



Catholic War Veterans & Auxiliary



Recruitment Tips Sheet – Ideas you can use

This Recruitment Tips Sheet has ideas for recruiting that can be used at any time of the year. Using these ideas during National Recruitment Week would be most helpful in our concerted effort to grow our membership.

- **Recruit outside your home base.** Because we've met at the same parish for so many years and our Post names may be the same as the parish, we may consider our Posts and Auxiliaries to be a "parish group" similar to the Holy Name Society or the Rosary Guild. We may believe that we can only pull members from that home parish. The CWV and CWVA are NOT "parish groups". We are a separate entities that can recruit at any parish in our local areas.
If your Post or Unit is like most, your members come from several different parishes. Since we'll have two weekends to do recruiting, plan to have members recruit at their home parish on one weekend and at another the following weekend. This way you can contact many more potential members from several parishes.
- **Make sure to mention our Auxiliary.** Many times we, as vets, forget to also recruit for the Auxiliary. We may hear people say "I'm not a vet, but my Dad was" or "My Mom is". Let these people know of their eligibility for our Auxiliary. **Behind every veteran eligible for membership in the CWV, is a whole lot of relatives eligible for the CWVA!** We need our Auxiliary to survive and grow if the CWV is to flourish. If your Post has no Auxiliary, try to get one started during National Recruitment Week.
- **Plan a Post and/or Auxiliary Memorial Mass Corporate Communion.** Remembering deceased members and attending Mass as a group in uniform on Veterans Day, November 11, would be ideal. If not possible, then attending a Mass on another day during Recruitment Week would be fine too. Advertise this Mass and invite area veterans and the public to attend. Read the CWV Memorial Verse "Our Dead" and a list of deceased members during Mass.
- **Inform the Bishop of your Diocese.** Send a letter to the Bishop to ask him for a blessing for your efforts and inform him of your Post and/or Auxiliaries plans for the week. Ask him if he'd be willing to have his office send out an email to all his Pastors about the Recruitment Week. If he has a regular column in your Diocesan paper, ask if he'd be willing to mention us in the next issue.
- **Contact the parishes you'd like to recruit at.** Send each Pastor a letter asking permission to set up a table at their weekend Masses on either the first or second weekend of Recruitment Week. Ask if one of your members could speak at each Mass. Contact the Parish Bulletin Editor and Webmaster to insert notices the weekend before your arrival.

Recruitment Tip Sheet – page 2

Many parishes have “Hospitality” or “Donut Sundays” after weekend Masses. Offer to provide the donuts, juice and coffee after the Masses that your Post and/or Auxiliary is there recruiting. Whether or not you actually sign up any members that weekend, the goodwill you will have established will serve you well in the future.

- **Contact the media (print, television, radio, and web).** Send a Press Release or a small article to community newspapers, your Diocesan paper, and the Diocese’s website. Ask them to print and post it the week before and during Recruitment Week. Ask them if they would run a feature story on the CWV and CWVA. Write a Letter to the Editor of these same papers explaining the Recruitment Week and our organizations. Ask area TV stations and radio stations to run Public Service Announcements (PSA’s) to inform the public about Recruitment Week, or an interview with one of your more notable members about his experiences as a vet and a member.
- **Hold a Recruit / Poppy / Donation Drive.** Contact local grocery and department stores for the OK to distribute poppies outside their stores. Have plenty of poppies and Membership Applications on hand. **The weekend recruitment efforts at parishes should NOT be used to sell anything other than membership. No selling of raffle tickets, calendars, poppies or other item is authorized on those weekends.**

Have a USO or Adopt-a-Platoon Donation Drive at the same time. As customers enter the store, give them a “Donation Guide” listing all the items you are collecting and what aisle in the store that they can find them to donate on their way out.

- **Sponsor a Community Outreach Day.** Partner with your area VA Hospital or Clinic to explain services and benefits offered by their facilities. Contact them to provide a speaker and handout materials. Host the event at the Hospital / Clinic or at your Post Home. Advertise your sponsorship of this event and invite area veterans to attend.
- **Offer a BOGO or hold a Dues Raffle.** Offer potential members the opportunity to pay for their first year’s due with a second year for **FREE or HALF OFF** (with your Post or Department paying the Per Capita for them). Have a Dues Raffle for all new members that sign up and pay dues. Pull one winner from each site you recruit at (or for all new members signed up during Recruitment Week) to have their dues check returned for a **FREE YEAR** of membership.
- **Incorporate your own ideas that you’ve used in the past that work!**