Zinkievich*

State Adjutant

Veterans of Foreign Wars  
Department of North Carolina

**Veterans of Foreign Wars**  
**Lapsed Membership Renewal FY19**

**GREETING –**

Hello, may I speak to Mr/Mrs {\_\_\_\_\_}?

*IF WHO'S CALLING:* My name is {Title and\_\_\_\_\_}. I'm calling on behalf of the **Veterans of Foreign Wars of the United States Department of North Carolina.**

*IF SOMEONE ELSE ANSWERS:* May I speak with him/her? ***Once they get on the phone use above greeting***

<b>1<sup>ST</sup> PRESENTATION –</b>
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Hello, Mr/Mrs {\_\_\_\_\_}, First of all, thank you so much for your service – we appreciate everything you've done for our country!

Mr/Mrs {\_\_\_\_\_}, I also want to thank you for being a member of the VFW. We are so grateful for EVERY member because you've helped the VFW protect veteran's for so many years...which is why I'm calling today, because it does look like your membership has expired. If members like you don't stay active, we won't be able to continue fighting to ensure ALL veterans receive the benefits they earned! The VFW has testified **30** times before Congress in the last 12 months alone, and has been instrumental in nearly EVERY major legislative victory for veterans in the 20<sup>th</sup> and 21<sup>st</sup> centuries! Your membership is CRUCIAL to making all of this possible!

Mr/Mrs {\_\_\_\_\_}, we're calling today because we are stronger with you as an active member, and we are sincerely hoping you'll renew your membership with your annual dues payment of {YOUR POST DUES}.

<b>2<sup>ND</sup> PRESENTATION – IF REJECTED</b>
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I understand (repeat objection) ... Mr/Mrs {\_\_\_\_\_}, I've been hearing about similar situations from many of the members I have spoken to, and many have decided the value of renewing their membership is worth more than their dues.

Mr/Mrs {\_\_\_\_\_}, in 2017 the VFW assisted over 101,000 veterans file favorable VA claims, as well as helping numerous military families with needed housing assistance! On top of helping us support so many fellow veterans in need, as an active VFW member, you'll receive your personalized VFW member card, 10 issues of the VFW Magazine, and exclusive member benefits that include discounts on medical, travel, and everyday expenses!

Mr/Mrs {\_\_\_\_\_}, we MUST continue to stand together to ensure *veterans like you always receive their earned benefits, and are recognized for the sacrifices they and their loved ones have made on behalf of this great nation.* With that in mind, please consider renewing your membership for \${YOUR POST DUES} in annual dues.

Amount: \$\_\_\_\_\_ That's great Mr/Mrs {\_\_\_\_\_}. With your permission, I'm going to put you down for your membership renewal fee of \$\_\_\_\_\_. Is that alright with you?

Membership dues amount is \$\_\_\_\_\_ Is this correct: Y=Yes N=No

**CC ASK:** Mr/Mrs {\_\_\_\_\_}, we can process your membership renewal right away, will you be using a Visa, MasterCard, American Express, or Discover today?

**2ND CC ASK (IF NEEDED):** Mr/Mrs {\_\_\_\_\_}, it's important that our ranks **stay strong** so that we can fight for the rights of ALL veterans, and we are counting on you! Renewing your membership today through this simple and easy process will not only allow us to get your new membership card to you sooner, it will help us greatly reduce our print costs, putting more of your membership dues to work with our programs for veterans like you! With that in mind, would you reconsider...I can hold a moment if you'd like while you get your card?

**WILL I GET A RECEIPT FOR MY Membership Dues Payment** Yes, the charge to your credit card will show up on your credit card statement and your new membership card will be sent to you in the mail.

Let me verify your address Mr/Mrs {\_\_\_\_\_}.

VERIFY ADDRESS WITH YOUR POST ROSTER

**EMAIL CAPTURE AT CLOSE:**

Mr/Mrs {\_\_\_\_\_}, while I have you on the line I was wondering if you have an e-mail address I can get from you. We will use it to send periodic updates and important information about the VFW. The VFW will not sell or share your email address with anyone outside the organization.

**CAPTURE OR VERIFY EMAIL FROM POST ROSTER**

**NO THANK YOU, or they just say send a reminder in the mail**

I understand that you are not interested in renewing your membership at this time. We'd like to learn what we could have improved.

1. Which of the following would you say best describes why you won't be renewing your membership?
  - A. Can't afford it
  - B. Not enough benefits
  - C. Unhappy with your post
  - D. Not interested
  - E. Other
2. Is there something we could have done differently to change your mind about renewing your membership?

*It is important to capture this data so that you may use it to look at how your post could possibly do better at recruiting members. You may discover a trend that the Post is able to fix and can retry to recruit the members at a later date.*

**CLOSE FOR ALL CALLS – Thank you for taking my call. And Mr/Mrs {\_\_\_\_\_}, I want to sincerely thank you for your service.**