

DEPARTMENT OF MARYLAND

Seeds of MEMBERSHIP

PLANT TODAY. GROW TOGETHER. SERVE FOREVER.

JULY 2026



EVERY SEED
PLANTED IN UNITY
STRENGTHENS OUR
AUXILIARY AND
SUPPORTS OUR
VETERANS.

**UNITY FOR VETERANS,
EMBRACING THE FUTURE.**

SERVING AMERICA'S HEROES.

Through every member, we expand our mission. Through every act of service, we honor their sacrifice. Through every seed, we secure our future together.

Serving AMERICA'S HEROES



RECRUIT
Invite others to join our mission.



REJOIN
Welcome back those who have walked with us.



RETAIN
Value every member and keep our Auxiliaries strong.

★ TOGETHER, WE GROW STRONGER. TOGETHER, WE SERVE. TOGETHER, WE MAKE A DIFFERENCE. ★

MEMBERSHIP is the foundation of the VFW Auxiliary. Without members, our programs cannot move forward. Without members, our voice grows quiet. Without members, our service to Veterans, service members, their families, and our communities becomes limited.

This year, the Department of Maryland President's theme, **"Unity for Veterans, Embracing the Future,"** reminds us that we are stronger when we work together with one purpose. The VFW Auxiliary National President's theme, **"Serving America's Heroes,"** reminds us why we do this work in the first place.

MEMBERSHIP is not just a number on a report. Membership is people. Membership is service. Membership is commitment. Membership is the future of the VFW Auxiliary.

- **Every new member** represents another set of hands to serve.
- **Every rejoin** represents someone reconnecting with our mission.
- **Every retained** member represents a relationship that still matters.
- If we want strong Auxiliaries tomorrow, we must be intentional about Membership today.

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.

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.

RETAINMENT: Who Are We Taking for Granted?

Retention is one of the most important parts of Membership, yet it is often the most overlooked. It is not enough to recruit members. It is not enough to get them to pay dues. If members do not feel valued, included, informed, or needed, they may not stay.

A retained member is not just someone whose dues are current. A retained member is someone who still feels connected to the mission. We must ask hard questions:

- Do new members feel welcome after they join?
- Do annual members hear from us before renewal time?
- Do Life Members know they are appreciated?
- Do members who cannot attend meetings still feel included?
- Do we contact members only when we need money, help, or votes?
- Are we giving members a reason to stay?

Retention begins with relationships. Members stay where they feel useful. Members stay where they feel respected. Members stay where they feel seen. A new member should not be left to figure things out alone. Assign someone to greet them, sit with them, explain what is happening, and invite them to participate. Give them a task, but do not overwhelm them. Teach them our traditions but also listen to their ideas.

Longtime members need encouragement too. Thank them. Check on them. Recognize their service. Ask for their wisdom. Let them know their years of dedication still matter. Retention is not complicated, but it must be intentional.

Say—***“We are glad you are here. We need you. You are part of this Auxiliary’s future.”***

RETAINMENT PROTECTS THE SEED SO IT CAN GROW.

EVERY MEMBER HAS A ROLE IN MEMBERSHIP.

If we are truly united for Veterans, then we must be united in strengthening our Auxiliaries. A strong Membership Program does not happen by accident. It happens when we ask, welcome, encourage, follow up, and appreciate.

The future of our organization depends on what we are willing to do now. We cannot serve America’s heroes tomorrow with yesterday’s level of effort. We cannot embrace the future if we are unwilling to change our approach. We cannot grow if we only talk to the same people. We cannot retain members if we fail to value them. We cannot build unity if we leave people standing on the outside.

This year, let us be honest, focused, and committed. Let us recruit with **purpose**. Let us invite rejoiners with **kindness**. Let us retain members through **connection**. Let us strengthen our Auxiliaries through **unity**. Let us serve America’s heroes with **renewed dedication**.

A MEMBERSHIP CHALLENGE FOR 2026–2027

This year, every Auxiliary is challenged to do three things:

Recruit: Ask eligible individuals to join our mission.

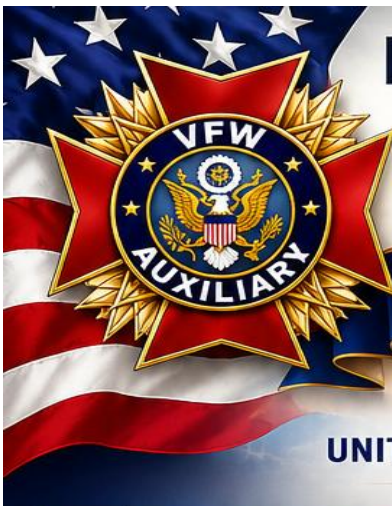
Rejoin: Reach out to former members and invite them back.

Retain: Make every current member feel valued, informed, and needed.

If every Auxiliary commits to these three actions, Maryland will not only grow in numbers — we will grow in strength, service, and purpose.

Membership is our responsibility. Veterans are our reason. Unity is our strength. The future is our charge. Together, let us build a stronger Department of Maryland VFW Auxiliary. Together, let us serve America's heroes. Together, let us move forward in **Unity for Veterans, Embracing the Future.**





DEPARTMENT OF MARYLAND

VFW AUXILIARY

2026-2027

DEPARTMENT MEMBERSHIP

Awards

UNITY FOR VETERANS, EMBRACING THE FUTURE
SERVING AMERICA'S HEROES



- ✓ RECRUIT
- ✓ WELCOME REJOINS
- ✓ RETAIN MEMBERS
- ✓ EARN REWARDS
- ✓ MAKE AN IMPACT!

1

**AWARD FOR MEMBERS
(VFW AND AUXILIARY)**



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.

2

**DRAWING FOR MEMBERS
(VFW AND AUXILIARY)**



\$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.

3

**AWARD FOR MEMBERS
(VFW AND AUXILIARY)**



ADOPT A MEMBER DRAWING

Any VFW or 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.

The 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.

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**MONTH OF AUGUST 2026
AWARD FOR ANNUAL MEMBERS
LIGHTNING SPEED
EARLY BIRD DRAWING**



All Annual VFW Auxiliary Members who pay their dues by September 30, 2026 will be put in the "Lightning Speed Early Bird Drawing" for \$50. Five-\$50 Drawings will be held.

The Drawings will be conducted at a District Visit or other Department Function. Dues must be transmitted in MALTA by September 30, 2026 and verified on the National (CMR) Paid-Cancelled & Deceased Report on October 1, 2026.

5

**MONTH OF SEPTEMBER 2026
92%+ AWARD**



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.

92%+ Award based on paid Membership on the National (CMR) Paid-Cancelled & Deceased Report on October 1, 2026.

6

**MONTH OF OCTOBER 2026
96% AWARD**



Auxiliaries who reach 96% or more in Paid Membership by October 31, 2026 will be placed in a drawing to win \$150. Two (2) \$150 drawings per Membership Division.

This Drawing will be held at the Department Christmas Conference. This Drawing is based on the November 1, 2026 National (CMR) Paid-Cancelled & Deceased Report.

7

**MONTH OF NOVEMBER 2026
98%+ AWARD**



Auxiliaries who are 98%+ in Membership, in each Membership Division will be placed in a Drawing for \$150. Two (2) \$150 Drawings per Membership Division.

Percentages will be based on the December 1, 2026 National (CMR) Paid-Cancelled & Deceased Report.

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**MONTH OF DECEMBER 2026
100%+ AWARD**



Auxiliaries who are 100%+ in Membership, in each Membership Division will be placed in a Drawing for \$150. Two (2) \$150 Drawings per Membership Division.

Percentages will be based on the January 1, 2027 National (CMR) Paid-Cancelled & Deceased Report.

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**MONTH OF MAY 2026
AWARD FOR MEMBERS
(VFW AND AUXILIARY)**

YOUNG MEMBER RECRUITER DRAWING (AGE 16-35)



Any VFW or 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 age 16 to 35 recruited a separate Official Entry Form must be completed. The 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.

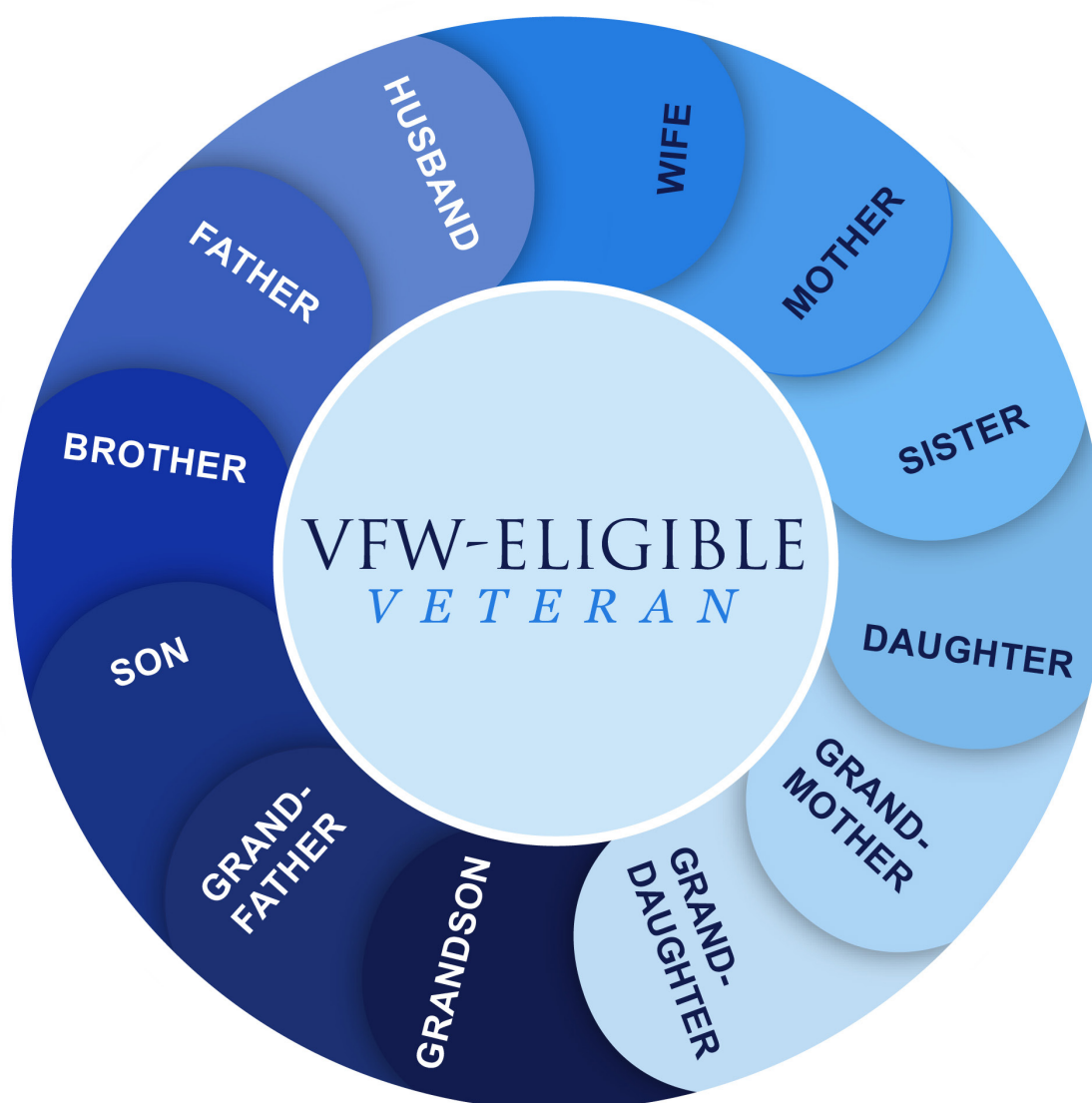


TOGETHER, WE GROW. TOGETHER, WE SERVE. TOGETHER, WE WIN!

Stronger Today. Stronger Tomorrow.



VFW Auxiliary Eligibility Wheel



**Step- and adopted parents, children, siblings (and half-siblings), grandparents and grandchildren are considered the same as biological parents, children, siblings, grandparents and grandchildren and may join the VFW Auxiliary under their VFW-eligible veteran.*