



AHoy MATTIES!

September 2024 MEMBERSHIP

MEMBERSHIP TEAMS...

Don't forget that each Auxiliary should form a Membership Team of at least three (3) members of your Auxiliary and tag yourself with a FUN—INTERESTING—UNIQUE NAME. Send your team name along with the names of your Team Mates by September 30th. Who knows your Auxiliary could win \$100 and best of all BRAGGING RIGHTS.

MEMBERSHIP TEAMS should be comprised of members who are passionate about our organization and can articulate our mission and its importance. TEAMS should be laser focused on the three Rs, **Retention—Recruitment—Rejoins or Reinstatements**. *TEAMS should be limited to five (5) members.



AWARDS FOCUS...

What Auxiliary couldn't use more money for their programs and even to extend Membership Award opportunities to your Membership? President's, Treasurers and Membership Chairmen should keep your membership informed about awards your Auxiliary and they personally could win. A few Awards that are coming up:

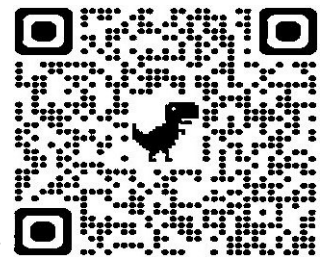
1. **ADOPT A MEMBER**—If a member cannot pay their dues because of personal hardship (illness, financial, etc.), an Auxiliary member can "adopt" a member and

- pay their dues for them. **The top three (3) Auxiliary members who adopt the most members by November 1st will receive \$100.00!** If there is a tie, we will have a drawing). The completed form must be to Department Membership Chairman by November 15th. The prize will be announced and awarded at the Department Christmas Conference.
2. **NEW MEMBERS**—**The Auxiliary member who "recruits" the most NEW members over 5 by December 1st will receive \$100 at our Christmas Conference** (If there is a tie, we will have a drawing).
 3. **REJOIN/REINSTATED MEMBERS**—**The Auxiliary member who "recruits" the most rejoin or reinstated members by November 1st will receive \$100** (If there is a tie we will have a drawing). The completed form must be to Department Membership Chairman by November 15th. The prize will be announced and awarded at the Department Christmas Conference.
 4. **NATIONAL MEMBERSHIP ACHIEVEMENT AWARD**—The first VFW/Auxiliary member who recruits 20 new and/or rejoined members by December 1st will receive \$100 from the Department (if there is a tie we will have a drawing). The prize will be announced and awarded at the Department Christmas Conference.
 5. **\$200**—**There will be a drawing for one Auxiliary in each Membership Group that reaches 95% plus by November 1st.**

2024-2025 brings an increase in the monetary awards we are offering to the Auxiliaries and our Membership. Please spread the news to your Auxiliary members as well as members of the VFW. VFW members are excellent partners when it comes to recruiting. **If we don't ask...WE DEFINITELY WON'T GET ANY HELP.**

THE NEW QR CODE PACKS A PUNCH!

Forget the paper...the day is approaching with or without us where we share information from phone to phone. This little code that we can easily keep as a picture on our phones contains all the Recruitment information you need. Behind this QR code opens up our organization to prospective members like What we do as an organization, Where they can locate a local Auxiliary and best of all a Membership Application. Grandsons and Granddaughters will look at us in a new light. We will be talking their language!



I invite you to try it for yourself. With a free QR CODE APP you can position the window and over this code and witness for yourself all the information that unfolds. Let's all make a concerted effort to use these new tools for Membership recruitment that the National Organization has so generously provided for our use.



ALVIN EARLL

Wells-McComas VFW Auxiliary 2678
Edgemere, Maryland

Mr. Earll will be receiving a check from the Department for \$173.00 which represents the cost he paid to convert from Annual to Life. Congratulations Mr. Earll. **A current Annual member of your Auxiliary could be a WINNER too. Read on to find out how.**

PLEASE PROMOTE THIS INCENTIVE TO YOUR ANNUAL MEMBERS

All Annual Members who purchase their Life Membership starting July 1, 2024, will be placed in a drawing to refund the ENTIRE amount paid for their Life Membership. Drawing will be held on the first day of the month each month (August 2024 through June 2025). Member's name not drawn will be eligible for following months' drawings through June 2025. The earlier an Annual member converts to Life Membership the more chances they have for their name to be drawn.

**NEW (2024-2025) ANNUAL CONVERSIONS TO LIFE AND
NEW LIFE MEMBERS DO NOT QUALIFY**



Yours truly and Member-ship Ambassador, Linda Roloff at the National Convention in Louisville, Kentucky.

KEEP YOUR "WHY" CLOSE BY

Until our ships cross paths again...

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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.
- QR Code - See Page 38.

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.