

Membership

2024-2025

Membership Ambassador: Linda Roloff

Western Conference Coach: Kathy Smith

Department President: Marsha LaRosh

*Department Membership Chairman:
David Huddleston*



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.



Department of
Kansas



National
Programs



National
Membership

From Our Roots “Prepare Your Ask”

- Congressional Charter was issued to the Veterans of Foreign Wars (VFW)
- Veterans of Foreign Wars of the United States Auxiliary Mission Statement
- 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?

Congressional Charter issued to the Veterans of Foreign Wars on May 28, 1936 during the 74th Congress

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.



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The Veterans of Foreign Wars of the United States Auxiliary has a mission to improve the lives of veterans, service members, their families, and communities. The VFW Auxiliary's mission statement also includes:

- Supporting Veterans of Foreign Wars (VFW) posts and members
- Upholding allegiance to the US government, constitution, and laws
- Promoting patriotism
- Protecting American freedom and equal rights
- Defending the US from enemies
- Advocating for legislation that helps veterans
- Inspiring volunteerism in the community and youth programs



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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.

Ten little members standing in a line
One disliked the President, and then there were nine.
Nine ambitious members offered to work late
One forgot her promise, and then there were eight.

Eight creative members, had ideas good as heaven
One lost enthusiasm, and then there were seven.
Seven loyal members got into a fix
They quarreled over programs, and then there were six.

One dropped out and then there were five.
Five happy members, not one a bore,
Till they fought over Bingo
And then there were four.

Four cheerful members
Who never disagree,
Till one complained of meetings
And then there were three.

Three eager members, what did they do?
One got discouraged, and then there were two.
Two tired members, our rhyme is nearly done
One joined a bridge club and then there was one.

One faithful member, feeling very blue
Met with a neighbor, and then there were two.
Two earnest members each enrolled one more,
Doubling their number, and then there were four.

Four determined members, just couldn't wait
Till each won another, and then there were eight.
Eight excited members, signed up sixteen more
In another six verses there will be a thousand and twenty-four!

To Our Branches cont.

Where 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”

Stepping into the gap between the branches.

- ◆ 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

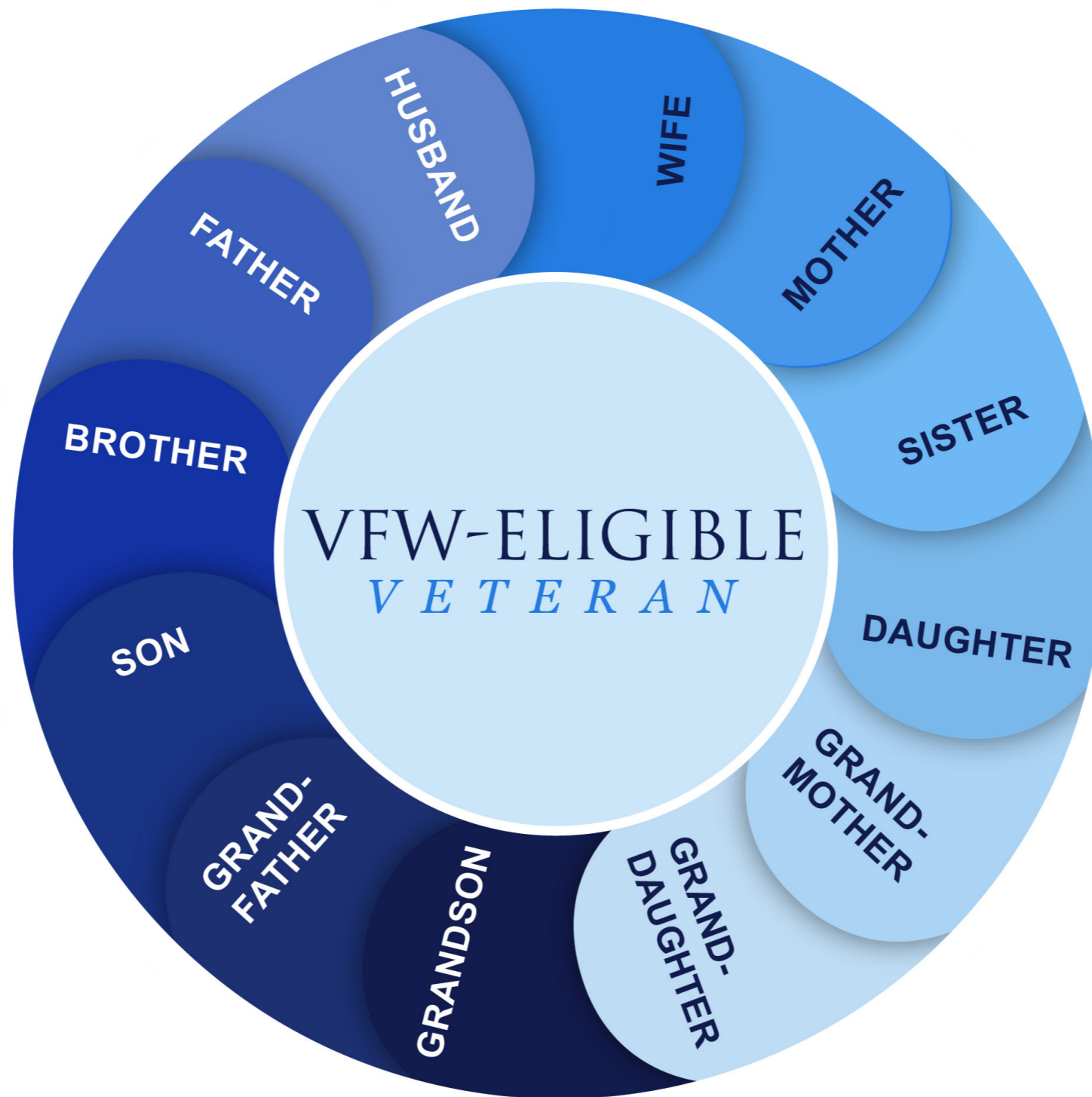
This might seem a bit unusual right here, but it's important that you know how much we appreciate every single member who recruits another person to join us in our mission to serve veterans and their families. That's why you should know what you can expect from us to support you in your efforts. The 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.





**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.*

There is over 100+ years of

Inviting New Members • Including Current Members

- Investing in the Future of the Organization

- **Ask Someone to Join:**

There are numerous places and times to ask someone if they want to join the VFW Auxiliary.

- **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

- **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.

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.
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.
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. All winners will be announced during 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.



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 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.

Membership Benefits Links

- ◆ <https://vfwauxiliary.benefithub.com/Welcome>
- ◆ [https://www.vtstvl.com/Veterans Travel Service](https://www.vtstvl.com/Veterans%20Travel%20Service)
- ◆ <https://www.truhearing.com/vfwa>
- ◆ <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://vfwauxiliary.org/wp-content/uploads/FILLABLE-Cancer-Grant-Application-8-2018.pdf>

Any Questions

“If I do MY full duty, the rest will take care of itself.” *and*

**“Success in war depends on the ‘golden rules of war’
SPEED, SIMPLICITY AND BOLDNESS”**

~Gen. George S. Patton

Membership Starts with You

What are you Waiting for...