

# CHIEF OF STAFF



As part of our goals of being an Auxiliary, we need to “Revitalize” ourselves and GROW! We cannot continue to just do things as we have done for the past decades – we need some new and innovative ways to capture the desire of new members to want to join our great organization. So, this mailer is to remind you of the incentive presented to all of you in your school of instruction material. I am attaching the page of the challenge.

I know some of you have a great New Member packet. Let’s share with others so the Department of Maryland will be very successful. And make some money for your auxiliary at the same time! Send your packets to me by **September 30<sup>th</sup>!**

Thank you,

*Betty Ann Johnson*

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## **EXTENSION & REVITALIZATION**

The Extension & Revitalization Program will benefit every member of the Auxiliary. There are Signals to be aware of that can help you avoid your Auxiliary reaching the “RED LIGHT”.

We need to follow the **C.A.R.E** concept:

**C** – Catch the member when they first join!

**A** – Ask them to participate!

**R** – Remember what it felt like to be new!

**E** – Engage them in a Program that fits them!

Think about designing a simple but effective “New Members” booklet that is short and to the point. Hit the highlights of our purpose and traditions at a meeting. Include the meeting ritual and terms they may not be familiar with.

***Here’s your 1<sup>st</sup> challenge:***

- ❖ **Create a Newcomers’ guide booklet! Send it to me by September 30<sup>th</sup>. The Best booklet chosen by Dept. Officers will receive \$50.00 and it will be adopted for use at every auxiliary!**

The real goal here is to engage your new members and train your replacement by giving them the tools they need to succeed.

If you know of a Post who would benefit from having an auxiliary, please contact me and we will do our Best to institute a **NEW AUXILIARY!**