

MEMBERSHIP PROGRAM

Program Goals

- **Ask someone to join. (INVITE)**
- **Ask members to participate. (INCLUDE)**
- **Have a recruiting membership plan for the year. (INVEST)**

Department Presidents Theme:
“Unity” “One Family! One Voice! One Team!”

National Presidents Theme
“From our Roots to our Branches
Extending Service to our Veterans”

This year for our membership to grow we all need to get back to the basics by revisiting who we are and what our purpose as an auxiliary member is and what we do.

Who we are and what our purpose is as members: Our VFW Auxiliary is the nation’s oldest Veteran’s service organization. Members are relatives of those who have served in overseas combat. Presently there are nearly a half million members representing all 50 states, with Florida membership currently over 39,000 members. We all joined to serve veterans in our communities by honoring the sacrifices they made by serving our country in the military. Whenever possible we assist VFW any way, we can by sharing the same goals to serve Veterans and families.

Asking someone to join and participate: “Get your Ask Ready ”Have your “quick five minute” talk about our auxiliary, what we do, by honoring family members who have served and all veterans.

- Do you know the tools to use available from MALTA? Fact sheet of information, review member resources, carry a membership application with your name and phone number on it, get the person you are talking to their email or phone number to follow up and talk further about what we do.
- New this year QR code, which is a link to access information, you get potential members name and phone to text them a code to access all the information you need to tell them about our auxiliary: Fact Sheet, Membership Applications, what we Do, Auxiliary locator and other information needed.

What we must do: Qualify “Know” & “May” for membership

- Extend ourselves like a tree reaching all the branches and the leaves to ask for potential membership into our auxiliary.
- We need to focus on figuring out ways to connect with the current generation of war veterans and their families, getting all generations involved and informed on what we are about.
- Technology is changing the way we do interactions with each other; many prefer to avoid face to face and communicate by phone or messaging. We all need to discover new ways to reach out.

MEMBERSHIP PROGRAM

Like a Tree with Branches: “Don’t be Dead and Afraid to Ask”

- Like a tree, branch out and include our families in our mission to grow our auxiliaries, does your family understand what you do as a member of the auxiliary, new branches with young members are a way to support growth.
- Family – who “May” unsure if they qualify.
- Family – who “Know” consider gifting, birthday, Christmas membership.
- Circle of friends - Don’t be afraid to ask your friends or business associates to become a member.

MEMBERSHIP DEPARTMENT AWARDS

Complete your Membership Pin:

As your Auxiliary and District reaches 80%, 90% ,100% & 100%+3 in Membership the President and Treasurer they will receive the appropriate charm

The Auxiliary that converts the most Annual Members to a Life Membership will receive \$50.00 and a Certificate.

AWARD FOR AUXILIARIES

A special Award in each Membership Class for the top recruiter in new members, life and annual by April 30, 2025, to be awarded at June 2025 Department Convention. Recruiter form MUST be to Department Membership Chairman no later than May 5, 2025

Betty Bailey
Department Membership Chairman
Bann652@aol.com

NATIONAL MEMBERSHIP AWARDS

Membership program 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 2, 2024, thru 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 VW 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
VFW Auxiliary Treasurers on all levels are not eligible for this award. Winners will be announced at the 2025 VFW Auxiliary National Convention. If the 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 at the 2025 VFW Auxiliary National Convention. If the winner is not in attendance, the award be mailed directly to win \$500. Visa gift card. VFW Recruiters and VFW Auxiliary Treasurers on all levels are not eligible for this award. Winners will be announced at the 2025 VFW Auxiliary National Convention. If the winner is not in attendance, the award 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.