

VFW
AUXILIARY



Membership Promotion

No. 2 – August 2026

DEPARTMENT OF MARYLAND

Seeds of Membership

Plant Today. Grow Tomorrow. Strengthen Forever.

Maryland President's Theme:

**Unity for Veterans,
Embracing the Future**

National President's Theme:

**Serving America's
Heroes**



August is a key month in our Seeds of Membership journey! Let's stay connected, remind our members to renew, and invite new members to join our mission of *Serving America's Heroes*. ❤️
Every seed we plant today helps our Auxiliary bloom!

**DUES
REMINDER**

1

SEND OUT MEMBERSHIP DUES REMINDERS!

A simple reminder can
make a big difference!

Please send Dues Reminders to all members
who have not yet renewed for 2026–2027.

Ways to remind members:

- ✓ Personal phone call
- ✓ Email or text message
- ✓ Handwritten note or postcard
- ✓ Post on your Auxiliary's social media and website



Dues Reminders
available in
MALTA

*Let's make sure no one forgets to renew
and stay part of our amazing VFW Auxiliary family!*

MEMBERSHIP AWARD NO. 4



Let's Aim High!

Lightning Speed Early Bird Drawing

Annual members who pay their dues by

September 30, 2026

will have a chance to win \$50.

Five winners total!

IMPORTANT CHANGE: NO MORE MEMBERSHIP CARDS FOR ANNUAL MEMBERS



Annual members will no longer
receive a Membership Card
when they renew their dues.

Members can print their card by
logging into MALTA.

RECRUITMENT: PLANT MORE SEEDS!

Every new member is a seed that helps our Auxiliary
grow stronger and ensures we can continue our
mission for generations to come.

Who Can
You Invite?



★ RECRUITMENT CHALLENGE! ★

Let's see which Auxiliary can grow the most
new members by December 31, 2026!

- ✓ Challenge your Auxiliary
- ✓ Challenge your District
- ✓ Challenge Yourself!



→ IMPORTANT THIS TIME OF YEAR ←



RENEW EARLY

Encourage members
to renew now to
start the year
strong!



UPDATE RECORDS

Make sure your
member contact
information is
accurate.



PROMOTE YOUR AUXILIARY

Share your events,
programs, and
accomplishments
to attract new
members.



WORK TOGETHER

Membership is
everyone's
responsibility.
Together, we
succeed!



KEEP THE MISSION IN BLOOM

Our service to
veterans depends on
our membership.
Thank you for all
you do!

*Plant Today.
Grow Tomorrow.*

LET'S KEEP PLANTING SEEDS OF MEMBERSHIP
AND GROW A STRONGER

❤️ **VFW AUXILIARY!** ❤️

*Unity for Veterans,
Embracing the Future.
Serving America's Heroes.*

SOW THE REMINDER. GROW THE MEMBERSHIP.

Seeds of Membership: Renew • Recruit • Rejoin • Retain

“Unity for Veterans, Embracing the Future” | “Serving America’s Heroes”

AUGUST PRIORITY: SEND MEMBERSHIP DUES REMINDERS NOW

Do not wait for members to remember on their own. A friendly, personal reminder now gives annual members time to renew, keeps your Auxiliary strong, and helps prevent avoidable lapses in membership. Every reminder is a seed planted for continued service.

A Simple Dues Reminder Plan

- **Review** your annual-member roster and identify members whose 2027 dues have not been paid.
- **Contact** each unpaid annual member by mail, email, text message, telephone, or a personal conversation.
- **Explain** the renewal deadline, the amount due, and the payment methods your Auxiliary accepts.
- **Follow up** respectfully. One reminder may be overlooked; a second reminder may be the one that results in renewal.
- **Thank** members promptly when they renew and let them know their continued membership matters.

Promote Membership Award No. 4 — Early Bird Drawing



Annual members who pay their dues by September 30, 2026, will be entered for a chance to win \$50. Five winners will be selected statewide.

Include this incentive in every dues reminder, meeting announcement, newsletter, social media post, and personal contact.

Important Change for Annual Members

NO NEW MEMBERSHIP CARD AT RENEWAL

Annual members will no longer receive a new membership card each time they renew their dues. Their membership record will be updated when payment is processed. Help members understand this change before they begin watching the mail for a replacement card.

THE AUGUST SEEDS OF MEMBERSHIP RECRUITMENT CHALLENGE

Plant One Seed • Make One Invitation • Grow One Auxiliary

CHALLENGE: EACH ONE, ASK ONE

During August, challenge every member to personally invite at least one eligible person to learn more about the VFW Auxiliary. Begin a conversation, explain our mission, and offer a welcoming path to membership.

Recruitment Begins with a Conversation

- **Share** why you joined and what keeps you involved. Personal stories are more powerful than a list of programs.
- **Connect** the invitation to service: veterans and families need advocates, volunteers, and caring neighbors.
- **Ask** about eligibility and be prepared to explain what documentation may be needed.
- **Invite** the prospect to an Auxiliary meeting, project, social activity, or community event.
- **Follow up** after the first conversation. Recruitment grows through relationships, not pressure.

Make the Challenge Visible

The “One Seed” Goal

Ask each member to write down the name of one person they will contact during August. Report the total number of invitations at the next meeting.

Celebrate the Effort

Recognize members who make invitations, bring a guest, submit an application, welcome a rejoin, or help retain a current member.

Membership Work for This Time of Year

- Keep the roster accurate. Verify addresses, telephone numbers, email addresses, and membership status before sending reminders.
- Welcome rejoin members warmly. Focus on the future and the value of restoring their connection to the Auxiliary.
- Make every meeting welcoming. Greet members and guests, explain unfamiliar terms, and give people a meaningful way to participate.
- Never treat membership as only a number. Every member represents another person available to serve America’s heroes.

A Message to Every Auxiliary

The seeds planted in August will shape our membership year. Send the reminder, make the call, extend the invitation, welcome the rejoin, and thank the renewing member. Working in unity, Maryland will grow stronger while serving America’s heroes.

CONGRATULATIONS to Auxiliaries 5633 and 304 for achieving 100%. Who will be next?

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MEMBERSHIP AWARDS SPOTLIGHT

Highlighting Awards 1, 4 & 5

Department of Maryland VFW Auxiliary Membership Program



AWARD NO. 1

5 MEMBER RECRUITER MEMENTO

Recruit five (5) new and/or rejoin members

July 1, 2026 – April 15, 2027

VFW Members must complete the Official Entry Form.



AWARD NO. 4

LIGHTNING SPEED EARLY BIRD DRAWING

Annual Members who pay their dues by September 30
have a chance to win **\$50**

Five winners total



AWARD NO. 5

92%+ PAID MEMBERSHIP DRAWING

Auxiliaries who reach 92%+ in
Paid Membership by September 30, 2026
will be placed in a drawing to win **\$75**.

Two (2) \$75 Drawings per
Membership Division

★ *Recruit. Rejoin. Retain. Grow Maryland Membership!* ★