



## **MARKETING SUPPORT SYSTEM VFW DEPARTMENT OF PACIFIC AREAS**

Over six months ago a dedicated member of Post 2485 began researching means by which we might better market the VFW within our geographic area. This wide-ranging research, from both internal and external sources, has produced a great deal of useful data, sound ideas, and formats and examples, many of which may be adaptable to the unique environment of each Post. A key overall objective is raising our visibility in our communities. Quite simply stated, “they won’t find us and join, if they don’t know we’re here”.

The overall intent is to provide a comprehensive multi-year systems approach, and associated membership materials, to support the Department-wide recruiting effort by increasing the visibility of services to veterans and our communities provided by the VFW Department of Pacific Areas and our Districts and Posts. Increasing the visibility of our Posts and services provided will ultimately result in increased VFW membership and garner greater acceptance within our communities.

The DPA is very diverse with two general demographic categories comprising our target audience. Districts having large active duty and contractor presence have a younger and more easily identified and reached population. They may be more technologically advanced, but may have time limitations due to conflicting responsibilities. Membership in other districts may be more likely to be retired or transient. The purpose of researching a DPA wide marketing support system was to put together in a single source document recommended marketing approaches that are proven and can possibly transverse between the demographic categories.

Our unique challenges dictate a more proactive approach to locating and reaching out to potential members. With this in mind, over the coming months articles and support materials will be disseminated which will hopefully assist in reaching our membership goals. Additionally, we will be providing some additional tools to assist in marketing the VFW that hopefully will prove useful. Raising the visibility of the VFW, identifying and reaching out to potential new members, making better use of technology and other topics, will be addressed through a series of articles and leadership communications.

***PLEASE PROVIDE YOUR INPUT, COMMENTS OR QUESTIONS TO:  
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