

MEMBERSHIP AMBASSADOR



ANSJE LANSING

Executive Producer

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CONFERENCE COACHES



BIG TEN STATES

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Lights, Camera, Action!

Membership is the lifeblood of our organization. Without new and existing members, we would cease to exist. We use the words Invite, Include and Invest when talking about recruiting and retaining new members. This Program Year, I'd like to include Invite, Include and Invest while making our Membership Program fun for all members. Do you remember how much fun it was to go to the movies? Did you ever attend a movie premier? This year, we are going to incorporate movies into our Membership Program. Will you be the talent scout, director, cameraman or even a key grip? Every member is important to getting the job done.

Invite & Recruit

Recruiting up-and-coming stars is a cornerstone of our Auxiliary mission. Keep scouting for that talent in our new recruits. It's so important to keep the organization alive with action. Witnessing how seasoned actors can encourage and motivate newbies is intriguing. The seasoned members can offer sound advice and in turn, they can learn from the newbies about using new technology. For example, as members, you are the talent scouts for your Auxiliary. It's up to you to chat up a storm about our organization and show enthusiasm about who we are, what we do and why we do it. Invite more members to be those talent scouts.

Always carry a couple of applications with you and a Fact Sheet or two. Fact Sheets help solidify what you are promoting and may come in handy! You never know when the perfect opportunity arises to recruit. Think about asking your potential members to come to an event and help in some capacity. Most importantly, put on your happy face and SMILE for the camera!

Bazinga! See how easy it is to get people involved and connect?

Include Everyone

Get all cast & crew members involved in your Auxiliary. No matter how small or how large the jobs are in your Auxiliary, there is always something for everyone to do. Don't become a clique and make someone feel as if they aren't needed. That's a great way to lose a member quickly! Again, let me remind you that we all started as newbies and learned as time went on. New members need encouragement so stay positive.

This also means to shine a light on all members in your Membership production. Did the Auxiliary President appoint a five-person membership team, to include the producer (Treasurer), to contact all members during the Program Year for payment of dues?

Follow Up!

Before every movie progresses to Lights, Camera, Action!, you need a read through with the cast. This is when you need to follow up with these new members. It's when you need to call them about the upcoming meeting. Do they need a ride? Could you meet them for coffee before the meeting? It would be a great time to explain the Ritual so they don't feel in the dark. Sit with them at their first meeting and make them feel welcome! Always make potential members aware of the importance of the goals of our organization.

Encourage Participation

Everyone is important to making a great award-winning movie. The same holds true for your Auxiliary. From the key grip to the cameraman to the director, it's up to each and every one of us to encourage ideas from all members. Remember, all ideas are important and maybe with some slight modification, they can work in your Auxiliary.

Don't shoot down an idea because it has been tried before. Give it a shot and try it with a different approach and just maybe, it could work into a star-worthy project. Everyone has different strengths and skills. Find out who excels in certain skills and encourage them in that field. Always be positive and appreciate all that members do. A simple thank you goes a long way and it helps reinforce that ALL members are important to the Auxiliary.

Resources

There are a ton of Membership resources for everyone to use. Check out MALTA Member Resources. It has everything you need to garner your potential new member. Just log in to MALTA and click on Member Resources, Membership. Everything you need is there for the picking.

- VFW Auxiliary Applications
- VFW Auxiliary Brochure Order Form
- New Member Engagement Guide
- New Member Orientation Checklist
- New Member Packet
- Retention Tools
- And much more

Our directors (Conference Coaches) were chosen for their knowledge of the Membership Program, their strong leadership traits and their great imagination. They pay attention to details as you can see with their taste in movies.

They work well with others and are striving to help their Conference earn the coveted "Golden MALTA." It is the dream of every director to have their Membership story win the prestigious award for Best Picture of the 2023-2024 Program Year. Let's all work together to help make this happen for your director.

Invest

By investing in the future of your Auxiliary, you can grow into a successful franchise. With Lights, Camera, Action!, not only are we having fun, but we're also

Banding Together for Our Veterans.



MEMBERSHIP PROGRAM

Invite New Members • Include Current Members • Invest in the Future of the Organization

The VFW Auxiliary started with a small group of women who wanted to serve veterans; it has grown exponentially and now includes both males and females as members. There is only one way to add members: ask someone to join. And once they join, ask them to participate.

Ask Someone to Join

There are numerous places and times to ask someone if they want to join the VFW Auxiliary. Your approach will look different depending on who your audience is. In all cases, the potential member should have some knowledge of what the VFW Auxiliary is and what we do before they ever receive an application.

Important tools:

- Fact Sheet, available for free from National Headquarters.
- Business card with contact information. (Order yours from the VFW Store, vfwstore.org.)
- MALTA Member Resources.

Follow Up!

Most likely, the first time you talk to someone new about the organization, that person may not be ready to commit. It's important to ask for their contact information and then follow up within a week.

Ask Them to Participate

The key to keeping members is getting them involved. Call or email a new member within a week with the next meeting date and time, or the next possible event or project. Offer to pick them up, or invite them to get coffee before or after a meeting.

Put a team of members in charge of contacting new members or members who haven't been to a meeting recently. The team should be friendly and knowledgeable about the Auxiliary.

Ways to Encourage Participation

- Monthly sign-up sheet for regular events.
- Emails and phone calls for special events.
- Public recognition of current volunteers. (Consider posters at your VFW Post Home, if permitted, that spotlight member involvement.)
- Be specific about what they will be doing, including the time commitment.
- Find out how that person best communicates, whether by phone, email, Facebook or texting.
- Have another member stay with them for the entire length of the activity or event.
- If they say "no" to the first invitation, be sure to ask again!
- Plan family-friendly events! Members with children in the home want opportunities to do things with their family.

Have a Plan

Every Department and Auxiliary should have a Membership Plan. This plan should include:

- Contacting current members.
- Outreach to former members.
- Recruiting events for new members.
- Picking a mentor for a new member.
- Before a membership year begins, set your calendar for these events:
 - Make it as easy as possible for members to renew their dues. They can renew online in MALTA!
 - Plan recruiting events in your community each year. This can be done by just the Auxiliary or in conjunction with your VFW Post.

MEMBERSHIP PROGRAM AWARDS

MEMBERSHIP AWARDS FOR AUXILIARIES, DEPARTMENTS AND CONFERENCES WILL BE BASED ON THE PAID TOTAL LISTED ON THE CMR-PAID, CANCELED & DECEASED REPORT IN MALTA.

Awards for Members

1. **Lights, Camera, Action!** pin to each VFW and VFW Auxiliary member who recruits five (5) new members to the VFW Auxiliary from July 1, 2023 through May 31, 2024. Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2024. Lights, Camera, Action! pin will be mailed directly to the member from National Headquarters.
2. **National Membership Achievement Award** to each VFW and VFW Auxiliary member who recruits twenty (20) new members to the VFW Auxiliary from July 1, 2023 through May 31, 2024. Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2024. NMA Award to be presented at the 2024 National Convention in Louisville, Kentucky. If a member is not in attendance, the award to be mailed directly to the member from National Headquarters after National Convention.
3. **Lights, Camera, Action! VFW Auxiliary Recruiter Drawing.** Each VFW Auxiliary National Membership Achievement Award recipient will be entered into a drawing to receive a \$500 Visa Gift Card. (VFW Recruiters are not eligible).
Recruiter Award Forms are no longer needed for VFW Auxiliary members. Reports are compiled by VFW Auxiliary National Headquarters from information entered in MALTA.
VFW members who recruit new VFW Auxiliary members will need to fill out the required VFW members-only form that is available on MALTA Member Resources. Completed form must be received at VFW Auxiliary National Headquarters and Department Treasurer must enter membership in MALTA by June 10, 2024.

Awards for Auxiliaries

1. \$25 to each Auxiliary that reaches 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 reaches 101% Plus by June 30, 2024* will be entered into a onetime drawing to receive \$500.

Awards for Department Chairmen

1. \$25 VFW Store gift certificate to one Department Membership 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 Membership Chairman in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of the Program Goals listed at the top of Page 42. Winners will be announced and awards presented at the 2024 National Convention in Louisville, Kentucky

Award for Conference Coaches

1. Keepsake to each of the four (4) Conference Coaches for their hard work and dedication to this Program.

*Based on the June 30, 2023 year-end membership numbers.

Awards for Departments

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

Departments that receive the Platinum Department Award #4 \$400 will still receive Gold Department Award #3: \$300 for a combined total of \$700.

Conference vs. Conference

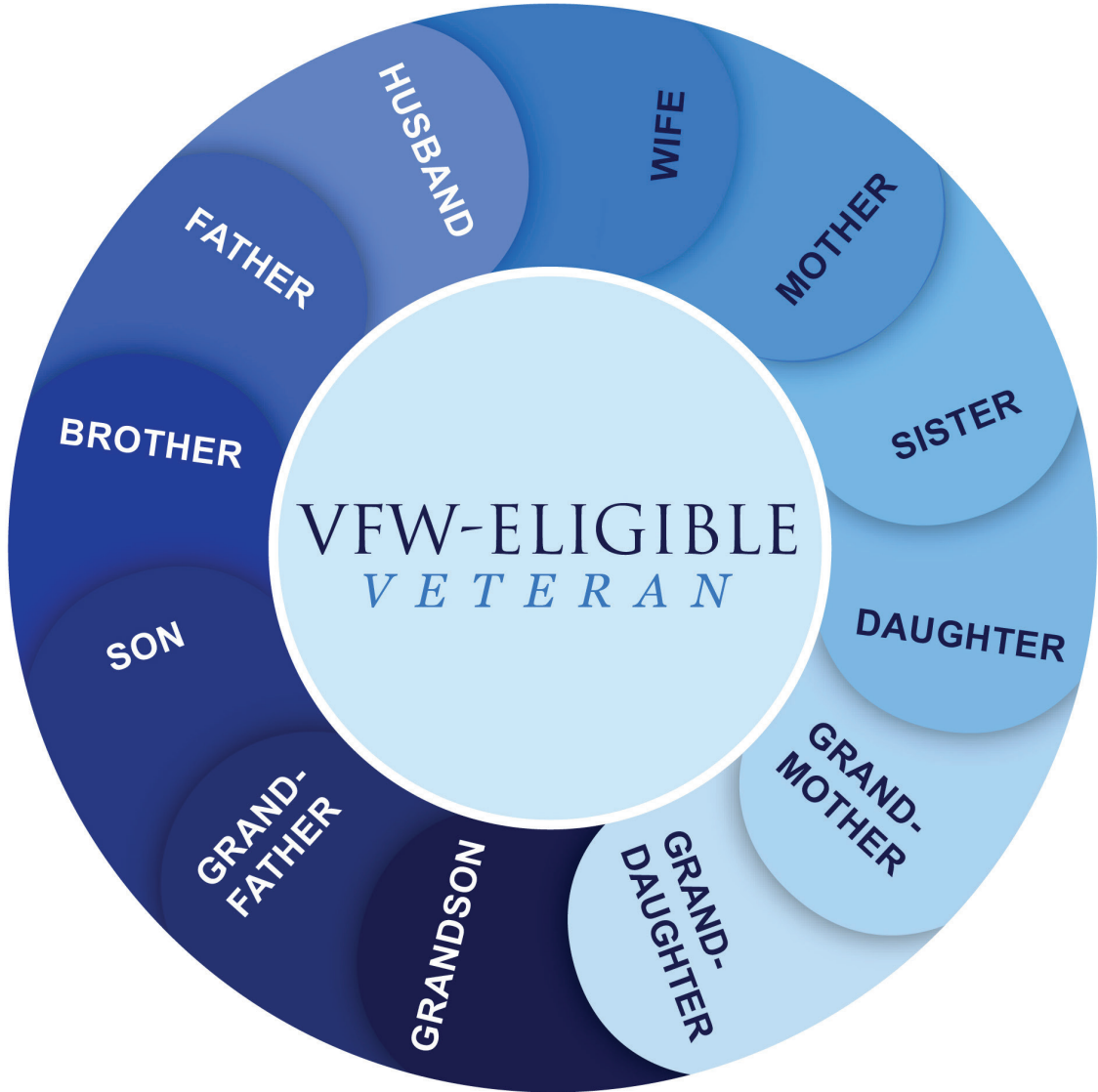
- a. \$50 to each Department within the Conference with the highest total percentage by January 31, 2024*.
- b. \$50 to each Department within the Conference with the highest total percentage by June 30, 2024*

Award for Conference Coaches

1. Keepsake to each of the four (4) Conference Coaches for their hard work and dedication to this Program.

*Based on the June 30, 2023 year-end membership numbers.

VFW AUXILIARY ELIGIBILITY WHEEL



**Step- and adopted parents, children, siblings (and half-siblings), grandparents and grandchildren are considered the same as biological parents, children, siblings, grandparents and grandchildren and may join the VFW Auxiliary under their VFW-eligible veteran.*

VFW AUXILIARY MEMBERSHIP / MEMBER TRANSFER APPLICATION

An incomplete application could delay your membership start date.

Applicant completes sections A, B, C or D and F. Auxiliaries/Departments complete section E.

A Recruited/Recommended by: _____ Recruiter Member ID _____
 Auxiliary No. _____ City _____ State _____ Member ID (If already a member) _____
 Annual Membership Rejoin
 Life Membership Transfer
 Member at Large in Department of _____ Member at Large - VFW Auxiliary National Headquarters
(If not a transfer, skip to B.)
 LIFE MEMBER TRANSFER Previous Auxiliary _____
 ANNUAL TRANSFER Previous Auxiliary _____ Paying Nonpaying
 ANNUAL TRANSFER CONVERTING TO LIFE (Fill out Life Membership information below.) Previous Auxiliary _____

B *THESE FIELDS REQUIRED*
 Name _____ Date of Birth _____
 Address _____ Female Male
 City _____ State _____ ZIP _____ Phone _____ Email _____

C **POST-AFFILIATED** (*Must be a current member of the VFW Post affiliated with the Auxiliary to which you are applying.)
 Relationship _____ to Eligible Veteran* _____ VFW Membership ID _____

D *THESE FIELDS REQUIRED*
 NON-AFFILIATED (*Veteran is not a current member of the VFW Post affiliated with the Auxiliary to which you are applying.)
 Relationship _____ to Eligible Veteran* _____ VFW Post (If applicable) _____
 Name of campaign ribbons or medals: _____
 Dates of Service: _____ to _____ Location: _____

E Investigating Committee Signatures
 1 _____ 2 _____ 3 _____
 Per Section 102 of the National Bylaws. Rejected Accepted Meeting Date _____ Obligated Date _____

F *By signing this, I agree to the stated charges for a Life Membership fee.*
OBLIGATION *In the presence of Almighty God and the members of this organization here assembled, I do of my own free will and accord, solemnly promise that I will never wrong or defraud this organization nor a member thereof nor permit either to be wronged if in my power to prevent it. I will never propose for membership any person not eligible, according to our Bylaws. I further state that I believe in God. I will be faithful to the United States of America, obedient to the laws and loyal to the Flag. Should my membership with this organization cease in any way, I will consider this obligation as binding outside of the organization as though I had remained a member. I do so promise. I attest that I am at least 16 years of age. I pledge to comply with the National Bylaws of the Veterans of Foreign Wars of the United States Auxiliary. I attest I am not eligible for membership in the VFW. I further attest that the above is true and correct to the best of my knowledge, including my stated relationship to the Veteran.*
 Signature _____ Date _____
(Must be signed by all members.)

LIFE MEMBERSHIP FEES

Life Membership fees are not refundable.

Attained age at 12/31 of year applying for Life Membership.

Through 20	\$253
21-25	\$242
26-30	\$230
31-35	\$219
36-40	\$213
41-45	\$201
46-50	\$196
51-55	\$184
56-60	\$173
61-65	\$161
66-70	\$150
71-75	\$132
76-80	\$109
81-85	\$86
86-90	\$69
91 and over	\$58

LIFE MEMBERSHIP ONLY Check here if this is a gift.
Credit cards may NOT be used for initial payment of Annual Dues.
 Cash Check Visa MasterCard Discover AMEX _____ Life Membership Fee
 Name on credit card _____
 Billing address for card _____
 City _____ State _____ ZIP _____
 Credit Card No. _____ CVV Code _____
 Exp. Date _____ Date _____ Signature _____

Revised May 2022