



3407 S. Jefferson Ave, #219. St. Louis MO 63118
(314) 725-6005 | (314) 227-1981 | vfp@veteransforpeace.org

VETERANS FOR PEACE

MEMBERSHIP REPORT

Committee Work. Membership Committee meets monthly (first Wednesdays at 7:00 pm Eastern).

Overview of Member #s.

- Current 2,589 (2,016 vets + 573 associate members)
- Lapsed 150

Membership trends. Since last convention, and especially since spring, membership numbers have been steadily increasing. However, VFP continues to be plagued by large numbers of lapsed members and dropped memberships and ongoing database issues. To recruit and retain members, VFP has taken the following steps since last year:

- (Re) hiring of Casey Steinmetz as National Membership Coordinator
- Initiating membership drives (3 x/year) with significant outreach efforts
 - March, August, December
- Continuing monthly New Member meetings
- New Member numbers since spring
 - Mar – 59
 - Apr – 61
 - May – 58
 - Jun – 27
 - July – 38
- Larger increases correlate with the membership drives
- Implementing improved outreach with New Member Calls, so that each new member is contacted by a VFP representative (chapter/project/committee assignments)
 - Rationale of new member calls
 - Mixed/inconsistent results. Needs to improve.

Overview of Chapters. While chapter development is a success in some cases, there is room for improvement. As part of our efforts to clean up data and assign new members appropriately, VFP has attempted to reassess active vs. inactive chapters. As the foundation of our work is our chapters, this effort is vital to ensure engagement with new members and other parties who may benefit from contact with VFP chapters.

- Monthly Chapter Contact Meetings
- Continued efforts to review + refine our Chapter Contacts List
 - Ongoing successes vs. continued gaps in reliable information
- New chapter charters forthcoming. Interest in forming new chapters is substantial
- Welcome to Chapter 757 – Hampton Roads, Virginia

Next Steps. VFP seeks more robust direct engagement and outreach via New Member calls and Chapter Review calls. We are putting out a call to our members in search of:

- Join with Membership Committee in making New Member Calls.
 - Assist with making calls to new members so they get welcomed, engaged with, oriented, and placed in accordance with their interests and the needs of VFP.
- Help Membership Committee in Chapter Review Outreach.
 - Assist with outreach to VFP chapters to review and update which chapters are active, identify best chapter contacts, and facilitate new member assignment.

Thank you for your support of VFP's membership efforts. Contact us if you wish to help.

Joshua Shurley,
Chair, Membership Committee