

# MEMBERSHIP / MENTORING PROGRAM

Department Presidents Theme:

***“Building Bridges for our Veterans  
Honoring”***

National Presidents Theme:

***“From Sea to Shining Sea,  
Veterans Who Keep Us Free”***

## 2025-2026 Membership Program Goals

- **Invite** New Members
- **Include** Current Members
- **Invest** in the Future of the Organization



This year our Auxiliaries will be building bridges to assist our organization in helping us stay strong and continue growing our membership; each Auxiliary is a team made up of many builders who will use their tools to create a beautiful structure... that structure begins with increasing and strengthening our membership. Our membership needs to grow, and we can measure how well we're building our bridge by our membership percentage. All our District and Auxiliary Presidents will receive their Department President's Castle Pin at School of Instruction at the end of July and then the charms to go with once they have reached 90%, 95% and 100% respectively.

Our builders (current members) want to create action plans to reach their membership goals which are inviting new members, including current members, and investing in our future to retain those members. As we build these bridges this will help our membership travel over the sea to shining sea to help our Veterans through the growth of our organization.

We have many tools to use to help us with building our bridge, a new QR membership code which will be available 8-14-2025, an eligibility wheel, and a downloadable business card for recruiting purposes. All these tools, and many more can be found on M.A.L.T.A. Consider M.A.L.T.A. the engineers behind the bridge we are building as we can use it as an incredible reference tool.

As our membership is building these bridges, we want to encourage working together which will help all feel included in our organization. By including them in the building process they will need to be encouraged to attend monthly meetings, staying current by using newsletters, emails and flyers, and encouraged to volunteer for something they enjoy doing. Find their “why”.

Once our bridge is built, we need to keep it sturdy by using a maintenance plan, keep in contact with your members, reach out to former members, invite to events, encourage members to participate and volunteer in events, stay in touch with your membership!

With following these instructions for building our bridges, our Auxiliaries will successfully recruit new members, current members will feel included, and we will spend the year investing in the future of our organization by showing National that we shine from sea to shining sea in the State of Florida with membership.

Holly Evans  
Membership Chairman  
Hadams1221@hotmail.com

## **DEPARTMENT MEMBERSHIP PROGRAM AWARDS**

- Awards will be given at Fall, Mid-Winter and June Conferences for all Auxiliaries and Districts as they reach their 90%, 95% and 100%. Special recognition certificate for 100%+3.
- A special Mentoring award will be given to an Auxiliary member for his or her work mentoring new members in each Membership class. Who in your Auxiliary do you feel needs special recognition for their membership work this year. Anyone may nominate a member (Auxiliary Presidents excluded). Short Essay due to Membership Chairman by March 30, 2026, explaining why their Auxiliary member deserves to be recognized.

## **NATIONAL MEMBERSHIP AWARDS**

MEMBERSHIP 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 **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. Pin mailed directly to the recruiter.

# 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, 2025 through May 31, 2026.

The Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2026. VFW recruiters, must complete the VFW Members. Only recruiter form to be received at National Headquarters by June 10, 2026.

Membership Award winners **No. 2, No. 3 and No. 4** will be announced and the awards will be presented at the 2026 National Convention in Salt Lake City, Utah. If the award winner is not in attendance, the award will be mailed directly to winner from National Headquarters after National Convention.

### **Awards for Auxiliaries**

# 1. \$50 to each Auxiliary that reaches 100% Plus in Membership by June 30, 2026\*.