



“Harvesting Membership — Every Member Matters!”

RECRUIT • REJOIN • RETAIN

October is here, and just as fall is a season of gathering the harvest, it is time for us to gather together and strengthen our VFW Auxiliary family. **Our Membership Program continues to focus on three important words: Recruit, Rejoin, and Retain.**

RECRUIT — Plant the Seed

Think about the people you know who may be eligible for membership but have never been asked. Sometimes the only thing standing between a prospective member and our Auxiliary is a simple invitation.

Who have you not asked yet?

Make it your personal goal this month to talk to at least one eligible person about joining the VFW Auxiliary. Tell them who we are, what we do for veterans and their families, and why our mission matters.

REJOIN — Welcome Them Back

October is also a perfect time to reach out to former members.

Look at your Auxiliary's membership records and identify members who have not renewed in recent years. Give them a call or text, send a card, or invite them to an upcoming meeting or activity.

Sometimes people leave because life gets busy. A personal invitation may be all it takes to bring them home.

Let them know: “We miss you, and there is still a place for you in our Auxiliary.”

RETAIN — Take Care of the Members We Have

Membership is not only about numbers. It is about people.

Check on members you haven't seen lately. Call someone who has missed several meetings. Recognize members who volunteer. Welcome new members and make sure they feel included.

Ask yourself: Does every member of our Auxiliary feel valued, needed, and appreciated?

A member who feels connected to the Auxiliary is much more likely to remain a member.

OCTOBER MEMBERSHIP CHALLENGE

During October, I challenge every Auxiliary to:

- ✓ Recruit **ONE** new member.
- ✓ Invite **ONE** former member to rejoin.
- ✓ Contact **ONE** current member you haven't seen lately.

Just three personal contacts from every Auxiliary could make a tremendous difference in our Department.

DON'T FORGET YOUR ANNUAL MEMBERS

Continue reminding annual members to pay their 2027 dues. Don't wait until the end of the year. A personal telephone call is often much more effective than simply mailing or emailing a reminder. Some have shared that text messages work as well.

And remember — membership is everyone's responsibility.

Whether you recruit a new member, welcome back a former member, encourage someone to renew, or simply make a member feel appreciated, you are helping strengthen our organization.

Together, we can continue “Unity for Veterans, Embracing the Future” while “Serving America's Heroes.”

LET'S GROW TOGETHER THIS OCTOBER!

Plant the seed. • Gather the harvest. • Grow our membership.

