

VFW Recruiters Share Tips on Increasing Membership

As VFW pushes toward 100 percent in membership, a group of certified recruiters offer advice for those struggling to hit the mark. Most agree the easiest part is to 'just ask'

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With the end of VFW's membership year just a few months away, the push to achieve 100 percent in membership is stronger than ever. This would be the first time in 27 years that VFW has reached 100 percent.

"I'm so proud of everyone who accepted this challenge," VFW Commander-in-Chief B.J. Lawrence said. "Don't stop now. Keep the momentum going and 'Make it Happen.'"

Here's a look at what some of VFW's top Certified National Recruiters have to say about successful recruiting. A common thread among the recruiters is the importance of impressing upon potential members how their numbers will add to the collective VFW voice on Capitol Hill.

This article was featured in the April 2019 issue of [VFW magazine](#), and was by [Janie Dyhouse](#), senior editor of VFW magazine.

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