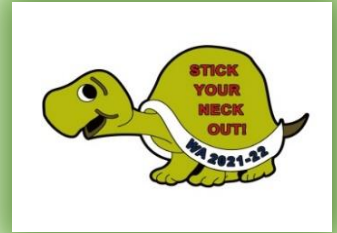




Department of Washington  
VFW Auxiliary  
Membership Bulletin #1  
[auxdeptwa.org](http://auxdeptwa.org)



***"Stick Your Neck Out For Our Veterans!"***

Membership is the backbone, or shell if you will of our organization. So why do we find it so hard to keep our members? This WILL be the year to make extraordinary strides to improve our retention.

***Invite ~ Include ~ Invest!***

As we take the time to **Invite** potential members to join our Auxiliary, should we not also take the time to **Invest** in them as well? We need to find a better way to communicate with our members so that they want to be **Included** in everything we do. We need active members, not just numbers on a report. Let's find ways to teach them about the Organization they joined and make it FUN!

It is time to get those dues reminders out if they have not been sent already. We have special rewards for early success in Membership growth...yes, financial rewards! More on that at School of Instruction which will be eastside in Spokane on August 14<sup>th</sup> and westside August 21<sup>st</sup> in Skyway. Please, if you received a wind-up turtle at Convention bring it with you for turtle races. We will be having two drawings, \$50 for an Auxiliary that is 100% + that is not paid through the Auxiliary and a drawing for \$25.00 for those that bring dues to School of Instruction.

**GOALS**

- ✓ Recruit New Members
- ✓ Retain Current Members
- ✓ Grow the Organization

**OBJECTIVES**

- ✓ Building on the VFW Auxiliary Foundation
- ✓ Maintaining the VFW Auxiliary Foundation
- ✓ Team Effort
- ✓ Training and Education Program

2.

### START WITH A PLAN

- ✓ Team Effort
- ✓ Training
- ✓ Resources
- ✓ Personal Auxiliary Fact Sheet
- ✓ Community Involvement/Booths/ Events

### RECRUITING

Train members to be experts to be experts in recruiting through:

- ✓ Social Media
- ✓ Family and Friends
- ✓ One on one or small groups
- ✓ Newspapers/ Radio/ Brochures

### RETAINING

- ✓ Make them feel needed
- ✓ Meet them where they are
- ✓ Find their interest and find out what they can do
- ✓ Remind them why we joined in the first place

Keep communication open with our members through monthly bulletins, by email, placing personal phone calls, posting on Facebook, or in any other way you can come up with. It is never too late to get your members excited to work with each other and reach 100+% in Membership.

*Blessed to Serve,*

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