



## “RECRUITING TIPS”

- First, there is no magic solution. Enthusiastic and positive leadership fosters companionship through camaraderie and excellent programming that bring Companions together.
- Every chapter has its own characteristics and culture, and they must tap into their strong points to promote their chapter.
- Plan outdoor activities that fosters sharing stories and working together on service projects for the good of the Order. (i.e., food pantries, Habitat for Humanity).
- Allow seating for younger veterans at no charge to attend the presentation portion of a lunch or dinner meetings. (That can be for anyone, not just younger.)
- Provide networking opportunities during lunch hour meetings to encourage younger professionals to participate. At each table, everyone introduces themselves, their profession, and the services they provide.
- Ask your female companions to speak on campuses for Women’s History Month/Women Veteran Forums to present their contributions, experiences, and challenges.
- Use social media resources extensively, which is where younger officers are conducting business and living their lives.
- Develop a chapter website, and a Facebook presence. Invite eligible members to join the chapter Facebook group.
- We post 50 times per month on Facebook with important and fun items of interest. This includes our participation in the Washington State Patriotic Day and the Massing of the Colors and special ceremonies presenting the YLC awards. This keeps Companions and potential members of our community informed about our mission and programs.
- We leverage our strength—our YLC students. We sponsor an outdoor reception in the summer after the YLC. This brings together Companions, students, and their families. We also invite prospective Companions to meet our student leaders. We ask YLC alumni from prior years to join us and prospective Companions. We usually recruit 3-5 new Companions at this function each year. Also, it is free to everyone who attends.

- We emphasize recruitment at every meeting and highlight new Companions in our monthly newsletter. We also invite our Companions to attend a YLC to successfully connect them to our mission. The ones that attended a YLC are devoted Companions and bring in new Companions.
- Staff officers are obligated to mentor younger companions to reach their full potential by involving them in chapter operations and supporting their transition to leadership positions. Begin by accompanying new officers to various events and provide them a role in these events. Facilitate training through user-friendly notebooks describing the job description in each program in your chapter to train them up.
- We send press releases to local news organizations, inviting the public and sharing the mission of the MOWW with others and how our youth are involved. Because of these efforts, we have recruited new Companions, and our community knows who we are."
- "Initiate considerable efforts to sustain camaraderie which is the keystone to attracting and retaining members."
- Offer rides to Companions and bring them to your meetings.
- Honor your Companions in the newsletter by describing their career accomplishments so others can guess who the "Unknown Patriot" is.
- Host special Christmas and Valentine dinner meetings with musical entertainment such as military brass quartets, children's cantatas, soloists singing love songs of WW II from local colleges or high schools, and a cappella music groups.
- Enjoy monthly breakfasts for the officers and lunches/dinners for spouses outside of regular meetings to enjoy informal time to gather.
- Offer speakers with military, government, and business backgrounds at each meeting in a relaxed setting. Our goal is to expose our Companions to each other and different points of view about our military heritage, civic responsibility, opportunities for aiding our communities and developing young leaders. Our Companions represent a resource network of resources to call upon.
- Under the heading of Law & Order, one chapter related a speaker's experiences during the war in Bosnia & Herzegovina with the Department of Justice. Another topic under National Defense was on missile defense. One Companion told the amazing story of the Unknown Soldiers of the UK, France, and the US, which aligns with the MOWW interest in historical records and monuments.
- Collaborate and network with your local military organizations, including the National Guard, Army Reserve Centers, Navy, Coast Guard, Marine and Air Force units. Remember the ROTC/JROTC officer instructors are all retired; if you have not recruited them, start now.

- In addition to recruiting Companions in general, chapters can focus on younger officers (under 60) to recruit younger veterans and mentor them into leadership roles.
- Younger prospective members wanted to participate, appreciated our mission, but were restricted by income and because they were still working full time with family commitments. Younger prospective members gravitated to organizations that incorporate physical activities and those that are family friendly.
- Appoint a chairperson and committee to lead an initiative for retention and recruitment. Give them a job to do and challenge them to recruit one more Companion than your chapter's stated recruitment goal. Develop and implement a plan, define responsibilities, and measure performance for recruitment. Accomplish this by identifying individuals and organizations where prospective officers are involved. Recruit from VFW, American Legion, women veteran organizations, businesses, JROTC / ROTC commanders, non-profits, community leaders, scouting groups, churches, synagogues, social clubs, and friends.
- Collaborate with military and civilian networks to attract members, collaborate with organizations building homes for homeless veterans. Join the local Veteran's Liaison Group in your community and have a chapter representative at their meetings.
- Have your Recruiting Committee speak to these groups and convey our mission to attract interest. Bring the MOWW video as another tool. Then, invite eligible candidates to our meetings. Suggest a sponsor or the chapter pay for the eligible candidate's meal. As a Chapter Staff, continually review how this approach is working. Be sure to recognize each Companion's success through awards and special recognition.
- Create an elevator speech that outlines the MOWW mission and the unique contributions you provide your community. This should be no longer than thirty seconds. Provide a MOWW business card and place a summary on the back of it.
- Contact the local VA office and look around your neighborhood, your social club, your church, and find those retired or former officers. Then invite them to a meeting and pay for their meal.