

Multi-media Proves the Best Mix for Recruiting Female Vets

Veterans of Foreign Wars

THE CHALLENGE

VFWS primary goal in recruiting Johnson Direct to produce a member acquisition campaign targeting female combat veterans, (ages 20 to 45) is to increase female membership.

Historically, the VFW organization has been largely perceived to be an organization for older men, not young women. This has been the biggest challenge in the recruitment campaign, as women either do not know that they are able to join the organization, or have the perception that they will not be accepted by male members.

THE SOLUTIONS

Johnson Direct created a multi-channel, integrated campaign starting with the development of the "She Serves" brand. The key to the She Serves campaign is to create a brand that lets female vets know that they have a special, defined place as a VFW member. It was critical to make this brand recognizable and relevant to females, different from the stereotypical "older male" brand that's currently associated with the VFW.

A dedicated She Serves website was developed to serve as the hub of all marketing activity. Johnson Direct designs microsites to drive response. When developed with a strategic focus on direct response, microsites not only drive recruitment, but also gather information about prospects, providing qualified leads for future recruitment and marketing efforts. The She Serves site is no exception and enables visitors to apply for membership online, join a social group, request a free VFW publication, or sign-up to receive email updates.

She Serves groups on Facebook and My Space are working well to promote the VFW initiative, generate word-of-mouth among our target audience, drive traffic to the She Serves website and recruit new members.

Direct mail has proven in the past to be an effective means of member acquisition and serves as the backbone of the recruitment. Johnson Direct recommended a testing matrix, which included testing messaging, creative formats and various lists.

THE RESULTS

For thousands of women vets, the resulting "She Serves" concept and cross-channel strategies, supported by a campaign dedicated website, has reversed the age-old perception that the VFW is a men's club. To date, hundreds of women have joined the She Serves Facebook group and joined the VFW as a member.

THE TACTICS

- Brand Development
- Consulting, Research & Strategic Planning
- Direct Mail Strategy, Design & Production
- E-mail Marketing
- List Research & Acquisition
- Microsite Strategy & Design
- Social and Viral Marketing



"From day one, we've been very impressed with the She Serves campaign Johnson Direct has created for us. Attracting women to the VFW organization is an important and exciting outreach initiative. It is a way for us to honor the service and sacrifice of female veterans and provide them a valuable community where they can feel the support of others. The Johnson Direct team has put forth the highest level of strategic counsel, creativity and dedication to this challenging project."

- Troy Danderson
Associate Director, Membership
Veterans of Foreign Wars



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