

MEMBERSHIP AMBASSADOR



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Keep Your “Why” Close By

It has been said that in order to know where you are going, you must know where you’ve been. Pretty simple concept, right?

When thinking about Membership, it’s helpful to revisit WHO we are. You will never get someone to join you until you know who you are and what you stand for.

From Our Roots “Prepare Your Ask”

How many of us have read the Congressional Charter issued to the Veterans of Foreign Wars? It is a good reminder of WHO WE ARE!

The purposes include :

- To preserve and strengthen camaraderie among its members
- To assist worthy comrades
- To perpetuate the memory and history of our dead, and to assist their surviving spouses and orphans
- To maintain true alliance to the government of the United States, and fidelity to its Constitution and laws
- To foster true patriotism
- To maintain and extend the institutions of American Freedom, and
- Preserve and defend the United States from all enemies.

Those are amazing reminders of the mission IF we adhere to that charter. Our VFW Auxiliary Charter closely mirrors that of the VFW, and we are coming off the longest war in American history, so why are we not bursting at the seams with members?

To Our Branches

It's time to get real...now that we've reacquainted ourselves with our roots, we need to focus on reaching skyward with our branches! For us, that means figuring out the disconnect with the current generation of war veterans and their families...a.k.a. our potential members. As close as I can estimate, that little spark of magic is going to be in meeting them WHERE THEY ARE.

Where the elusive THEY are is online: on their phones and on social media. This generation literally makes life decisions (e.g. choosing their potential life partners... (think I'm cute; swipe right") in 1.4 seconds! Be where they are and do things like they do. If we give you some of the tools, do you think you can do it? YOU CAN!

What We Must Do

Membership this year will involve changing everything about how we approach people. The veterans/families we are trying to attract will do just about anything to escape a face-to-face conversation with somebody they don't really know or have just met. But if you can "slide into their DMs" (kidding, but good imagery), by getting onto their phone and making it easy for them. When THEY feel like looking at it, YOU'VE GOT'EM!

Something for Everyone "Get Your Ask In Gear"

Using our tree metaphor, we need to step into the gap between the branches.

Make a list with two Columns:

Column A = Family you KNOW will qualify
For as many as possible in column A, commit to gifting a membership to them for their birthday or to celebrate a holiday.

Column B = Family who MAY qualify
This is your opportunity to reach out and reconnect with family who MAY qualify for membership, but you're unsure.

Can you even imagine? If every one of us did this method with ONE family member...We'd DOUBLE our Membership overnight! YOU are the key to success!

At the Speed of Light "Don't Be Dead On Your Ask"

Ready to take this thing to the next level? Our Membership Team (the National Conference Coaches, National staff and myself) are providing a "new" electronic pathway to recruiting and membership.

We have created a QR code (see below) which is a link to access information that you can provide to potential members. (No more hard copies of stuff that folks can just toss as soon as they are out of sight.) This will happen phone to phone...a method that is familiar to and preferred by a tech savvy generation. The entire interaction can be quick and painless; AND it shows us to be modern and adaptable.

Behind this QR code will be things like the Fact Sheet, Membership Application, What We Do, Auxiliary Locator and anything else we might need in our "Recruiting Tool Kit".

To use military terms, we are in a target rich environment; so why aren't we hitting anything? If we embrace new techniques, we WILL be able to turn the membership tide and hopefully turn it into a tidal wave!

Extending Service to Our Veterans What You Can Expect From Us

This might seem a bit unusual right here, but it's important that you know how much we appreciate every single member who recruits another person to join us in our mission to serve veterans and their families. That's why you should know what you can expect from us to support you in your efforts. The Conference Coaches and I are committed to open communication with the Department Membership Chairperson(s), Department Presidents and each other. We will employ Zoom meetings to meet electronically face-to-face for the purpose of encouragement, skills and team building and coaching.

We are here for our veterans and their families, right? YOUR Membership Team is here for you and that's a promise!

Our Family Tree

Like a mighty Redwood, our goal is to be "Sempre-Virens" Always Living. A truly achievable goal if we model our organization after this indomitable giant. We MUST root ourselves firmly in our history, traditions and legacy of service. We MUST branch out and include EVERY one of our qualifying family members in our mission. And we MUST provide our new branches and young leaves with all of the necessary support to thrive indefinitely like the mighty Redwood. We are constantly reaching skyward. So don't "leaf" any qualifying member behind.





MEMBERSHIP PROGRAM

Invite New Members • Include Current Members • Invest in the Future of the Organization

The VFW Auxiliary started with a small group of women who wanted to serve veterans; it has grown exponentially and now includes both males and females as members. There is only one way to add members: ask someone to join. And once they join, ask them to participate.

Ask Someone to Join

There are numerous places and times to ask someone if they want to join the VFW Auxiliary. Your approach will look different depending on who your audience is.

In all cases, the potential member should have some knowledge of what the VFW Auxiliary is and what we do before they ever receive an application.

Important tools:

- Fact Sheet, available for free from National Headquarters.
- Business card with contact information. (Order yours from the VFW Store, vfwstore.org.)
- MALTA Member Resources.
- QR Code - See Page 38.

Follow Up!

Most likely, the first time you talk to someone new about the organization, that person may not be ready to commit. It's important to ask for their contact information and then follow up within a week.

Ask Them to Participate

The key to keeping members is getting them involved. Call or email a new member within a week with the next meeting date and time, or the next possible event or project. Offer to pick them up, or invite them to get coffee before or after a meeting.

Put a team of members in charge of contacting new members or members who haven't been to a meeting recently. The team should be friendly and knowledgeable about the Auxiliary.

Ways to Encourage Participation

- Monthly sign-up sheet for regular events.
- Emails and phone calls for special events.
- Public recognition of current volunteers. (Consider posters at your VFW Post Home, if permitted, that spotlight member involvement.)
- Be specific about what they will be doing, including the time commitment.
- Find out how that person best communicates, whether by phone, email, Facebook or texting.
- Have another member stay with them for the entire length of the activity or event.
- If they say "no" to the first invitation, be sure to ask again!
- Plan family-friendly events! Members with children in the home want opportunities to do things with their family.

Have a Plan

Every Department and Auxiliary should have a Membership Plan. This plan should include:

- Contacting current members.
- Outreach to former members.
- Recruiting events for new members.
- Picking a mentor for a new member.
- Before a membership year begins, set your calendar for these events:
 - Make it as easy as possible for members to renew their dues. They can renew online in MALTA!
 - Plan recruiting events in your community each year. This can be done by just the Auxiliary or in conjunction with your VFW Post.

MEMBERSHIP PROGRAM AWARDS

MEMBERSHIP AWARDS FOR AUXILIARIES, DEPARTMENTS AND CONFERENCES WILL BE BASED ON THE PAID TOTAL LISTED ON THE CMR-PAID, CANCELED & DECEASED REPORT IN MALTA.

Awards for Members

1. Recruiter pin to each VFW and VFW Auxiliary member who recruits five (5) new and/or rejoined members to the VFW Auxiliary from July 1, 2024 through May 31, 2025. Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2025. Recruiter pin will be mailed directly to the member from National Headquarters.
2. National Membership Achievement Award to each VFW and VFW Auxiliary member who recruits 20 new and/or rejoined members to the VFW Auxiliary from July 1, 2024 through May 31, 2025. Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2025. VFW Auxiliary Treasurers on all levels are not eligible for this award. Winners will be announced and awards presented at the 2025 VFW Auxiliary National Convention in Columbus, Ohio. If winner is not in attendance, award to be mailed directly to winner from National Headquarters after National Convention.
3. Top Recruiter award to the one recruiter in each of the 4 conferences who recruited the most new and/or rejoined members in their conference. VFW Recruiters and VFW Auxiliary Treasurers on all levels are not eligible for this award. Winners will be announced and awards presented at the 2025 VFW Auxiliary National Convention in Columbus, Ohio. If winner is not in attendance, award to be mailed directly to winner from National Headquarters after National Convention.
4. VFW Auxiliary Recruiter Drawing for each VFW Auxiliary National Membership Achievement Award winner. Winners will be entered into a drawing to receive one \$500 Visa gift card. VFW Recruiters and VFW Auxiliary Treasurers on all levels are not eligible for this award. Winner will be announced and award presented at the 2025 VFW Auxiliary National Convention in Columbus, Ohio. If winner is not in attendance, award to be mailed directly to winner from National Headquarters after National Convention.

Recruiter Award Forms are no longer needed for VFW Auxiliary members. Reports are compiled by VFW Auxiliary National Headquarters from information entered in MALTA.

VFW members who recruit new and/or rejoined VFW Auxiliary members will need to fill out the required VFW members only form that is available in MALTA Member Resources. Completed form must be received at VFW Auxiliary National Headquarters and Department Treasurer must enter membership in MALTA by June 10, 2025.

Awards for Auxiliaries

1. \$50 to each Auxiliary that reaches 100% Plus in Membership by June 30, 2025*.
2. VFW Auxiliary Drawing. Each VFW Auxiliary that reaches 101% Plus by June 30, 2025* will be entered into a one-time drawing to receive \$500.

Awards for Department Chairmen

1. \$25 VFW Store gift certificate to one Department Membership Chairman in each of the 10 Program Divisions for the most outstanding training and promotion of the Membership Program.
2. The Outstanding Performance Award and Second-Place Outstanding Performance Award will be awarded in each of the 10 Program Divisions based on the criteria listed on Page 5 and for the promotion of the Program goals listed at the top of Page 42.

Winners will be announced and awards presented at the 2025 VFW Auxiliary National Convention in Columbus, Ohio.

Awards for Departments

1. Bronze Department Award #1: \$200 to each Department that reaches 95% Plus in Membership by November 30, 2024*.
2. Silver Department Award #2: \$250 to each Department that reaches 98% Plus in Membership by March 31, 2025*.
3. Gold Department Award #3: \$300 to each Department that reaches 100% Plus in Membership by June 30, 2025*.
4. Platinum Department Award #4: \$400 to each Department that reaches 101% Plus in Membership by June 30, 2025*.

Departments that receive the Platinum Department Award #4: \$400 ACH will still receive Gold Department Award #3: \$300 for a combined total of \$700.

5. Conference vs. Conference

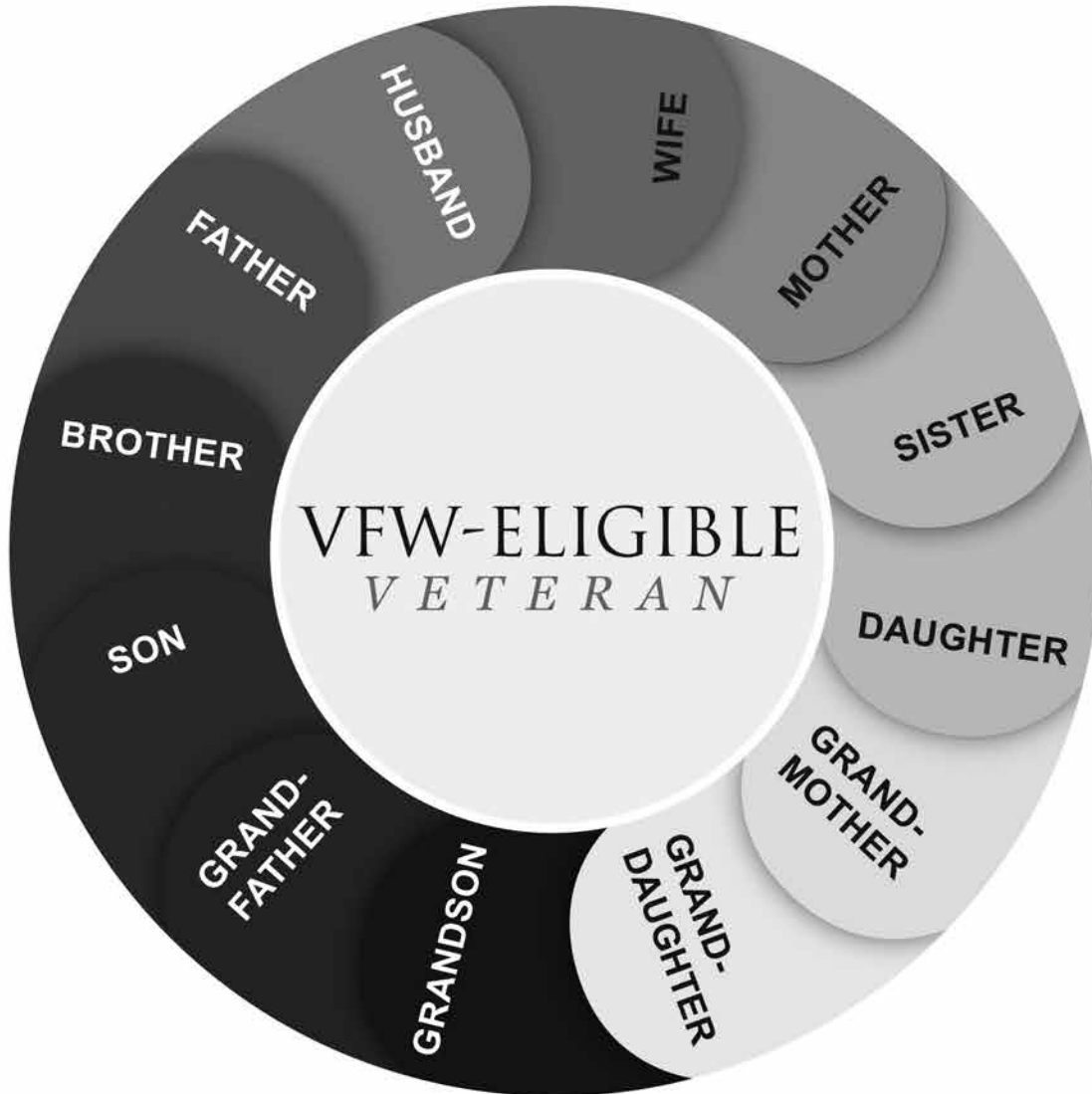
- a. \$50 to each Department within the Conference with the highest total percentage by January 31, 2025*.
- b. \$50 to each Department within the Conference with the highest total percentage by June 30, 2025*.

Award for Conference Coaches

1. Keepsake to each of the four (4) Conference Coaches for their hard work and dedication in this Program.

**Based on the June 30, 2024 year end membership numbers.*

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.*

VFW AUXILIARY MEMBERSHIP / MEMBER TRANSFER APPLICATION

An incomplete application could delay your membership start date.

Applicant completes sections A, B, C or D and F. Auxiliaries/Departments complete section E.

A Recruited/Recommended by: _____ Recruiter Member ID _____
 Auxiliary No. _____ City _____ State _____ Member ID (If already a member) _____
 Annual Membership Rejoin
 Life Membership Transfer
 Member at Large in Department of _____ Member at Large - VFW Auxiliary National Headquarters
(If not a transfer, skip to B.)
 LIFE MEMBER TRANSFER Previous Auxiliary _____
 ANNUAL TRANSFER Previous Auxiliary _____ Paying Nonpaying
 ANNUAL TRANSFER CONVERTING TO LIFE (Fill out Life Membership information below.) Previous Auxiliary _____

B THESE FIELDS REQUIRED
 Name _____ Date of Birth _____
 Address _____ Female Male
 City _____ State _____ ZIP _____ Phone _____ Email _____

C **POST-AFFILIATED** (*Must be a current member of the VFW Post affiliated with the Auxiliary to which you are applying.)
 Relationship _____ to Eligible Veteran* _____ VFW Membership ID _____

D THESE FIELDS REQUIRED
 NON-AFFILIATED (*Veteran is not a current member of the VFW Post affiliated with the Auxiliary to which you are applying.)
 Relationship _____ to Eligible Veteran* _____ VFW Post (If applicable) _____
 Name of campaign ribbons or medals: _____
 Dates of Service: _____ to _____ Location: _____

E Investigating Committee Signatures
 1 _____ 2 _____ 3 _____
 Per Section 102 of the National Bylaws. Rejected Accepted Meeting Date _____ Obligated Date _____

F OBLIGATION *In the presence of Almighty God and the members of this organization here assembled, I do of my own free will and accord, solemnly promise that I will never wrong or defraud this organization nor a member thereof nor permit either to be wronged if in my power to prevent it. I will never propose for membership any person not eligible, according to our Bylaws. I further state that I believe in God. I will be faithful to the United States of America, obedient to the laws and loyal to the Flag. Should my membership with this organization cease in any way, I will consider this obligation as binding outside of the organization as though I had remained a member. I do so promise. I attest that I am at least 16 years of age. I pledge to comply with the National Bylaws of the Veterans of Foreign Wars of the United States Auxiliary. I attest I am not eligible for membership in the VFW. I further attest that the above is true and correct to the best of my knowledge, including my stated relationship to the Veteran.*
 Signature _____ Date _____
(Must be signed by all members.)

LIFE MEMBERSHIP FEES
Life Membership fees are not refundable.
 Attained age at 12/31 of year applying for Life Membership.

Through 20	\$253
21-25	\$242
26-30	\$230
31-35	\$219
36-40	\$213
41-45	\$201
46-50	\$196
51-55	\$184
56-60	\$173
61-65	\$161
66-70	\$150
71-75	\$132
76-80	\$109
81-85	\$86
86-90	\$69
91 and over	\$58

LIFE MEMBERSHIP ONLY Check here if this is a gift.
Credit cards may NOT be used for initial payment of Annual Dues.
 Cash Check Visa MasterCard Discover AMEX _____ Life Membership Fee
 Name on credit card _____
 Billing address for card _____
 City _____ State _____ ZIP _____
 Credit Card No. _____ CVV Code _____
 Exp. Date _____ Date _____ Signature _____

By signing this, I agree to the stated charges for a Life Membership fee.

Revised February 2024