

SEEDS OF MEMBERSHIP

DEPARTMENT OF

Maryland♥

SEPTEMBER 2026

❖ *Congratulations!* ❖
100% AUXILIARIES

Plant the
SEED
Grow the
FUTURE
Strengthen
OUR
AUXILIARY
FAMILY

★ **AWARD NO. 4** ★

**LIGHTNING SPEED
EARLY BIRD DRAWING**

★★★
Let's Aim High!

Annual VFW Auxiliary members who
pay dues by September 30, 2026 are
entered into **five \$50 drawings**.

— ★ —
*Dues must be transmitted in MALTA
by September 30 and verified on the
October 1, 2026 National CMR
Paid-Cancelled & Deceased Report.*

5633

304

8185

5118

TOGETHER WE PLANT. TOGETHER WE GROW.
TOGETHER WE *Thrive.*

DUES REMINDERS: Don't Let Membership Wither

Renewal does not happen automatically just because a member has always paid their dues. Sometimes people forget. Sometimes the notice gets set aside. Sometimes life gets busy. A simple reminder can make the difference between keeping a member and losing one.

Every Auxiliary should make dues reminders part of its membership plan. **Dues reminders are available in MALTA** and I am providing with this promotion another one you can consider using. Do not wait until the end of the year to contact members who have not renewed. Reach out while there is still plenty of time to keep them connected.

A dues reminder should feel like more than a bill. It should remind the member that **they are valued and their membership matters**. Consider following the mailed reminder with a personal phone call, email, or friendly conversation.

Instead of simply saying, "Your dues are due," try:

"We value your membership and hope you will continue serving with us. Your renewal helps keep our Auxiliary strong and allows us to continue serving Veterans, service members, and their families."

And remember—early renewal has an added incentive this year. Annual VFW Auxiliary members whose dues are paid and transmitted in MALTA by **September 30, 2026** are eligible for **Award No. 4 — Lightning Speed Early Bird Drawing**, with **five \$50 drawings**.

Do not assume members will remember. Remind them. Encourage them. Let them know they are still an important part of the Auxiliary.

DUES REMINDERS HELP KEEP THE SEEDS WE HAVE ALREADY PLANTED GROWING.

SEEDS OF MEMBERSHIP

AWARD NO. 5

92%+ AWARD

Reach 92% and Bloom!

Auxiliaries reaching 92% or more in paid membership by **September 30, 2026** are entered into two **\$75** drawings per Membership Division.

Based on the October 1, 2026 National CMR report.

\$75
2 DRAWINGS PER DIVISION

LET'S GROW TOGETHER!

- ☒ Set your goal
- ☒ Encourage renewals
- ☒ Reach 92%+
- ☒ Watch your Auxiliary bloom.

Plant Today Grow Tomorrow

Stronger Together Bloom

GROW TO 92% AND LET YOUR AUXILIARY BLOOM.

SEEDS OF MEMBERSHIP

Award No. 6 – 96% Award

Keep Growing Toward 96%

Auxiliaries reaching 96% or more in paid membership by October 31, 2026 are entered into two \$150 drawings per Membership Division, based on the November 1, 2026 National CMR report.

Reach 96% by October 31, 2026

Two \$150 drawings per Membership Division

Let's keep growing together!

Together we grow stronger.

Let's Cultivate Success!

- ☒ Encourage renewals
- ☒ Follow up with members
- ☒ Grow to 96%

Plant today. Grow together. Bloom with purpose.

RECRUITMENT: Who Have We Not Asked Yet?

Recruitment begins with a simple truth: people cannot join an organization they have never been invited to understand.

There are eligible individuals in our families, Posts, communities, churches, workplaces, and neighborhoods who may qualify for membership but have never been asked. Some may know the VFW, but not the Auxiliary. Some may support Veterans, but not realize they have a place to serve. Some may be waiting for a personal invitation. We must stop assuming that people already know who we are.

Recruitment should be personal, clear, and mission-focused. Do not simply ask, "Do you want to join?" Instead, tell them what we do and why it matters.

Say—**"We serve Veterans, service members, and their families. If you are eligible, we would be honored to have you join us in that mission."**

Recruitment is not begging for members. Recruitment is offering someone the opportunity to serve.

EACH AUXILIARY SHOULD ASK ITSELF:

- ☒ Are we visible in our community?
- ☒ Do eligible family members of our current members know they can join?
- ☒ Are we inviting people at Post events?
- ☒ Are we explaining eligibility in a simple way?
- ☒ Are we making membership feel meaningful, not merely procedural?

We cannot build the future by waiting for people to find us. We must be willing to reach out, speak up, and invite others into the mission.

RECRUITMENT PLANTS THE SEED.

TOGETHER WE GROW
VETERANS • SERVICE
FAMILIES • COMMUNITIES

REJOINS: Who Needs to Be Invited Back?

A rejoin is more than a number recovered. A rejoin is a person who once belonged to us.

Some members leave because life becomes busy. Some move away. Some forget to renew. Some may have felt disconnected. Some may have stepped back during a difficult season. Some may simply need to know they are still wanted.

Before we assume someone is no longer interested, we should ask ourselves: Did anyone reach out?

Rejoins require humility and care. A phone call, a note, or a personal conversation can make a difference. The message should not be guilt. The message should be welcome.

Say—**"We have missed you. Your membership still matters, and there is still a place for you with us."**

Not every former member will return, but some will. And sometimes, the reason they return is because someone cared enough to ask.

EACH AUXILIARY SHOULD REVIEW FORMER MEMBERS AND CONSIDER:

- ☒ Who has not renewed?
- ☒ Who used to be active but drifted away?
- ☒ Who may need encouragement to reconnect?
- ☒ Who would respond better to a personal call than a dues notice?
- ☒ Who needs to be reminded that the door is still open?

We cannot talk about unity if we are not willing to restore connection. Rejoins remind us that Membership is not only about looking forward. Sometimes embracing the future means reaching back and bringing someone with us.

REJOINS WATER THE SEED.

♥ Strong Roots. Bright Future. ♥
TOGETHER, WE BUILD. TOGETHER, WE BLOOM.



DUES REMINDER EVERY AUXILIARY CAN USE 0000 ZERO STREET ANY TOWN, MD 00000

Friendly Reminder – 2027 VFW Auxiliary Membership Renewal

[Date]

Dear [Member's Name],

As a valued member of the VFW Auxiliary, we sincerely appreciate your continued commitment to serving Veterans, service members, their families, and our community. Your membership is an important part of the strength and success of our Auxiliary. This is a friendly reminder that your annual dues of **[\$Amount]** for the **2027 Membership Year** are now due.

Your renewal helps us continue the programs, activities, and service projects that support our mission. Renewing your membership is simple:

By Mail:

Please mail your dues payment to:

[Treasurer's Name]

Auxiliary Treasurer

[Treasurer's Address]

By Credit Card:

You may also renew your 2027 Auxiliary dues by calling **866-299-1286**. Please have your **Membership Number** and **ZIP Code** available when you call.

Your membership matters. We hope you will continue serving alongside us. Every renewal strengthens our Auxiliary and helps ensure that we can continue making a difference in the lives of Veterans, service members, and their families.

Renew Early and You Could Win!

This year, early renewal comes with an added incentive. Under **Award No. 4 – Lightning Speed Early Bird Drawing**, Annual VFW Auxiliary members whose dues are transmitted in MALTA by **September 30, 2026** are eligible for **five \$50 drawings**. Eligibility will be verified on the October 1, 2026 National CMR Paid–Cancelled & Deceased Report.

Plant the seed today—renew early and help keep our Auxiliary growing strong!

If you have already submitted your dues, **thank you for renewing and for your continued support**. If you have not yet renewed, we encourage you to do so today so that your membership remains current.

If you have questions or need assistance with your renewal, please do not hesitate to contact us.

Thank you for being part of our VFW Auxiliary family. We look forward to another year of **camaraderie, service, and growing together in support of our mission.**

Yours in Service,

[Auxiliary President's Name]

Auxiliary President



Department of Maryland VFW Auxiliary
Award No. 1 & 2—5 Member Recruiter Award
Official Entry Form—For VFW Members Only

Award No. 1: 5 Member Recruiter Memento: Each VFW and VFW Auxiliary member who recruits five(5) new and/or rejoin members to the VFW Auxiliary, from July 1, 2026 to April 15, 2027, will receive a **5 Member Recruiter Memento**. **VFW Members must complete the Official Entry Form to qualify.**

Award No. 2: \$100 Recruiter Drawing: Each VFW and VFW Auxiliary member who recruits five (5) new and/or rejoin members to the VFW Auxiliary, from July 1, 2026, to April 15, 2027, will be entered into the five Member Recruiter Drawing to receive \$100. Drawing will be held at the 2027 Department Convention. **VFW Members must complete the Official Entry Form to qualify for the drawing.**

Part 1 — VFW Member Recruiter's Information

VFW Membership Number: _____

Member's Name: _____

Member's Address: _____

Telephone: _____ **Email:** _____

Part II — New and/or Rejoin Auxiliary Members

1. Membership Number _____ Member's Name _____

2. Membership Number _____ Member's Name _____

3. Membership Number _____ Member's Name _____

4. Membership Number _____ Member's Name _____

5. Membership Number _____ Member's Name _____

I attest that the recruiting information is true and correct.

Signature of Auxiliary Treasurer _____

Auxiliary Number _____ **Date** _____



**Department of Maryland VFW Auxiliary
Award No. 3—Adopt A Member
Official Entry Form**

Any VFW and VFW Auxiliary Member who Adopts a Member (pays a VFW Auxiliary Member's dues) from July 1, 2026 to April 15, 2027, will be placed in a drawing for \$100. For every single VFW Auxiliary Member who has been adopted a separate Official Entry Form must be completed. Entry Form must be completed and to the Department Membership Chairman by April 22, 2027. The Drawing will be held at the 2027 Department Convention.

Part 1 — Member's Information Who Adopted An VFW Auxiliary Member

Membership Number: _____

Member's Name: _____

Member's Address: _____

Telephone: _____ **Email:** _____

Part II — Auxiliary Member Who Has Been Adopted

1. Membership Number _____ Name _____

I attest that the information is true and correct.

Signature of Auxiliary Treasurer _____

Auxiliary Number _____ **Date** _____



Department of Maryland VFW Auxiliary
Award No. 9—Recruiter Award
Recruiting VFW Auxiliary Member Aged 16 to 35
Official Entry Form

Any VFW and VFW Auxiliary Member who recruits at least one new VFW Auxiliary Member age 16 to 35, from July 1, 2026 to April 15, 2027 will be placed in a drawing for \$100. Official Entry Form must be completed to enter the Drawing. For each VFW Auxiliary Member aged 16 to 35 recruited a separate Official Entry Form must be completed. Entry Form must be completed and to the Department Membership Chairman by April 30, 2027. The Drawing will be held at the 2027 Department Convention.

Part 1 — Recruiter's Information

Membership Number: _____

VFW Member ☐ **VFW Auxiliary Member** ☐

Member's Name: _____

Member's Address: _____

Telephone: _____ **Email:** _____

Part II — Auxiliary Member Aged 16 to 35

Membership Number _____

Name _____

I attest that the information is true and correct.

Signature of Auxiliary Treasurer _____

Auxiliary Number _____ **Date** _____