



MEMBERSHIP/MENTORING

Focus – Invest (Reinstate/Retain)

November 2025

How can your Auxiliary Invest in your membership?
Great question... just a few suggestions.

1. Recognize your Auxiliary members who volunteer. Give them a complimentary dinner coupon to one of your Auxiliary dinners or events. Print Good Job Awards off M.A.L.T.A. and present at a meeting. Send out personal thank you cards.
2. Recognize your Officers – Are any of your officers' annual members? Maybe offer to have your Auxiliary convert them to life. Take your officers out for a nice lunch or dinner as a thank you.
3. Review your old annual members who let their membership lapse, can you attempt to reinstate? Offer to pay for their first year so they can see what your Auxiliary has to offer.
4. Organize an event to say thank you to all your Auxiliary Volunteers, holidays are coming our way and several opportunities available to plan a nice lunch, happy hour or dinner.



As we continue showcasing our National and Department Presidents themes, we want to focus on our members and how they can use bridges and lighthouses as metaphors to strengthen our organization!

Are you using M.A.L.T.A.'s membership resources to help grow your membership?

"Building on the VFW Auxiliary Foundation is a great reference tool.

Podium Books can be pre-ordered on the VFW Store and each officer should receive a new copy along with new members.

Officers- If annual member, all dues must be paid by 12/31/25. You will be removed if not paid.

Are your Auxiliary's annual contributions paid? We appreciate staying ahead of these and paying early.

Membership Goal

98% by December 31st



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