



# VETERANS OF FOREIGN WARS AUXILIARY

NATIONAL HEADQUARTERS

## Membership Moment – Attract Potential Members by Purchasing VFW Store Merchandise

One of the most effective and visible ways to show your pride in the VFW and the VFW Auxiliary, and raise awareness of their programs in your community is to purchase branded merchandise from the VFW Store. When you purchase items through the VFW Store, you know that your money stays in the VFW family and is used to assist veterans, military service members and their families.

How can VFW Store items attract new members?

- **They Spark Curiosity** – When the VFW or VFW Auxiliary logo is displayed on a shirt, pin, table drape or flag, it will likely cause potential members to find out what it stands for. Their curiosity may help drive them to your recruitment booth or your Department’s website to learn more.
- **They Start Conversations** – VFW Store items can lead potential members from initial curiosity to meaningful conversations. Items are great “icebreakers” for asking potential members if they are familiar with the VFW or the VFW Auxiliary, and if they have a veteran in their family.
- **They Last** – The longevity of branded, high-quality merchandise makes it messaging that lasts. The totes, magnets, stickers or other items that you purchase will be promoting the VFW and the VFW Auxiliary, and starting conversations for many years to come.
- **They’re Worn/Used by Supporters** – Generally, members who have had a great experience with the VFW or VFW Auxiliary are the ones that will proudly wear or use VFW Store items. This means that every time they are asked about that shirt or pin, they will be gushing about how amazing their organization is!

To request a current copy of the VFW Store Catalog, you may call 1-800-821-2606. If you would like to view and purchase items online, you can visit the VFW Store at [www.vfwstore.org](http://www.vfwstore.org).

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