



VETERANS OF FOREIGN WARS  
Department of Nebraska

# VFW Nebraska Business Strategy

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# VETERANS OF FOREIGN WARS

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- Decrease costs through technologies and efficiencies
- Maintain current Income
- Increase revenue (income) through new programs
- Increase membership, increase donations
- Provide better visibility and presence to Veteran's
- VFW NE HQ Improvements (Resources)
- Transition Plan

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## *Cost Savings*

### **Move from a paper operation to electronic automation**

- VFW NE online program reporting
  - Eliminate paper forms that do not have detail information.
  - All programs are not reported under the paper forms mail-in
  - VFW NE HQ staff do not need to enter paper information
- VFW Nebraska News (electronic newspaper), elimination of the paper newspaper quarterly and provide an electronic monthly newsletter accessed via the VFW NE Website.

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## *Cost Savings*

- VFW NE Webmail
  - Eliminate personal emails for HQ, district, posts, committees July 1, 2014
  - Save money documenting personal email list every year
  - Do not need to change documents for personal email addresses.
  - Official webmail system started VFW NE July 1, 2013 along with personal emails

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## ***Cost Savings***

- *VFW NE online store*
  - View and purchase items with a credit card
  - Automated for VFW NE HQ to ship products
- *VFW NE information, forms and payments*
  - VFW NE Members can operate independently for forms, books, news, etc. using the VFW NE website instead of calling the VFW NE HQ and using staff time and mailing information.

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## ***Cost Savings***

- *Online forms* (VFW NE Website)
  - 20 questions
  - Membership
  - Convention reservations and payments
  - District Reporting Voice of Democracy, Patriot's Pen, Teacher of the year
  - District 10 Post coverage for Programs
  - Claim Your Website as webmaster
  - Donations
  - Many others
- *Webmail* online on the VFW NE website

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## *Current Income*

- Dues from VFW National
- Interest Income
- Donations
- Outbound Telemarketing for donations (xentel)
- Fundraiser (post donation)
- Guaranteed Income (VFW National cut from calendars, xmas cards, plea letter, etc.)
- Profit sharing from VFW National (insurance, supplies, ads in paper, etc.)
- VFW NE product profit (shirts, flags, Buddy Poppys, etc.)
- VFW NE Merchant Service (NXGEN credit card processing)
- Skill Touch

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## ***Income Increase***

- VFW NE Merchant Services
  - Income from VFW NE HQ, posts, businesses and large corporations
- VFW NE webpage for donations via credit card or check.
- Yearly cost to members for mailed versions of news and other documents (covers costs)

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## *Income Increase*

- Calendar project
- VFW Nebraska Skill Touch Gaming
- **Future:** Online self-service advertising for businesses on VFW NE websites
- **Future:** Create a Veteran's Foundation for income and donation

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## *Increase Membership*

- Website
  - Automated website page for membership signup and credit card payment
  - Webpage for annual versus life member analysis

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## ***Increase Membership***

- Social Media
  - Access to social media channels
    - Facebook
      - VFW NE posts (stories) published on Facebook
    - LinkedIn, Google+, YouTube, Twitter
  - VFW NE online Membership

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## *Increase Membership*

- Veteran's Resource Website
  - Assist all Veteran's with resources to help them.
  - Link to VFW NE membership
  - Link to VFW NE website and from the VFW NE website to the Veteran's Resources website

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## ***Presence to the membership and veterans***

- VFW NE Website
  - VFW Nebraska News (electronic newspaper)
    - All VFW NE district and post webmaster can publish electronic news stories.
  - *VFW NE Website calendar of events*
    - *Color tags for calendar categories / events*
  - *Manage personal VFW member information through the website*
  - Websites for all districts and posts in Nebraska
    - Networked together
    - Some posts and districts with webmasters to maintain website

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## *Presence to the membership and veterans*

- Social Media (VFW NE)
- Veteran's Resource Website
  - Support all Veteran's for access to Jobs, VA Claims, VA Medical, Veteran Benefits, Financial Help, Education, Transitioning to Civilian Life, Home Finance, Homeless Help, Why Veteran's Should Locate in Nebraska, Troop Support and Women Veteran's
- Partner with Nebraska Chamber of Commerce

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## ***Presence to the membership and veterans***

- VFW NE Webmail
  - Eliminate personal emails for HQ, district, posts, committees July 1, 2014
  - Save money documenting personal email list every year
  - Do not need to change documents for personal email addresses
- *VFW NE Forum/Discussion Group*
  - *Various subject for Veteran's discussion*
  - *Can ask questions and provide answers to other Veteran's*

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***Presence to the membership and veterans***

- ***Future: Retirement Community Involvement (investigating)***
  - *Service officer activities*
  - *Veteran's Affairs activities*
  - *Potential VFW Membership*
- 2013 VFW Web Award Competition 2<sup>nd</sup> place from VFW National

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## *VFW NE HQ Improvements*

- Hire and retain quality employees
  - Financial skills
  - Web skills
  - Understanding technology to replace manual paper operations
  - Office skills

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## *VFW NE HQ Improvements*

- Hire a person for membership (when new income generation from new programs can support this)
  - Training membership recruitment
  - Generation for new membership
  - Post membership recruitment
  - Other activities

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## *VFW NE HQ Improvements*

- Hire a person for NXGEN credit card processing membership (when new income generation from new programs can support this)
  - Organize posts for NXGEN credit card processing sales leads
  - Corporate acquisition lead person
  - Training for posts and districts
  - Other Activities

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## *VFW NE HQ Improvements*

- Hire Veteran sales people for VFW Nebraska Skill Touch Gaming (paid for by Skill Touch Company)

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## *Transition* (5 to 10 years)

- VFW NE Webmaster (cross-train)
- VFW NE QM (cross-train staff and others in operations)

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