

**Membership Promotion #1 | July 2024**  
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**“From Our Roots to Our Branches**

**Extending Service to Our Veterans”**

**“If I do MY full duty, the rest will take care of itself.”**

*and*

**“Success in war depends on the ‘golden rules of war’  
SPEED, SIMPLICITY AND BOLDNESS”**

**~Gen. George S. Patton**

Allow me to introduce myself: I’m Linda Roloff from the Department of Sweet Home Alabama. For more than a decade, I’ve been a Life Member of the Auxiliary, and I qualify under the Desert Storm and Haiti Service of my husband of 29 years, Eric.

And...let’s start this year off in complete honesty with one another, shall we? In truth, I shied away from this assignment (that of National Membership Ambassador). When asked by incoming Madame National President Brenda to take this on, my first thought was “this is HUGE...like really big, like what if I fail?” Your basic panic-stricken deer in the headlight’s moment; not my finest by any stretch of the imagination. But thankfully Brenda was having none and reminded me of my own potential to have an impact on this organization which is lasting and greater than the sum of my fear! This year, that is what I hope to impart to you!

It is possible for all of us to reach beyond our own (self-imposed) limitations to find the warrior within! We have before us the very real and vital task of not just keeping the Veterans of Foreign Wars Auxiliary alive...but of GROWING it. We have the advantage of having come off a “20-year war” meaning, we have a pool of qualifying service members and veterans that is bigger than at any point in our history... so why are we not reaching them? Seriously...give it some thought...it’s a target-rich environment, so why are we missing the target?

After some wheel spinning in my own head, I asked the generation that seems to be just out of our reach. Duh...use your tools Lin... And you know what astounding advice I was given about what needs to change about how we recruit new members? Simply put: EVERYTHING  
Strap in y’all...this is gonna get interesting fast!





1. Face to face freaks’em out
2. They don’t need a place to go to be social
3. They will not fill out a piece of paper if you hand it to them
4. They move fast
5. They “hang-out” online
6. We need to meet them where THEY ARE
7. Show them we understand their world
8. Use the tools they use

Easy-Peasy right??? LOL...let's just generation warp, shall we? Well, YES that's what we're going to do. For a long time, membership was "go get'em!" k...like how exactly? We're going to give you a lot more than a pep-talk. You are not in this alone.

- Tools: no more papers and "physical" membership kits to carry around
  - The Mighty-Mini QR Code. Like Patton said: SPEED, SIMPLICITY & BOLDNESS
- Something for all of our members: techie or not, we got'chu
- REAL INTERACTIVE CONFERENCE COACHES
- Close personal support for Department Membership Chairfolks and Presidents
- Healthy competition between the Conferences to build camaraderie and spark success
- Realistically high expectations and the rewards of exceeding those

This year in membership...and likely in all our endeavors, moving forward will mean getting comfortable with being a bit uncomfortable. Real change means DOING something different, not hoping for something different. If we get you to the starting line with the right training and tools, do you think you can win the race? We do! And by "WE" I mean my Membership Team and I ...

**Announcing YOUR strong right arm(s); your 2024-25 Conference Coaches:**

-  Western (Navy) – Kathy Smith from the Golden State of California
-  Big 10 (Air Force) – Shannon Stanley from the Buckeye State of OH-IO!
-  Southern (Army) – Beth West from the Lone Star State of Texas
-  Eastern (Marine Corps) – Wayne LaFleur from the Old-Line State of Maryland

Is that a heavy hitting team or what!? They will be having monthly Zoom meetings with me, **and** with their Departments. OH yeah, I hear you...what's with the branch of service next to their names??? Well, y'all, that is where the fun comes in! Have you ever listened to the veterans in your Post trash talk each other's branch of service? For me it's the funniest thing because they know because they are brothers (gender non-specifically LOL), it's all good fun. When the chips are down, they are ONE FORCE, ONE FIGHT. So, we are modeling our strategic plan after the veterans we serve. Make it fun, y'all. Beat the other Conferences like they stole something from you!!! If you do, WE ALL WIN!

Here's a fun little icebreaker for you to ponder 'til the next quarter's promotion about our Conference Coaches. See if you know them as well as you think:

- ❖ One of them has held a valid motorcycle license since the 70s and raised a literal cougar cub
- ❖ One of them is an extroverted rescue diver and private pilot
- ❖ One was a valedictorian who pledged a co-ed frat and co-owned a security company
- ❖ One has been an All-American dancer and cheer coach who rescued a puppy from the woods that turned out to be a coyote pup who didn't need rescuing

Think you know who's who? LOL...we'll see... the point is this diverse team is bringing so much unexpected stuff to the table, and we are all going to be richer for having their assistance!

Y'all, my initial fear of this position has turned into a fierce determination to provide my troops (you) with the latest and greatest tools and the training to win the membership battle! Membership is the cornerstone on which everything we've built as an organization stands. Without members coming in to revitalize our Auxiliaries, we wear out our most active members, risk losing our numbers in congress leaving us with no voice for our veterans, and we risk our mission, which we all raised our hand and took an oath to support. Don't forget, WE ARE the people WE SERVE. We must not fail; what we do is too important. We got this!