



DETACHMENT JUNIOR VICE COMMANDANT ROLES AND RESPONSIBILITIES

Jan 20, 2022



DISCLOSURE



- This presentation is not a one stop shop reference for understanding the roles and responsibilities of the Detachment (Det) Junior Vice (Jr Vice) Commandant (Cmdt).
- Before reaching out, please review not only this presentation but the references listed at the end of this Power Point Presentation (P³).
- If you cannot resolve your question(s), it is highly recommended you follow your chain of command by speaking to your Det staff, specifically the Past Jr Vice Cmdt, Senior Vice (Sr Vice) Cmdt, and or Det Cmdt.
- If you still need assistance, reach out to your Dist Vice Cmdt and finally the Dept Jr Vice.
- We are here to serve but begin with your staff.



VALUABLE DEPARTMENT RESOURCES



- **Guidebook For Detachment Officers**
 - See Department (Dept) Web Link reference # 1.
- **Recruiting “Looking for the few good members” P³.**
 - See Dept Web Link ref # 1 (Training Section).
- **Det Officer Orientation P³.**
 - See Dept Web Link ref # 2.

Special Note:

All links are located at the end of this P3.

All links work. If not, then try using other browsers.

If you are still having trouble, have you established a member account with the National and or Dept website?

If not, contact your Det Cmdt/PM for assistance.



ROLES AND RESPONSIBILITIES PAGE 1 OF 2



- **Junior Vice Commandant.**
 - **The primary roles and responsibilities are to maintain the membership.**
 - **Internal maintenance of current Det members.**
 - **External recruiting of new members to increase Det membership.**
 - **Be prepared and carry flyers and contact cards in your wallet and vehicle.**
 - **Potential new members will pop up as targets of opportunity anytime anyplace.**
 - **Every member is a recruiter.**
 - **See Dept Web Link ref # 1, 2, and 3.**



ROLES AND RESPONSIBILITIES PAGE 2 OF 2



- **Develop an Annual Recruiting Plan.**
- **Establish a line item Recruiting Budget for the Det Annual Budget.**
- **Organizes and manage Membership Drives.**
- **Identify areas to visit and encourage members to recruit monthly.**
- **Execute Monthly Recruiting opportunities (set up a booth when possible).**
- **Report new members and recruiting efforts at monthly Det Mtg and to the Sr Vice to add to the monthly Activity Report.**
- **Meet and greet new members with the Sgt-At-Arms before the Det mtg.**
- **Introduce any new member during the Jr Vice Report.**



JUNIOR VICE COMMANDANT STAFF COORDINATION



- **Senior Vice**
 - **Staff Coordinator.**
 - **Activity Report.**
 - **This is the source doc for the National and Dept Recruiting Award Program.**
 - **Americanism Program.**
 - **Other Duties.**
- **Adjutant/Pay Master**
 - **Reviews the PLM, Qtr Roster, and MAL (Members at Large) to analyze and act upon Internal and External Recruiting opportunities.**
- **Toy For Tots Coordinator**
 - **Coordinate, attend, and be prepared to talk with potential donators about the MCL and your Detachment.**
 - **See Department Web Link ref #3.**



MONTHLY ACTIVITY REPORT



- **Sr Vice has Staff Cognizance:**
 - The Det Activity Report is a monthly chronology of the activities, events, and participation throughout the month.
 - All Recruiting Activities and New Members are reported on the Det Monthly Activity Report.
- **Jr Vice responsibility:**
 - To inform the Sr Vice of any Recruiting Activities and New Members to the Sr Vice.
- See Dept Web Link ref # 1 (Det Forms/Docs: Activity Report Tab).
- See Dept Web Link ref # 1 (Det Forms/Docs: Activity Awards Tab).



INTERNAL RECRUITMENT



- **Qtr Rosters**
 - Published and sent from the Dept PM to the Det PM four times a year.
 - Name(s) above the black line on page 1 are not in good standing.
 - Each members need to be researched to determine if the Transmittal has been submitted and being processed.
 - If not in good standing, each member needs to be contacted.
 - Find out why they have not renewed.
 - Try to get the member to renew.
 - Names below the black line are in good standing for the current year.
 - Beginning Apr 1, contact all members to renew for the upcoming fiscal year (NLT Sept 1).



EXTERNAL RECRUITMENT

PAGE 1 OF 2



- **Marines At Large (MAL) Roster.**
 - Available during July.
 - Use as a Recruiting Tool.
 - Look at their addresses (Zip Codes) and focus on them.
 - Contact those MALs in your area.
 - Important because if the Dets gain a member and per capita fee



EXTERNAL RECRUITMENT

PAGE 2 OF 2



- **Targets of Opportunity**
 - **Seasonal Events and when permissible, set up a Booth.**
 - **VFW and American Legion Posts.**
 - **Marine Recruiting Offices and Reserve Center.**
 - **Personal Workplaces.**
 - **College Veterans Support Services Offices.**
 - **Opportunities are out there to explore.**
 - **Do not reinvent the wheel.**
- **Use the National Web Link ref # 1 plus this P³ as a guide to help remove the mystery of Recruiting.**



RECRUITING AIDES PAGE 1 of 2



- **Membership Forms**
 - National Web Link ref # 2.
- **Recruiting Materials**
 - Recruiting posters placed in any location that Marines would visit.
 - Postcards/ Business Cards can be placed on windshield of vehicles that display a Marine stickers/emblem.
 - Det business cards and flyers where meetings and bulletin boards are available.
 - Radio and newspaper announcement or news of detachment events.
 - Television detachment event release.
 - NPR Station Public Announcement opportunities.
- **Toys for Tots**
 - See Dept Web Link ref #1 Det Forms/Docs: Dept: Toys for Tots Title) and # 3



RECRUITING AIDES PAGE 2 of 2



- Det business cards can be designed and printed on your computer with business card stock.
- Use the back as a Contact record and or list your meeting location, date, and time.

Anthony "Tony" Poletti

Dept of Tx Junior Vice
Commandant



Lost Pines Leathernecks Detachment 1384
119 Guerrero Dr, Bastrop, Texas 78602

TEL | 951-805-2272 EMAIL | juniorvice@txmcl.org
WEB | txmcl.org

Meeting Date and Time

Third Sunday of the month

Time: 5:00PM

VFW Post 25276; 1503 FM 20, Bastrop, Tx

3003 Loop 150 E Bastrop, Tx

Initial Contact Card

Name: _____

Address: _____

Email: _____

Phone: _____



FUNDRAISERS AND RECRUITING OPPORTUNITIES



REGISTRATION



Saturday, September 21st, 2019
 Colo Vista Golf Club, Bastrop, TX
 4 Person "Battle Ball" Scramble
 \$90 per player
 Check in-8:30 am * Start-9:30 am
 Range & Putting open at 7:30 am

"BATTLE BALL"

Battle Ball Scramble is a game of 4-person teams.

Each team plays a 3 person scramble and 1 player plays the "battle ball". This rotates among players, changing each hole. For example: player A on hole 1, player B on hole 2 and so forth throughout the round.

Each player will take a "tee shot" and select one to play. From that point 3 will continue in a scramble format and 1 will continue as the designated "battle ball" player.

In "Battle Ball" two scores per hole are added to become the team score. One is the scramble score and the other the "battle ball" score.

FOUR WINNING TEAMS

Tournament Champion * Scramble Winner
 "Battle Ball" Winner * Challenge Cup

F.A.I.T.H.

Lost Pines Leathernecks
 "Project F.A.I.T.H."
 (Funding Assistance In Trying Hours)

The LPL Project F.A.I.T.H. is designed to provide financial assistance and services to veterans of the United States Military in the greater Bastrop area and throughout Texas. The LPL F.A.I.T.H. program aids veterans by funding assistance to veterans and their immediate families for basic needs, including but not limited to: transportation, medical assistance, food, shelter, and clothing.

Many veterans struggle during times of emergency or crisis. The LPL F.A.I.T.H. program provides a means to enable these brave service men and women get a leg up while returning to a more productive, fulfilling life with their families after an emergency or crisis.

When we help improve the lives of our veterans, we also improve the quality of life for their families, communities, and our Country as a whole.

To be eligible for the LPL F.A.I.T.H. program, you must have served honorably in the United States Military.

To learn more or apply for assistance visit:
www.LPL1384.com

SPONSORSHIP



SPONSOR LEVELS

CORPORATE: \$1000

1 foursome for the tournament
 Prominent signage
 Logo on event materials and scorecard
 Logo on website
 Opportunity to showcase services or products

CART: \$1000

1 foursome for the tournament
 Prominent signage on all player golf carts
 Logo on scorecard
 Logo on website
 Opportunity to showcase services or products

Practice Range or Putting Green or Hole-in-one: \$500

2 players for the tournament
 Prominent signage
 Logo on scorecard
 Logo on website
 Opportunity to showcase services or products

Hole Sponsor: \$100

Custom Sign on Tee or Green
 Logo on website

Web Sponsor: \$50

Logo on website

REGISTRATION

\$90 per player

Green fee, Cart, Beverages,
 Lunch, Reception, Prizes

Name: _____

Address: _____

Phone: _____

Email: _____

If playing with a team please
 indicate names here so we can
 match everyone in your group:

1. _____
2. _____
3. _____

Mail Check or Money order to:

LPL1384
 P.O. Box 366, Bastrop, TX 78602-0366

OR Pay Online:

www.lpl1384.com
 Questions?

Give us a call: 512-750-9200
 Or email: lpl1384@yahoo.com

"SHOOTOUT"

Closest to the pin "Shootout"
 will take place after the conclusion
 of tournament play.

- A minimum of 20 participant tickets will be drawn.
- After 100 tickets are sold an additional ticket will be drawn for each 5 tickets sold.
- For each ticket drawn the individual may take one shot from 75 yards.
- There will be a minimum Of 20 prizes awarded.
- Prizes will be awarded for closest to the pin beginning with the closest and moving outward.
- Tickets will be \$10 each or 3/\$20 and may be purchased with your registration or the day of the tournament.
- A person may purchase as many tickets as desired.

For additional information call 512-750-9200 or visit:
www.lpl1384.com



**Lost Pines Leathernecks
 Marine Corps League
 Detachment 1384**

Saturday, September 21st, 2019
 Colo Vista Golf Club, Bastrop, TX

4 Person "Battle Ball" Scramble
 \$90 per player

Check in-8:30 am * Start-9:30 am

Post Tournament "SHOOTOUT"
 Guaranteed winners of some
 fabulous prizes.

For additional information call 512-750-9200
 or visit:
www.lpl1384.com



FLYERS FOR FUNDRAISERS AND RECRUITING OPPORTUNITIES



- Easy to design on your computer.
- Limited by you imagination.
- Golf Tournaments.
- Turkey Shoots.
- Motorcycle Poker Runs/Rallies.
- Service Organization Events.
- Toys For Tots.
- Marine Corps Birthday Balls.
- Sky's the Limit.



Corporate Sponsor
FIRST NATIONAL BANK
Bastrop County's Bank...Since 1889
Member FDIC

Saturday, September 21st, 2019
Colo Vista Golf Club, Bastrop, TX
4 Person "Battle Ball" Scramble
\$90 per player

Check in 8:30 am with 9:30 am Start Time

Post Tournament "SHOOTOUT"
Guaranteed winners of some fabulous prizes.

For additional information call 512-750-9200 or
visit:

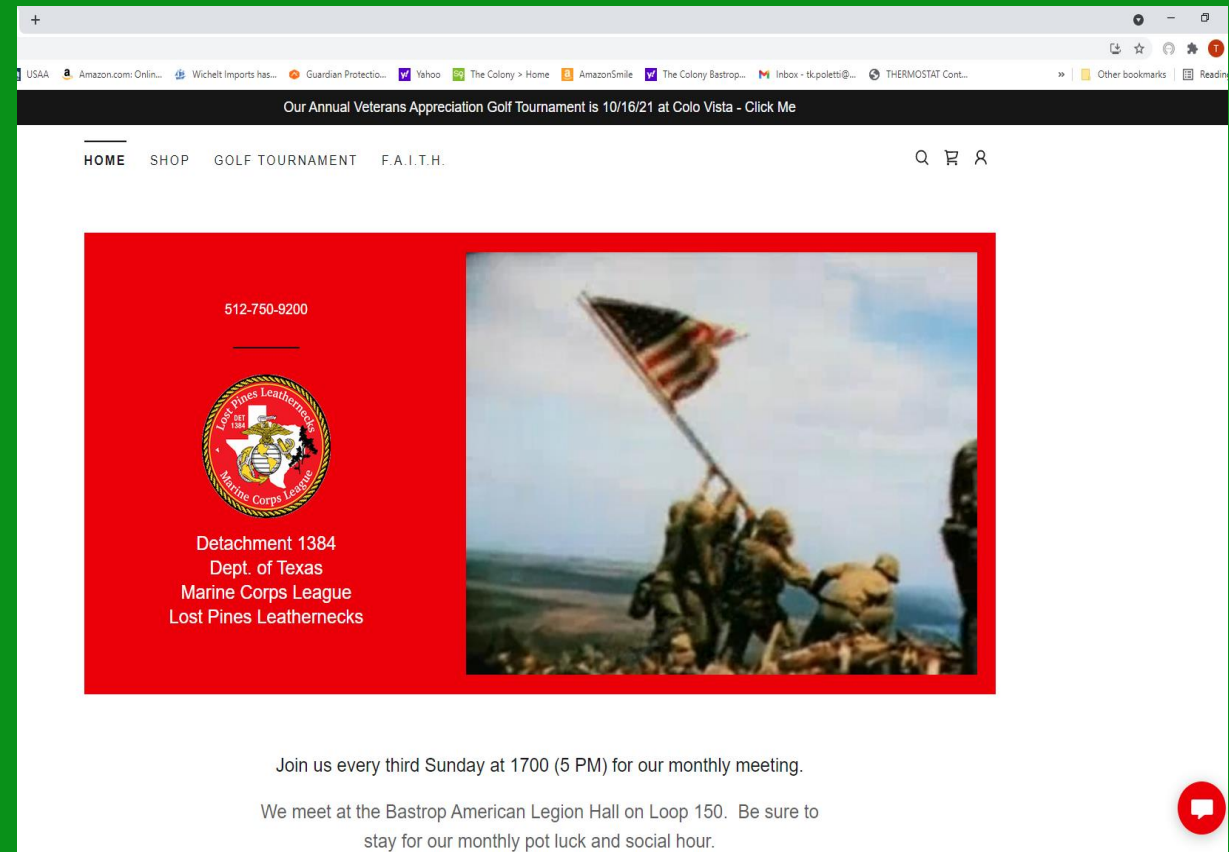
www.lpl1384.org
www.LPL1384.com



WEB PAGE



- **Web Page Design**
 - Free but limited in design options with lots of outside ads.
 - Fee Base offers more options.
- **Requires an Administrator:**
 - To upload information and manage the pages.
 - To update the pages with new information.

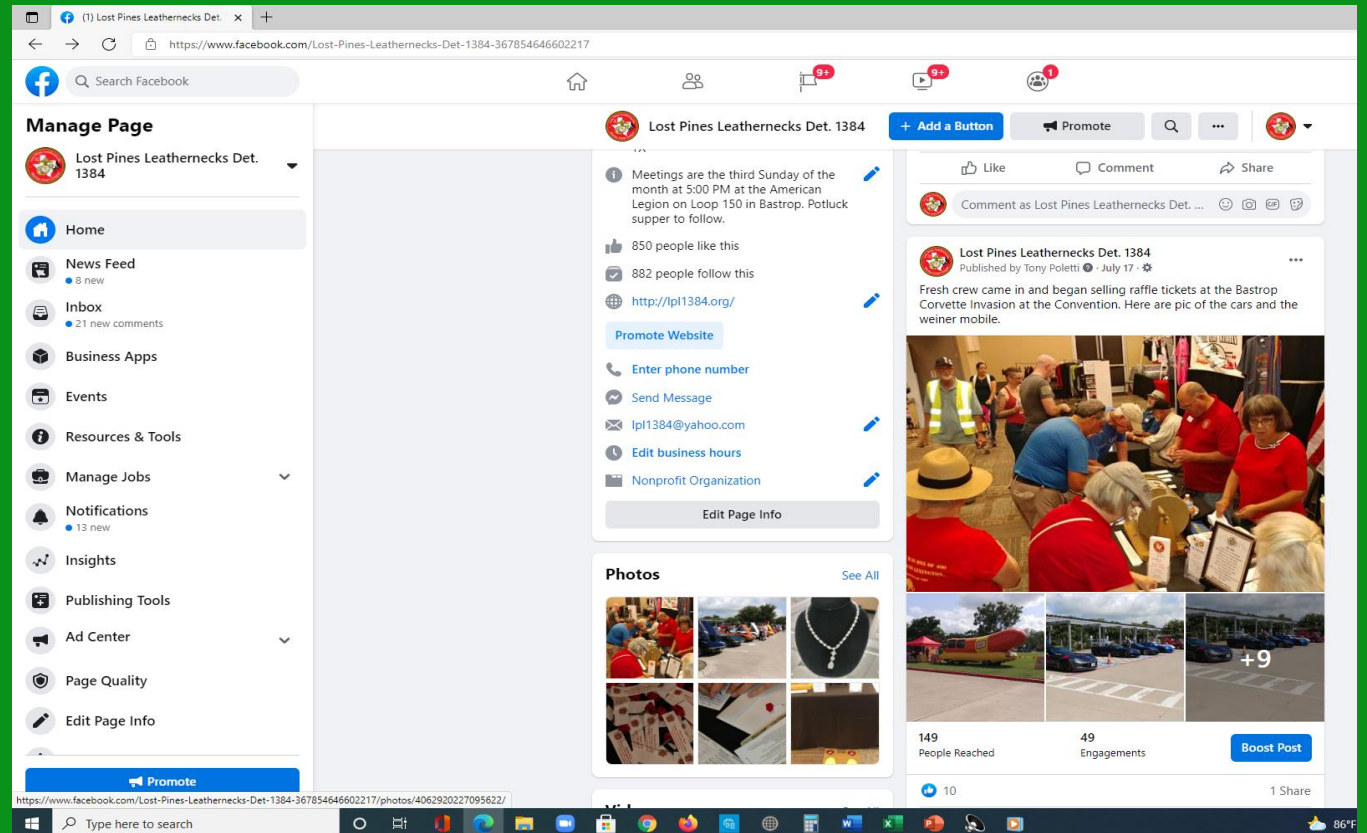




SOCIAL MEDIA



- Establish a Facebook Page to reach out to followers.
- Use the Boost option to reach out to more audience through specific focal groups.
 - Marine
 - Veteran
 - Service member
 - It has a fee that is reasonable.





NATIONAL RECRUITING AWARDS

(pages 1 of 2)



- Ref: National Admin Procedures (dated Aug 2021), Encl 4, paragraph “National Junior Vice Commandant”, pages 16-17, and the Membership Recruitment Program form, pages 4-20. Ref #4.
- July 1- June 30 is the data collecting period for the National Recruiting Program.
- The Deadline date (as listed on the Membership Recruitment Program form) NLT July 1.
- To meet the July 1 due date, we suggest a cutoff date of June 20.
- Each month the Det Jr Vice must monitor the Activity Report and coordinate with the Det Sr Vice/Adj/PM to record new members on the National Recruiting Form.
- One form per recruiter listing the new member he is credited for after the Det votes approval for the new member.



NATIONAL RECRUITING AWARDS

(pages 2 of 2)



- Start filling in each form per Recruiter now and throughout the year.
- The forms are writeable, savable, and the same data will be used for the Dept Recruiting Award Form.
- You must use the National Form (one per Recruiter) and batch email them directly to the National Jr Vice Cmdt at info@mcleague.org (Attn: National Junior Vice Commandant) or USPS mail USPS to National Junior Vice Commandant, 3619 Jefferson Davis Hwy, Suite 115, Stafford, Va 22554.
- If you use USPS/FEDEX/UPS or other methods, you must reverse plan, accordingly, to ensure arrival NLT July 1.
- Regardless of the method, mail or email a copy to the Dept Sr Vice seniorvice@txmcl.org and Jr Vice at juniorvice@txmcl.org
- National Web Link ref #4



DEPARTMENT RECRUITING AWARDS

(pages 1 of 2)



- Ref: Dept of Tx Admin Procedure, date 2019, pages 53-54
- Form: Dept of Tx Recruiter of the year Nomination Form, Dept of Tx Admin Procedures, date 2019, encl 4, page 54.
- May 1- Apr 30 is the data collecting period for the Dept Recruiting Program.
- Since the Det Jr Vice is already monitoring the Activity Report and coordinating with the Det Sr Vice/Adj/PM for the National Recruiting Program, the same data will be used for the Dept of Tx Recruiter of the Year Nomination Form.
- One form per recruiter listing the new member he is credited for after the Det votes approval for the new member.



DEPARTMENT RECRUITING AWARDS

(pages 2 of 2)



- Submit the Dept of Tx Nomination form by May 15 and we recommend May 1 for planning purposes.
- Start filling in each form now and throughout the year.
- The forms are writeable, savable, and the same data will be used for the National Recruiting Award Form.
- The deadline date for Dept Recruiter Nomination Awards must be submitted to the Dept Sr Vice email address seniorvice@txmcl.org NLT May 15.
- Send a copy to the Dept Jr Vice at juniorvice@txmcl.org NLT May 15.
- Dept Web Link reference #1 (By-Laws and Admin Procedures Section).
- Dept Web Link reference #1 (Det Forms and Doc: Awards tab).



DIVISION OF LABOR FOR SUBMISSION OF THE NATIONAL AND DEPT RECRUITING AWARDS



- A definition of “Division of Labor” is the way that different tasks are apportioned to different Staff Officers.
- The Recruiting Awards are impacted by two different Staff Officers, two different twelve-month periods of data collecting, two submission deadline dates, and two Organizational Awards Committees.
- Staff coordination is critical because who is responsible to do what and when?
- The Det Sr Vice has Staff Cognizance for the Det Award Program.
- The Det Jr Vice has Staff Cognizance for Recruiting and Recruiting Awards issues.
- This may lead to conflicts unless the Division of Labor is clearly defined and coordinated.
- So, the Det Sr Vice/Jr Vice must discuss the Division of Labor as to who does what and when to minimize any miscommunication and or failure to submit the paperwork correctly, completely, and on time for consideration at National and Dept Recruiting Awards.



AMERICANISM PROGRAM (BINDER)



- Det Sr Vice has Staff Cognizance.
- Detachment Historian/Americanism Chairman are responsible for and managing the Americanism Binder.
- These events are chronicled in a binder scrapbook, or album.
- Recruiting Activities should be included in the Americanism Binder.
- Evidence includes:
 - Participation in events throughout the year, visibility within the community, and showing the hard work and Esprit de Corps.
 - Photos, newspaper articles, certificates of awards, memorabilia from staff meetings and conventions (programs, name tags, banquet tickets), etc. can be placed in the book to show participation in or promotion of events.
- See Department Web Link ref # 1 (Det Forms/Docs: Americanism Tab).



RECRUITING RATIOS



- An unofficial rule, it takes 3 contacts to encourage someone to join.
- It takes 3 follow-ups to maintain contact and interest.
- Use social media to encourage membership, Facebook, Webpage, and newsletter, others.
- Bring/invite them to the meeting and meet and greet before the meeting.
- See Department Web Link ref # 1 (Det Form/Docs: Recruiter Tab).



USING SOCIAL MEDIA TO RECRUIT



- Use media to encourage membership
 - Social Media.
 - Webpage.
 - Newsletter.
 - Television.
 - Flyers at the VA and Vet Center.
 - Recruiting Stations and Reserve Centers.
 - Student Veterans Association.
- Learn how to make your own Video to publish your message.
- See National Web link reference # 5.



MCL ROSE PROGRAM



- **MCL Rose Program:**
 - Started by Marine Eddie Gallagher from New York, designed to parallel the VFW "Poppy" program to provide funds for detachments to assist veterans and youth and provide other services to the community.
 - Funds should not be used for the detachment's "general fund" but to assist veterans and youth and provide other services to the community.
 - One example of how to use the Rose is to hook potential new members.
 - Tell the story of the Rose.
- See National Web Link ref # 6 at the end and look for MCL Rose Program midway down.



NATIONAL WEB LINK REFERENCE PAGE 1 OF 2



1. <https://www.mclnational.org/recruiting.html>
2. https://www.mcleaguelibrary.org/wp-content/uploads/2020/01/Membership-Application_2020.pdf.
3. https://www.mcleaguelibrary.org/wp-content/uploads/2020/01/Brochure_MCL-FY20.pdf

Special note: These links work, if you are having trouble use other browsers.
If you are still having trouble, have you established a member account with the National and or
Dept website?
If not, please see your Det Cmdt/PM for assistance.



NATIONAL WEB LINK REFERENCE PAGE 2 OF 2



4. <https://www.mcleaguelibrary.org/wp-content/uploads/2019/11/2019-National-Admin-Procedures-COMplete.pdf>
5. <https://militaryorderofthedevidogs.org/download/the-video-process-class/?wpdmdl=28515&masterkey=6074aea21850b>
6. <https://www.mclnational.org/programs.html>

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DEPARTMENT WEB LINK REFERENCE PAGE 1 OF 1



1. <https://txmcl.org/departments-resources/forms-documents.html>
2. https://txmcl.org/index.php?preview=1&option=com_dropfiles&format=&task=frontfile.download&catid=21&id=33&Itemid=1000000000000000.
3. <https://www.toysfortots.org>

**Special note: These links work, if you are having trouble use another browsers.
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Dept website?
If not, please see your Det Cmdt/PM for assistance.**



DETACHMENT JUNIOR COMMANDANT ROLES AND RESPONSIBILITIES



**ANY QUESTIONS
ANY CORRECTIONS**

EVERY MEMBER IS A RECRUITER

**CONTACT THE DEPT JUNIOR VICE
JUNIORVICE@TXMCL.ORG**