



Team M & M Membership

Well, Summer has gone by, and Fall is upon us. Team M & M is “hopping & skipping” right to it – to build our membership up. Here are some helpful tools that can be found on MALTA under Member Resources and click on Membership. I am enclosing a copy of *Tips for Writing an Effective Dues Renewal Letter* and the *Members Benefits sheet*. It is Time to roll those cameras and get those dues letters out.

Also, don't forget it's not too early to work on your National Membership Achievement Award. This is an award given to a member who recruits 20 new members to the Auxiliary from July 1, 2023, through May 31, 2024! In addition, each National Membership Achievement Award recipient will be entered into a drawing to receive a \$500 Visa Gift Card!

Don't forget –get your Team name and members to me by Sept. 30th!

And there is a little gift for the first Auxiliary in each membership group that reaches 100%. These Auxiliaries are pretty close to achieving this:

- 2632 is at 96.58% and needs 9 more members.
- 5627 is at 95.24% and needs 1 more member.
- 8672 is at 93.77% and needs 18 more members.
- 304 is at 95.65% and needs 2 more members.

Team M & M needs your help to achieve the National Bronze Department Award #1 – by reaching 95% Plus by November 30th. So, calling all Auxiliaries to get in to Action and help us get that Bronze Award.

I am here to help you in any way. . .just email or call:
vfwauxmembership2324@gmail or 410-253-5550.

Let's Be a Veterans P.A.L. and Band Together for Our Veterans

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

VFW Auxiliary

UNWAVERING SUPPORT FOR UNCOMMON HEROES™

Members of the VFW Auxiliary are the relatives of those who have served in overseas combat.

For more than 100 years, we have been serving veterans, the military, their families and our communities in honor of the sacrifices and commitment of every man and woman who has served in uniform.

★ Personal Benefits

Veteran & Military Support – Anyone with a heart for veterans can count their membership as an important way to stand with veterans and the military community on Capitol Hill and in local legislative battles affecting them.

Networking – Through local and national events, members have the chance to meet people from all walks of life and many career backgrounds, creating a vast network of people who are passionate about veterans, active-duty military and their families.

Friendships – The camaraderie gained from serving together for a cause that is close to everyone's heart leads to lifelong friendships and a strong network of support.

Personal Fulfillment – Longtime volunteers will be the first to tout the benefits of serving others and the sense of personal fulfillment it brings. The organization offers multiple avenues for service, such as hospital volunteering and the adoption of military units.

Personal Growth & Development – We offer multiple ways for members to acquire skills, such as leadership, fundraising, event planning and community outreach.

Cancer Grants – After one year of continuous membership, members who are battling cancer may be eligible for a grant to help cover expenses.

★ Service Benefits

VFW National Veterans Service – A network of highly-trained professionals are available to identify the benefits you may be eligible for and assist you in filing a claim. These services are available at no cost to veterans and their dependents.

VFW Auxiliary EMagazine – Published 6 times a year, this magazine will keep you informed about what members are doing nationwide, as well as exciting events and national programs.

Insurance Benefits – The VFW Auxiliary sponsors discounted policies for life, health, accident, long-term care and dental, along with many other benefit plans.

Discount Shopping – Get access to discounts on products and services that are important to you – including local offers!

VFW Store – A wide variety of VFW Auxiliary and other patriotic products are available at www.vfwstore.org.

Financial Services – Credit cards and certain financial services are available through USAA by calling 1-866-575-2859.

816-561-8655 • www.vfwauxiliary.org • [Facebook.com/VFWAuxiliary](https://www.facebook.com/VFWAuxiliary)

VFW Auxiliary Membership Moment

Tips for Writing an Effective Dues Renewal Letter

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Whether it is sent by mail or e-mail, your Auxiliary's membership dues renewal letter is one of the most important tools for member retention. To ensure that it is effective, here is a brief checklist of suggested items to follow before you lick that envelope or hit the "Send" button.

Tone – Is your message personal?

- Is the greeting personalized? (For example, use the member's name instead of "Dear Member.")
- Is your tone warm and conversational? (For example, use "You" and "We" and read the letter/email out loud to make sure it sounds conversational.)
- Does it read like a letter or an invoice?
- Are you making an emotional connection? (Where possible, tailor the message to the member's personal reasons for joining the VFW Auxiliary.)
- Does it sound like you are building a lasting relationship with the member?

Content – What have you done for me lately?

- Did you outline the personal benefits and services available through VFW Auxiliary membership?
- Did you share local, state, or national VFW Auxiliary accomplishments from the past year?
- Do you instill excitement for the coming year by "setting the scene" about future events, activities, or projects?

Action – Did you make it easy for members to renew?

- Did you demonstrate urgency? (For example, "Renew your membership today!")
- Did you include (or attach) an invoice?
- Did you include a deadline for receipt of member payment?

Closing – Did you say thanks?

- Did you thank the member for their support, and acknowledge that the VFW Auxiliary values their continued membership?
- Did you provide a contact person (with phone number and/or email address) if the member has questions or needs more information?