

MEMBERSHIP PROGRAM



Lisa Raplee, Chairman

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Membership, without our members this organization would not exist. It is not only the backbone to the VFW Auxiliary, but the voice on Capitol Hill that fights for our Veteran's and the benefits they so deserve.

This year it will be all "Lights, Camera, Action", together we will retain, invest, and recruit in our membership.

Retaining our membership is key to not losing members who bring great knowledge to our great organization. I encourage you to invite your current members to help with your events, and while inviting new members in, they can explain the history of the VFW Auxiliary. By including everyone, you are assuring them that we all matter as members.

Invest in our members, by giving your new members a welcome package. This can include material explaining programs, the history and traditions of our organization, the way to navigate MALTA and all its resources, along with a list of upcoming activities and meetings on all levels. By taking the time to make them feel welcome, you will have a much better chance of them returning to your meetings.

By signing onto **MALTA** and scrolling down to **MEMBERSHIP**, you will find many tools that are used to help retain and recruit new members. Make copies of the new member orientation checklist and follow it for each new member. The main goal of this tool is to help maintain contact with our new members. Our goal is to keep the new members engaged with the workings of our organization. A great idea to keep current members involved and your new members coming back is to assign a new member to a current member as buddies! Let them work together, this will allow you to help make the new member feel comfortable by giving them a member to work with, while keeping the current member involved. This allows your auxiliary to take knowledge, new ideas, and strengthen this organization.

Recruiting new members is the key to helping our organization grow. In Malta there is a section with pointers on setting up a recruitment booth. It is not just about setting up a booth, but to utilize the booth to have a successful membership drive. Be sure to use the tools provided such as the DO's and DON'T's of a successful membership drive. It is important to remember that what may work for a small upstate town may not work for an auxiliary in the city, so make yourself aware of your area and what may or may not work for your auxiliary. Show your excitement about our organization, this is the time for lights camera, action! This could be a great opportunity to work with your post and make it a joint membership drive! Be sure to have applications, the eligibility wheel, be able to tell potential members the benefits of belonging to this great organization.

You have the tools, so along with our National organization, I am challenging each member of our great department to recruit at least **one** new member this year! I will have the individual cards with the following on it--I pledge to recruit one new member to the VFW Auxiliary by the end of June 2024. If you return them to me, with the information filled out on the back, you will receive a citation from the Department.

National Awards for members:

1. **Lights, Camera, Action pin** for recruiting (5) new members from July 1, 2023 - May 31, 2024.
2. **National Membership Achievement Award** recruit (20) new members from July 1, 2023 - May 31, 2024
3. **Lights, Camera, Action! Auxiliary Recruiter Award** Each National Membership Achievement Award recipient will be entered into a drawing to receive a \$500 Visa Gift Card.

National Awards for Auxiliaries:

1. \$25 to each Auxiliary that reaches 98% PLUS in Membership by March 31, 2024.
2. \$25 to each Auxiliary that reaches 100% PLUS by June 30, 2024.

Department Awards: When the cast call is announced on July 1, 2023.

Each Auxiliary that has all officers paid by **September 30, 2023**, will be entered into a drawing for \$50 at Fall Conference.

Each Auxiliary that has attained 50% of its annual members processed by **Sept 1, 2023**, will be entered in a drawing for \$100.00 at the Fall Conference/

Each Auxiliary that has attained 85% membership by **Oct 15th, 2023**, will be entered into a drawing for \$100.00 at Fall Conference.

Each Auxiliary that has attained 95% in membership by **November 30, 2023**, will be entered into a drawing for \$100.00 at the Spring Conference.

Each Auxiliary that has attained 100% in membership by **December 31, 2023**, will be entered into a drawing for \$100.00 at the Spring Conference.

Each Auxiliary obtaining **100% plus 1** or more will be entered into a drawing for \$100.00 at the Department Convention in June.

Each Auxiliary that recruits 5 new or rejoined members, will be entered into a drawing to receive a life membership which the Auxiliary can present to the member of their choice. The Auxiliary must provide all information to the Department Treasurer **before May 1, 2024**, to be processed.

The Seventh Annual Traveling Award: To enter you must submit DETAILS explaining how your Auxiliary promoted a successful year in Auxiliary membership. Include pictures, time spent, money, workers, projects, any media promotions, number of membership drives held, anything else your Auxiliary might have tried, and a short essay to share with others. The winning Auxiliary's name will be placed on the plaque, which will be given to the incoming Department President and will be promoted at all visits during their year. To be eligible, entries must be received by the Department Chairman by **June 1, 2024**.

Join us on the red carpet! Convert the most annual members Between July 1. 2023 and May 31, 2024, and be entered into a drawing for \$50.00 at June 2024 Department Convention.

Hold a membership drive before May 31, 2024, recruiting at least 5 new members and 1 life member and be entered into a drawing for \$100.00 at June 2024 Department Convention.

Hold a membership Drive Recruiting at least 10 new members with 5 being life members and be entered into a drawing for \$150.00 at the June 2024 Department Convention. **Must include photos of your recruitment event and materials with your report to be eligible for the above awards!**

Together we will be **"Banding Together for Our Veterans"** as we **"Light the Flame of Hope for Our Veterans."**

*"Lighting the Flame of Hope for Our Veterans" as we are
"Banding Together for Our Veterans."*