



Tab King to Offer Digital Solutions for VFW Posts

VFW Posts can take advantage of top tier membership management systems

KANSAS CITY, Mo. (March 15, 2021) – The Veterans of Foreign Wars (VFW) is proud to announce Tab King will now offer its range of innovative technological solutions to VFW Posts.

Tab King offers an array of products and services aimed at making business and marketing simpler. From a point-of-sale system to an online business management portal, Tab King strives to provide streamlined solutions to doing business in today's environment. Through Tab King Rewards, Posts are able to take advantage of text messaging services and special promotions aimed to improve communication with their members and incentivize engagement opportunities.

"Technology evolves every day, and as an organization, streamlining processes is paramount," said VFW National Commander Hal Roesch II. "The men and women who lead our VFW Posts are volunteers and their time is valuable. Tab King Rewards offers intuitive solutions which allow Post leaders to streamline many of the responsibilities they oversee while increasing engagement and the overall satisfaction of our members. I truly believe this is a win-win."

"In today's fast-paced world, it is harder than ever to run a successful non-profit, membership-based organization," said Mark Lambert, Founder & CEO of Tab King. "Tab King believes local communities rely on the critical support of veterans and volunteer organizations like the VFW. We are on a mission to help VFW Posts build a legacy that will last another 100 years."

Two of the most powerful products for VFW Posts offered by the Tab King Ecosystem are the Tab King Rewards Membership Engagement system and the Tab King Point-of-Sale (POS) and Post Management System. These easy-to-use systems give VFW Post leadership all the tools they need to run their post effectively and efficiently, which is key to helping them achieve their mission.

Tab King Rewards helps get members in the door more often. It is a specialized loyalty, rewards, and text messaging service to help VFW Posts communicate with their members and increase Post engagement and revenue. Posts can set up automated marketing campaigns, like the Birthday Cruise Control Campaign, that will automatically send out messages to members on their birthday and invite them to come to celebrate at the Post. Effective member engagement has successfully generated over an additional 2,000 Post visits a year at many VFW Posts.

Tab King POS enhances and simplifies the experience once a member comes in the door. This stunningly straightforward cash register and Post Management system is design specifically for VFW Posts and their unique needs. From keeping track of membership dues, sales tracking, and

inventory control to simplified reporting, the Tab King POS will help Post leadership spend less time doing paperwork and more time taking care of their members.

For more information or to sign up your VFW Post for a free 14-day trial, visit vfw.tabkingusa.com/rewards.

-vfw-

About the VFW: The Veterans of Foreign Wars of the U.S. is the nation's largest and oldest major war veterans organization. Founded in 1899, the congressionally chartered VFW is comprised entirely of eligible veterans and military service members from the active, Guard and Reserve forces. With more than 1.5 million VFW and Auxiliary members located in over 6,000 Posts worldwide, the nonprofit veterans service organization is proud to proclaim "NO ONE DOES MORE FOR VETERANS" than the VFW, which is dedicated to veterans' service, legislative advocacy, and military and community service programs. For more information or to join, visit our website at vfw.org.

VFW Contact: Randi Law, VFW Communications Manager, rlaw@vfw.org

About Tab King: Tab King is the largest provider of business management tools for membership-based organizations within the United States. Tab King's mission is to help organizations save time by offering products to engage with their members, maintain compliance, and run their organization so they can focus on what is most important, helping and serving their members and communities. For more information, visit www.tabkingusa.com.