



Membership Promotion September 10th, 2020
Bulletin #2

The goal for VFW Auxiliary membership is attaining **101% plus** membership percentage. When we attend the National VFW Auxiliary convention memorial services we learn the number of Auxiliary members that die every year (one year 12,000 Auxiliary members passed away!) Without gaining more members each year beyond 100%, we aren't growing the organization. Our Membership Ambassador Marilyn wrote "Invest in the future of the VFW Auxiliary." This means actively promoting the Membership Program by RECRUITING, RETAINING AND INCLUDING ALL MEMBERS!

Our ability to interact in the community, business and VFW post homes has been hindered by the pandemic. Each Auxiliary has a membership plan. It's time to look over the plan and see if it realistic considering the efforts by states to control the virus. If your post home or your work places are open, ask if you can leave membership applications in high visibility locations. Always include a contact name on the application, so applicants can get their questions answered and application is followed up upon. One Auxiliary works with a local market that gives discounts to veteran customers. This would be a excellent place to ask if our membership application can be displayed. What businesses do your Auxiliary have a working relationship with? See if they would allow your Auxiliary to display membership applications. This too is a great way to market our wonderful organization! And all Auxiliary members should be carrying a new member application in their car or purse. We all come into contact with people that would qualify to join us. All members have a part in member recruitment and retention.

It is important that continuous members pay their dues on time. To incentivize our annual members try some new ideas. One idea is to raffle life memberships from the pool of annual members or offer that the Auxiliary will pay a portion of the cost of the life member fee.

Second dues reminders should be sent out to non-paid annual members in October. You may remind via mail, email, text or phone call. If it is learned that an annual member cannot pay their dues this year, it is perfectly fine for the Auxiliary to motion to pay their dues. A group of members could pay the dues of their "dear member friend." Annual member's dues can be paid by the member online in Malta. Please promote this in your Auxiliary meetings and offer training of any member who needs help with Malta. This is a good project for the Membership Team.

In addition to the VFW Auxiliary monthly newsletter, the VFW monthly magazine publishes the ways that the VFW works on membership. Take a look at the Auxiliary and VFW August and September additions. The VFW and its Auxiliary are not letting the pandemic get them down on recruitment and retention!

Early in September the "Membership Moments" email discussed the Department President's "Flower Vase" incentive program for Districts and Auxiliaries. Soon there will be another "Membership Moments" on email that outlines the "Membership Group Achievement" monetary awards program for Auxiliaries and Districts. Together we are stronger working on membership than being a lone entity or soldier!

Thank you for your time and effort promoting VFW Auxiliary membership. Remember “Our Mission – to Serve Veterans” and to “Soar to New Heights.”

Loyally,

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