



MOWW COMPANION RECRUITING GUIDE

MOWW OVERVIEW

- **Congressionally Chartered:** MOWW is a congressionally-chartered Veterans Service Organization established in 1919.
- **Non-Profit Status:** MOWW is a 501(c)(19) Veterans Service Organization.
- **Membership Eligibility:** Officers and senior enlisted (E-7, E-8, E-9) from the Uniformed Services of the USA and their direct family members.
- **Locations:** MOWW has 72 Chapters across the US and Puerto Rico with over 6,300 members.
- **Motto:** "It is nobler to serve than to be served."
- **Focus:** Serving youth, community, and nation.
- **Website:** www.moww.org

Mission Statement:

The Military Order of the World Wars serves our nation and local communities by providing and supporting activities that promote and encourage responsible citizenship, patriotism, youth leadership, military and public service, veteran support, and strong national security.

Membership Categories:

- Regular Membership: Renewable annually at \$60
- Perpetual Membership: One-time payment of \$500 (Installment option available)
- Hereditary Membership: Available to descendants of eligible veterans

Why Join MOWW?

MOWW is a patriotic Veteran Service Organization dedicated to serving youth, communities, and the nation. We promote good citizenship, patriotic education, and military and public service. MOWW provides Companions with a unique opportunity to continue serving beyond their military careers.

MOWW OUTREACH PROGRAMS

1. Patriotic Education

- **Youth Leadership Conferences/ Youth Leadership Seminars:** Multi-day (YLC) or single day (YLS) events to teach leadership skills and patriotic education.
- **Phoenician Award National Essay Contest:** Contest is available to top YLC students with cash awards for winners.
- **National Youth Civics Summit:** Opportunity for top-performing YLC students. This is a week-long, all-expense-paid trip to Washington, D.C., to explore civic education and government in action.
- **Massing of the Colors:** Patriotic ceremony held by MOWW Chapters to rededicate our faith in the United States, to present our support to the National Colors, and the Servicemen and Servicewomen those Colors represent.

2. Scouting

- Recognition of scouting excellence by Companions presenting MOWW's Eagle Scout, Venture Summit Scout and Sea Scout, and Gold Award Certificates of Recognition. Chapters also assist Troops, Groups and Councils in community projects, badge programs, etc.

3. ROTC/JROTC Support

- MOWW Companions present Award of Merit medal sets at ROTC/JROTC awards ceremonies through MOWW's ROTC Award of Merit Program to recognize cadet excellence.

4. National and Homeland Security

- Promoting and supporting community preparedness for national and local security concerns.

5. Veterans Affairs

- Service to veterans through support, participation in veteran events, encouragement, acknowledgements, and eternal honor.

6. Public Safety/ Law and Order

- Recognizes exceptional service in law enforcement, fire and rescue, criminal justice, and public safety; sponsors presentations; promotes related events and projects.

MEMBERSHIP BENEFITS

- Impact & Service
 - Volunteer Opportunities in Outreach Programs on Chapter & National Levels.
 - Mentor and inspire youth through MOWW leadership programs and awards.
 - Engage in meaningful community support and service.
 - Support veterans and participate in veteran-related events.
- Camaraderie, Fellowship
 - Connect with fellow veterans and community leaders dedicated to patriotism and public service.
 - Stay informed on important issues through chapter newsletters and national updates.
- Exclusive Publications & Resources:
 - Subscription to *Officer Review* magazine
 - MOWW Membership Pin & Card
 - Access to MOWW online resources & newsletters
 - Exclusive Access to the MOWW Store
- Member Discounts & Perks:
 - 50% off *Stars & Stripes* subscriptions
 - Access to AUSA Partner Benefits Program
 - WellCare Medicare Advantage program

- **Events & Engagement:**
 - Invitations to MOWW national events, including the Annual Convention.
 - Participation in local and national events.

STEPS TO ENGAGE AND RECRUIT NEW MEMBERS

1. Start the Conversation

- Wear MOWW apparel to spark curiosity.
- Share your story and why you joined MOWW.
- Ask about their service: branch, rank, and leadership roles.

2. Qualifying Potential Members

- Ask about their service:
 - Where and when did you serve?
 - What was your role?
 - What was your rank upon leaving active duty?

3. Tailor the Pitch

- Community Service: Highlight the opportunity to strengthen their community.
- Patriotism & Civics: Share MOWW's dedication to promoting patriotic and civic education.
- Youth Leadership: MOWW encourages youth leadership (YLC/YLS, J/ROTC, Scouting).
- Veterans Support: Emphasize our commitment to helping veterans and involvement in Veteran events.
- Share real success stories to show MOWW's positive impact.

4. Simplify the Process

- Provide an application QR code or direct them to the MOWW website.
- Offer to help with the application process and answer any questions.
- Offer to be their sponsor.

5. Engage New Members

- Actively involve new members in chapter activities to establish connections and commitment early on.

The Power of Storytelling in Recruitment

Storytelling is a compelling recruitment tool. Personal testimonies about how MOWW has impacted your life, community, or the youth you've met through MOWW Outreach Programs can inspire others to join. Encourage members to share their experiences at meetings, in newsletters, and on social media.

FAQS FOR PROSPECTIVE MEMBERS:

Q: How is MOWW different from other veteran organizations?

A: MOWW focuses outwardly on community service, youth leadership, and patriotic education, rather than lobbying or self-service. Each chapter tailors its outreach programs to meet their community's needs.

Q: What are the time commitments for members?

A: Members can engage at their own pace, whether by attending meetings, volunteering for an Outreach Program, leading initiatives, participating in events, or contributing in other ways.

Q: Can active-duty military join?

A: Yes, active-duty personnel are welcome to join.

Q: What if I am not a veteran?

A: You may qualify through a veteran family member, or you can join as a Patriot supporter.

Q: Why haven't I heard of MOWW before?

A: MOWW has been serving communities for over 100 years, focusing on direct impact rather than public visibility.

HOW TO JOIN

- **Online:** <https://moww.org/become-a-companion/>
- **Paper Application:**
<https://moww.org/wp-content/uploads/2022/10/MOWW-Fm1-E-Application-01-Jan-2024-NEW-Dues-Edit-26-Jan-24.pdf>
- **In-Person:** Contact your local chapter representative or use the "Find A Chapter" tool on the MOWW website: <https://moww.org/find-a-chapter/>

ADDITIONAL RESOURCES

Find additional resources to assist in your recruiting efforts here (must be logged in to the MOWW website): <https://moww.org/members/chapter-officers/>