

VFW Auxiliary Membership Moment

Finding the "Hot Button"

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

One of the most important skills any successful membership recruiter has is the ability to identify a prospective member's "Hot Button." Each potential member has a "need" that has to be filled and the VFW Auxiliary can fill that need.

Members sign up for a variety of different reasons. Membership recruiters must identify which reason will resonate with the potential member standing in front of him or her. This is where finding the "Hot Button" can help you "sell" VFW Auxiliary membership.

Which membership benefit will entice the person to join? Interested in volunteering on behalf of veterans? Tell them about the Hospital Program. Looking for affordable insurance? We offer discounted policies for life, health, accident, long-term care and dental. Searching for leadership opportunities? There are multiple ways for members to acquire new skills including volunteer management, fundraising and community outreach.

So how can we identify each individual "Hot Button?"

- The first step is simple: ASK! Open-ended questions can provide a wealth of information. When someone tells you they are not a member, try asking "Why not?"
- Step two is even easier: LISTEN CAREFULLY! Find out what benefits he or she is in need of.
- Once that is established, you can move on to step three: FILL THE VOID! Offer one of our many benefits you feel is most important to them and they will likely join.

By tailoring your recruiting message to the individual needs of each potential member, your Auxiliary's membership totals should increase. You will never get 100% of the people you ask to join, but as you get better at identifying the "Hot Button" you will get much closer.