

A New Era of Membership

Welcome to a new year and you could say a new era of membership. I say new era because of the ongoing COVID-19 Pandemic that continues to plague everyone in numerous ways. It has negatively affected the way chapters fundraise, conduct meetings and recruit members.

First, let me introduce myself. I am Robert Hilliard, a member of Chapter 27 located in Tomah. I am also the new Senior Vice Commander for the Department whose main duty is to chair the Membership Program.

Secondly, thank you for everything that each of you do for the DAV in the state. Without you we couldn't do what we do!

In my position as Membership Chairman, I am here to help each chapter make its goal for the year. What does this mean? I see this as helping each chapter recruit the most new members that they can get. I want to build up our membership with new members that know what DAV is about and have the drive to participate in chapter activities.

I will work with our chapter leadership to build a new membership program that fits the needs in their specific areas. What may work in a large population center may not work for chapters in remote areas.

One of my goals is to help chapters recruit new members during the COVID-19 Pandemic using new tools such as 'hot lists' and DAV's "Recruit a Warrior" Program:

For a brief introduction to these new tools, click on: <https://youtu.be/pudf8gMAoac>.

To sign up for the "Recruit a Warrior" Program, go to www.dav.org/warrior.

We are all volunteers and many of you all have day time jobs. Again, I want to thank you for everything that you do for the DAV and the veterans that we serve!

I look forward to serving all of our members as your 2020-2021 Membership Chair during this COVID-19 Pandemic.

Robert Hilliard
Membership Chairman
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