



Membership Program

Karen A. Dotson, PDP, Membership Chairman

19 Calgary Lane

Binghamton, NY 13901

607-648-9271 Email: kdvfwaux@aol.com

In a quote by Steve Jobs, “Great things are never done by one person, they’re done by a team of people”. Membership of our organization requires teams, whether small or large, teams work together to achieve goals and be successful. New members bring a fresh perspective to our organization with new ideas and suggestions. The same is true of our current members as they are just waiting to be “asked” for their thoughts and ideas.

Let us start with the basics! Membership is the backbone of our organization; therefore, we need to keep focus on our overall team goal by utilizing the 3 “R’s”: **Recruit, Retain, and Rejoin.**

This year, as “Busy Bees”, our journey must begin with a single step forward with a plan of action. First identify Auxiliary members who are willing to share their time and talents to help move the Auxiliary forward so our initial goal will be achieved. Secondly, the team needs to identify what is the next achievable goal. Check out local activities or events to schedule a membership drive such as at the local Fall Festival, Fireman’s Parade, annual Spaghetti Dinner, etc. Have your team prepared with items such as current application forms, pens, Auxiliary Membership Brochures, Member Benefits fliers, a copy of the VFW Auxiliary Eligibility wheel, a filled candy bowl, and a follow up list with prospective members.

Once the membership drive is over, the team members should divide and conquer the list by contacting the people for stopping by the Membership table, invite them to a community event sponsored by the Auxiliary such as a Fish Fry, Pasta Night, a Chicken BBQ etc. Ensure your team greets all members to feel welcome at events and meetings.

A separate team of “Busy Bees” may be willing to work on engaging the current members to renew their interest and participation with programs or events. Request the team to prepare a list of key questions to ask the members when they are contacted. It may be as simple as adjusting the day/time of the meeting for more members to attend. Do your members know that our Bylaws allow children to attend Auxiliary meetings? Do members who are homebound know that they may attend with their Caregiver who may not be an Auxiliary member? New ideas/suggestions for events, activities re-invigorate the members to try something different. I encourage everyone to try one new idea!

Ensure you contact your members who are homebound and no longer able to attend meetings. Inquire if they have special talents they can do outside of the meeting to help on a project (crochet/knit, floral arrangements, party favors, etc.). Consider setting up a “buddy check” system so that the Busy Bee Auxiliary Membership team reaches out to members monthly.

Travel Buddies – Have you considered setting up “travel buddies” where a member may be willing to transport a non-driving member to a meeting or an event? Invite another member to travel with you to your District meeting; it is always better to travel in pairs than alone. Ask a new member or seasoned member if they would be interested in attending Officer and Member Training Institute, Fall/Spring Conferences or Dept. Convention. Share expenses, meet other District/Department Members, and Network on ideas for your Auxiliary.

Communication to all members is important; whether you communicate through newsletters, social media, telephone trees, a text, a “thinking of you” card, or a buddy check. Keep the lines of communication flowing so all members are aware of Auxiliary Activities/Events, District meetings, and Department Conferences. Include a blurb on your “Buzzing Bees” Membership teams’ successes – celebrate your success and have fun doing it.

Recognition - It is important that while we “ask” our members to help with membership, our programs, and events, you are encouraged to recognize your members. Spotlight your members on your Auxiliary social media for all the assistance on a project; send a personal “thank you” note to the members, or small gifts of gratitude. Other ways to recognize your members would be to thank them publicly - Members love seeing themselves in the local newspaper and will be glad to know you thought to mention them in a newspaper article. People love food. If a group of

members is helping prepare or organize an event, order them lunch. If a meal is out of your budget, do something simple like bring snacks, cookies or coffee. This gesture will make them feel appreciated, motivated and energized. Regardless of the way you say “thanks,” it must be relevant, personal and sincere.

Member Resources - Everyone is encouraged to use the Member Resources located behind your MALTA Member login on the VFW Auxiliary National website (vfwauxiliary.org). Under the **Membership** link, you will find toolkits to use to assist our “Busy Bee” membership teams to achieve their goals of recruiting, retaining, and rejoining members. You may order Auxiliary Membership Brochures and Auxiliary Fact Sheets in quantities of 50 each. Submit order forms to: VFW Auxiliary, Attn: Brochure Orders, 406 W. 34th St., 10th Floor, Kansas City, MO 64111 or email to info@vfwauxiliary.org with “Brochure Order” in the subject line.

Would you “Be My Bumblebee”? – As a simple act of kindness, I encourage members to support the “**Be My Bumblebee**” for a member or members who may need assistance. This is a win-win for the Auxiliary, District, and Department. For each Auxiliary and/or member who is a “Bumblebee” for another member, they will receive a small gift from me at each of the conferences.

Lastly three reminders:

- a. When a new member joins the Auxiliary, ask "How would you like to contribute?" instead of "Do you want to volunteer?" Members like to contribute to the organization's work if it lets them act on what they care about.
- b. Keep a membership form with you as you never know who may be interested in joining – we just need to “Ask”.
- c. For more Membership information, please scan the QR code found below the National Awards for Conferences.

As Bill Gates was quoted to say, “Patience is a key element of success” so for our teams to be successful we must be patient and utilize the tools in our toolkit in securing new members and retaining our current members. We need to embrace change to strengthen our Auxiliaries for their future and the future of our organization. Our future is in everyone’s hands. I ask you to join the Busy Bees Membership Team as *Together Everyone Achieves More*.

I look forward to working with the “Buzzing Bees” membership teams this year as we are *“Serving America's Heroes” because we stay “Busy As a Bee Working Together For Our Veterans”*.

Auxiliary “Buzzing Bee” Awards

- 1. August Buzzing Bee Award** - Auxiliaries that achieve 75% in membership by August 31st will be placed in a drawing for \$50.00.
- 2. October Buzzing Bee Award** - Auxiliaries that achieve 85% in membership by October 31st will be placed in a drawing for \$100.00.
- 3. December Buzzing Bee Award** - Auxiliaries that achieve 95% in membership by December 31st will be placed in a drawing for \$100.00.
- 4. May Buzzing Bee Award** - Auxiliaries that achieve 100 % Plus 1 by May 31st will be placed in a drawing for **\$200.00** which will be drawn at June Convention.
- 5. Busy Bee Year End Officers Award** – Each Auxiliary in the 11 Districts where the President, Secretary, and Treasurers dues have been paid by November 30th will be placed in a drawing for \$50.00.

Queen Bee Membership Award – Let’s celebrate President Belinda’s Birthday in November. Each Auxiliary that attains 100% by November 30th will be placed in a drawing for \$150.00.

Individual “Buzzing Bee” Award

The busy “Buzzing Bee” member who recruits and/or rejoins the most members from July 1, 2026, through May 31, 2027, will receive a citation and **\$100** award at June Convention.

District “Buzzing Bee” Awards

Spring Conference Bumble Bee Membership Award - Districts that have achieved 100% by Spring Conference will be entered into a drawing to receive a \$50.00 Membership Award.

June Convention Honey Bee Membership Awards - Districts that have achieved 100% Plus 1 by May 31st will be placed in a drawing for a \$50.00 Membership Award

National Membership Awards

Awards for Members

1. **5 Member Recruiter Pin** - Each VFW and VFW Auxiliary member who recruits five (5) new and/or rejoined members to the VFW Auxiliary will receive a 5 Member Recruiter Pin. 5 Member Recruiter Pin will be mailed directly to the recruiter from VFW Auxiliary National Headquarters approximately every 2 months after the goal is met.

2. **5 Member Recruiter Drawing** - Each VFW and VFW Auxiliary member who recruits five (5) new and/or rejoined members to the VFW Auxiliary will be entered into the 5 Member Recruiter Drawing to receive a \$100 Visa Gift Card.

3. **National Membership Achievement Recruiter Award** - Each VFW and VFW Auxiliary member who recruits twenty (20) new and/or rejoined members to the VFW Auxiliary will receive a National Membership Achievement Recruiter Award. VFW Auxiliary Treasurers on all levels are not eligible for this award.

4. **National Membership Achievement Recruiter Drawing** - Each VFW and VFW Auxiliary member who recruits twenty (20) new and/or rejoined members to the VFW Auxiliary will be entered in the National Membership Achievement Recruiter Drawing to receive a \$400 Visa Gift Card. VFW Auxiliary Treasurers on all levels are not eligible for this award.

New and/or rejoined members must be recruited to the VFW Auxiliary from **July 1, 2026, through May 31, 2027**. The Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2027.

VFW recruiters must complete the VFW Members Only recruiter form and submit it to VFW Auxiliary National Headquarters by June 10, 2027.

Membership Award winners No.2, No.3 and No.4 will be announced and the awards will be presented at the 2027 VFW Auxiliary National Convention. If the award winner is not in attendance; the award will be mailed directly to winner from VFW Auxiliary National Headquarters after the 2027 VFW Auxiliary National Convention.

Awards for Auxiliaries

1. \$50 to each Auxiliary that reaches 100% Plus in Membership by June 30, 2027. Money will be deposited into the VFW Auxiliary account after the 2027 VFW Auxiliary National Convention.

Awards for Departments

1. 1st Down Department Award #1: \$400 to each Department that reaches 95% Plus in paid membership by November 30, 2026.
2. 2nd Down Department Award #2: \$450 to each Department that reaches 98% Plus in paid membership by February 28, 2027.
3. 3rd Down Department Award #3: \$500 to each Department that reaches 100% Plus in paid membership by April 30, 2027.
4. Touchdown Department Award #4: \$600 to each Department that reaches 102% Plus in paid membership by May 31, 2027.

Awards for Conferences: \$50 to each Department within the Conference with the highest total percentage by June 30, 2027.

For more information
Scan the QR code:

