

Mason-Dixon VFW Post 7234 Membership Plan (2025-2026)

Committee Members: Fulton Loppatto (Chair), Chad Myers, Andrew Artemchuk, Phyllis Scully, Jeannette Twigg, Jeff Ringel, Mike Tuckman, Sharon Ruest, Any/All Other Members, ...

Commander's Guidance: Be proactive to ensure we recruit and retain eligible Members in good standing. Communicate with and educate all Post Members on the eligibility criteria required to become a Post VFW, Auxiliary and Mason – Dixon Member. **Every Member is a Recruiter.** Coordinate with other Committees (Help-A-Vet, Events, Commo). Be knowledgeable of Canteen Rules and Code of Conduct.

Objectives (2025 – 2026):

- Attain 101% Membership quantity or higher (baseline: 2024 – 2025 adjusted numbers)
- Mentor and instruct **all** Members on how to recruit new, and retain existing Members
- Cultivate a mindset that is actively engaged in locating and attaining eligible Members
- Check on and make contact (visit, call, email, etc.) with Members we have not seen in a while
- Contact all expired/soon-to-be expiring annual Members to renew and become Life Members
- Recommend Membership incentives and marketing ideas to Post Commander for approval

Execution:

1. At least one knowledgeable Membership resource should be present at the Post each day to encourage Membership, answer questions and provide correct application procedures.
2. Reach out to local organizations and target-rich groups to make them knowledgeable on the advantages and benefits of joining the VFW. May use existing PowerPoint Briefing Presentation.
 - a. DE ARNG Maintenance Co (Armory Rd in Dagsboro) – **Jeff Ringel and Jay MacDonald**
 - b. DE ARNG Bethany Beach Training Site (Rt 1) – **Jeff Ringel and Jay MacDonald**
 - c. VA Clinic in Georgetown – **Mike Tuckman and Andrew Artemchuk**
 - d. Local Homeowner Associations (HOA) – **Phyllis Scully and Sharon Ruest**
 - e. Local Town Council Meetings and Town Hall gatherings – **Fulton Loppatto**
 - f. Events at Fire Stations (BBVFD, Millville VFD) & Parks (Evans, John West) - **Artemchuk**
 - g. Coastal Point and Cape Gazette Newspaper Ads, Radio and TV Ads – **Mike Tuckman**
 - h. Set up Recruiting Tables at DE State Fair, BB Boardwalk, Grocery Stores, Millville Boardwalk, Delaware Technical College, Lowe's, Home Depot, Hocker's and Fenwick Hardware, Freeman Stage, etc. – **All Committee Members and Other Post Members**
 - i. Coordinate with other Veteran Organizations (American Legion, Vietnam Veterans Association (VVA), Disabled American Veterans (DAV), etc. – **Tuckman and Ringel**
3. Recruitment and Marketing: If current Annual Members convert to Life Membership, they will receive \$100 toward their fee – matching the offer by DE VFW Dept level (Total = \$200!).

Bottom Line: We must do more than wait for potential Members to wander through our doors and join. Sure, we have a "Million Dollar View", but we must go to where they are, and to places they frequent.