

# MEMBERSHIP / MENTORING PROGRAM

Department Presidents Theme:  
***“Growing Stronger for Our Veterans”***

National Presidents Theme:  
***“Serving America’s Heroes”***

## 2026-2027 Membership Program Goals

- **Invite** New Members
- **Include** Current Members
- **Invest** in the Future of the Organization
- **ENGAGE** with your members ...mentor

This year our Auxiliaries will focus on “Growing Stronger for our Veterans” by Gardening with Grace and Goals. This incredible theme and motto, chosen by our Department President, Kathy Wright has a powerful and impactful message. Our Mantra stays the same with the three I’s (INVITE, INCLUDE and INVEST), our members need to engage with every member, new and old. As we continue growing our membership; each Auxiliary is a team made up of many gardeners who will use their tools to create beautiful gardens... full of plants and flowers, these will represent our current and potential members. As our membership continues to grow, we can measure how well our garden is growing by our membership percentage, paid and current.

Our Gardeners will 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. A new updated goal is to engage with your membership, learn their “why”, learn their strengths and use those to strengthen your Auxiliary. For instance, find your teachers and ask them to connect with schools to get the word out on our available scholarships and art contests. Search for your DIY members, they can create fabulous Poppy displays and raffles items. You have a wealth of knowledge within each of your Auxiliaries, ENGAGE with your members and GROW your Gardens. Don’t let the weeds fester in your gardens, control those negative impacts by addressing them immediately. You will need to fertilize by adding healthy attitudes.

We have many tools to use to help us grow and fertilize our gardens, to keep them healthy, our easy access QR membership code, eligibility wheel, and downloadable business card for recruiting purposes are just the start. All these tools, and many more, can be found on M.A.L.T.A. Please encourage your Gardeners to get acquainted with these tools and use them.

As our membership is growing their gardens, we want to encourage working together which will help all feel included in our organization. By including them in the planting and seedling 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 gardens are blooming, we need to keep them growing by constantly watering and fertilizing. Keep in contact with your members, reach out to former members, invite them to events, encourage members to participate and volunteer in events, stay in touch and engage with your membership!

With following these instructions for our gardens, our Auxiliaries will successfully recruit new members, help current members will feel included, and we will spend the year investing in the future of our organization by showing National that we are “Serving America’s Heroes” in the State of Florida with membership.



Holly Evans  
Membership Chairman  
[Hadams1221@hotmail.com](mailto:Hadams1221@hotmail.com)

### **DEPARTMENT MEMBERSHIP AWARDS**

All our District and Auxiliary Presidents along with Auxiliary Treasurers will a Certificate once they have reached 95%, luggage tag 100% and a POP-UP phone attachment for 100% +3.

A special award will be given to all who attain the Circle of Champions.

### **NATIONAL MEMBERSHIP PROGRAM AWARDS**

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. 5 Member Recruiter Pin will be mailed directly to the recruiter from VFW Auxiliary National Headquarters approximately every 2 months after the goal is met.

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, 2026, through May 31, 2027. The Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2027. VFW recruiters must complete the VFW Members Only recruiter form and submit it to VFW Auxiliary National Headquarters by June 10, 2027.

Membership Award winners No. 2, No. 3 and No. 4 will be announced and the awards will be presented at the 2027 VFW Auxiliary National Convention. If the award winner is not in attendance, the award will be mailed directly to winner from VFW Auxiliary National Headquarters after the 2027 VFW Auxiliary National Convention. Awards for Auxiliaries: 1. \$50 to each Auxiliary that reaches 100% Plus in Membership by June 30, 2027\*. Money will be deposited into the VFW Auxiliary account after the 2027 VFW Auxiliary National Convention.

**NATIONAL AWARDS FOR DEPARTMENTS:**

: 1st Down Department Award #1: \$400 to each Department that reaches 95% Plus in paid membership by November 30, 2026\*.

2nd Down Department Award #2: \$450 to each Department that reaches 98% Plus in paid membership by February 28, 2027\*.

3rd Down Department Award #3: \$500 to each Department that reaches 100% Plus in paid membership by April 30, 2027\*.

Touchdown Department Award #4: \$600 to each Department that reaches 102% Plus in paid membership by May 31, 2027\*.