

Membership Promotion #2 | October 2023
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Greetings All You Movie Buffs!

I am so excited! I have been peeking at the numbers on the different Conferences, and the numbers are going up at a fast pace! Many of you have really put extra effort to make your Department “movie” the best that ever was!

Lights, Camera, Action!

As I have mentioned before, Membership **IS** the lifeblood of our organization and as talent scouts, you have proven time and time again that your recruiting skills know no bounds! The incentives many of you have offered to encourage members to pay their dues quickly and also to encourage many to switch over to Life Members are fantastic.

Awards, Awards, Awards!

It’s always an exciting time during the National Convention when numerous awards are given out to the many Departments and Chairmen. I would love to see all Departments sashaying down the red carpet and receive “the envelope” for all their hard work achieving the 100% goal. But the huge award will be the coveted Golden Malta, which will go to the “Best Movie” and “Director” of one Conference. Who will it be?? South? West, Big 10? Or South? It’s up to all of you to help make it a magical moment for one of our Conference “Directors.”

Let’s just peek at some of the ways members can win an award.

1. Lights, Camera, Action pin to each VFW and VFW Auxiliary Member who recruits 5 (five) new members to the VFW Auxiliary from July 1, 2023 through May 31, 2024.
2. National Membership Achievement Award to each VFW and VFW Auxiliary member who recruits 20 (twenty) new members to the VFW Auxiliary from July 1, 2023 through May 31, 2024. This NMA will be given at the National Convention in Louisville, Kentucky at the National Convention.
3. Lights, Camera, Action! VFW Auxiliary Recruiter Drawing. Each VFW Auxiliary National Membership Achievement Award recipient’s name will be thrown in a hat a one name will be drawn to receive a \$500 Visa Gift Card. VFW Recruiters are not eligible. Ohhhh how many pairs of shoes could I buy with that card?!

Awards for Auxiliaries

1. \$25 to each Auxiliary that gets to 98% Plus in Membership by March 31, 2024
2. \$25 to each Auxiliary that reaches 100% Plus in Membership by June 30, 2024

3. Lights, Camera, Action! VFW Auxiliary Drawing. Each VFW Auxiliary that gets to 101% Plus by June 30, 2024 will be entered into a drawing to get \$500.

Ohhhhh how much makeup can I buy with that check?!

Awards for Department Chairman

1. \$25 VFW Store gift certificate to one Department Chairman in each of the 10 Program Divisions for the most outstanding training and promotion of the Membership Program.
2. Outstanding Performance Award to one Department Chairman in each of the 10 Program Divisions. Check out page 5 for the criteria and Program goals on page 42.

Awards for Departments This is one of my Favorites!!

1. Bronze Award #1 \$200 to each Department that reaches 95% Plus by November 30 2023
2. Silver Award #2 \$250 to each Department that reaches 98% Plus by March 31, 2024
3. Gold Award #3 \$300 to each Department that reaches 100% Plus by June 30 2024
4. Platinum Award #4 \$400 to each Department that reaches 101% Plus by June 30, 2024.

Even though your Department received a Platinum Award of \$400, you will still receive the Gold Award #3 for \$300 for a Grand Total of \$700.

I see new outfits for the Golden Malta night! We can all walk the red carpet at National Convention in Kentucky!

Conference vs. Conference

- A. \$50 to each Department in the Conference with the highest total percentage by January 31, 2024
- B. \$ 50 to each Department within the Conference with the highest total percentage by June 30, 2024

The envelope, please...

And the Most Outstanding Conference Director with their movie will be chosen for the coveted Golden Malta.

So, Let's Band Together and make this motion picture Membership year a year that grosses one million members for our organization!

*Remember, if you use something copyrighted/licensed, including music, you need to have the proper permissions in order to premier your movie. Another great option is getting super creative and producing an original production!