

UNWAVERING SUPPORT



FOR UNCOMMON HEROES®

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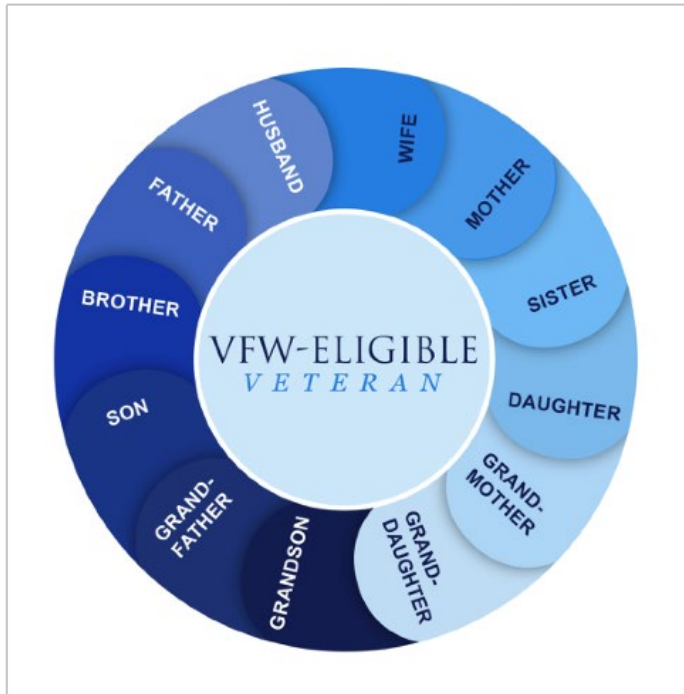
# MEMBERSHIP

**Why Join – Why Continue – Why Not**



# Are You Eligible

## 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.*



# The “Ask”

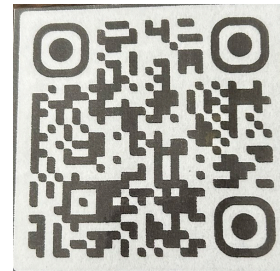
## Making the Sell

- Ask – Why aren’t you a member?
- Find their need
- Listen carefully
- Fill the void
- Personalize your recruitment
- Be positive, enthusiastic and welcoming



# Why Join - Seeking New Members

- **Message Our Mission**
- **Approach With Enthusiasm & Excitement**
- **Make Your Ask Personal**
- **Share Our Accomplishments**
- **Be Present in Your Community**



# Share Successful Ideas

- Participate in Community Events
- Set Up Display Promoting Our Programs
- Have Auxiliary Information Available at Buddy Poppy Drives
- Include Applications with Voice of Democracy/Patriot's Pen Awards
- Have the QR Code at Your Fingertips
- Put applications in Voice of Democracy/Patriots Pen Citations



# Got A New Member – What's Next?

- Ensure they feel welcome
- Explain benefits
- Share Auxiliary accomplishments
- Invite them to participate in projects
- Encourage them to share their interests
- Ask how they would like to be involved
- Stay in contact



# Benefits of Membership

## Financial:



- Cancer Grants (\$550.00) 2 in a lifetime
- Access to Veterans Travel Service
- Discounted policies for life, health, accident, long-term care and dental insurance.
- Access to discounts on products and services – including local offers
- Credit cards and financial services through USAA

*These are just a few of the benefits of VFW Auxiliary membership. Share these benefits with your members or during membership drives.*

# Benefits (Continued)

## Personal growth:

- Opportunities to Support Veterans, Military Members & their families
- Self-satisfaction in knowing you've made a difference
- Develop new skills
- Gain self-confidence
- Cultivate friendships
- Acquire Leadership skills
- Compassionate support system
- Have fun
- Enjoy many travel experiences





# Why Continue??

- Make members feel appreciated
- Mentoring – assign an “Auxiliary Buddy”
- Encourage members to serve on committees
- Share long-range visions
- Invite them to Auxiliary Training, District & Department meetings
- Feature pictures of members on website, Facebook & newsletters
- Keep members informed
- Always remember thank you!

# Why Continue – Retaining Members

- Communicate – Email, Text, Phone or Letter
- Communicate – Facebook, Instagram (any social media)
- Communicate – Event card (annual and special preplanned events)
- Communicate – Monthly, Bimonthly or Quarterly newsletter
- Communicate – Synopsis – Year in Review
- Communicate – Send Dues Reminders



# Auxiliary Volunteer Opportunities

- Americanism – Promote patriotism
- Auxiliary Outreach – Community Involvement
- Hospital – Volunteer in VA hospitals or nursing homes
- Legislative – Advocate for veterans rights and benefits
- Scholarships – Voice of Democracy/Patriot's Pen/Patriotic Art/
  - Continuing Education Scholarship
- Veterans & Family Support – Assist veterans & their families
- Youth Activities – Work with youth groups

# Why Not???

- Opportunities to help veterans
- Support hospitalized veterans & members
- Make life long friendships
- Meet members from across the country
- Wreaths Across America
- Stop 22 Walk – Suicide awareness
- Tree for Troops – Christmas Trees & Menorahs to deployed military
- Legislative victories – Pact Act, Elizabeth Dole Act, Maj Richard Starr Act and many others



# Go For It – Work Membership

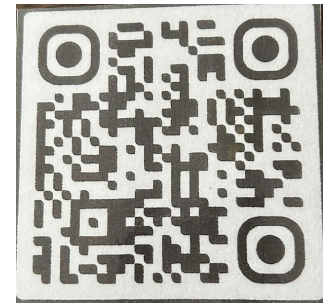
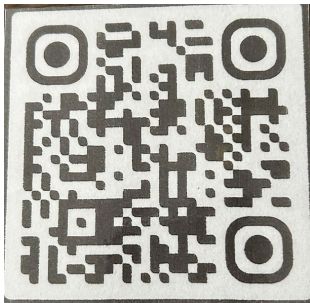
- Backbone of our organization
- Foster growth
- Part of something important
- Leadership skills
- Recognition
- Ability to affect change
- Community Involvement

# Working Membership

- New members are necessary
- Retaining current members is imperative
- Personally contacting unpaid members (phone, email, letter)
- Sending dues notices
- 23-24 statistics
- 24-25 statistics

# Department of New York

LET'S GO NY!!!



100%+