

Make recruiting easier

'Hot lists' can help you identify strong leads in your community.

Recruiting for a membership-driven organization is a challenging endeavor that requires passion and patience. It's only made more difficult when forced to maneuver during a national health crisis. But the dedication of DAV recruiters is unmatched.

As is the case for any business or organization, maximizing our potential is as challenging, if not more so, than reaching it in the first place. It's with this in mind that I want to take this opportunity to tell you a little about DAV "hotlists."

While hot lists have been available for a couple of years now, they might be one of our more underutilized tools by our chapters and departments. These lists only contain the most viable membership prospects in your area. Most of them have never been solicited to join our ranks and represent a veteran who could benefit from DAV's programs and services.

We encourage all of our chapters to request these hotlists and reach out to those veterans in your community. Ask them how they are doing. Ask them if they need any help with their claims or if they are getting to and from their VA medical appointments without any problems. Don't be afraid to check in on your local brothers and sisters to see if DAV could help improve their situation. Effective recruitment of new members is often times the result of offering our services to veterans and displaying what DAV does. The chapters that have taken this approach with hotlists have seen success and helped more veterans because of it.

Chapters can request their hotlists by calling us at 1-888-236-8313 or by emailing national at

membershpublic@davmail.org with the applicable zip codes.

Over the last few years, we have worked hard to supply chapters with as many tools as we can. Put simply, our goal at DAV headquarters is to make all of your efforts as easy to execute as we can. We can work smarter and not harder if we, as an organization, develop good habits and utilize the tools that are available to us.