



Michigan Department VFW Auxiliary Membership - February / March 2026

www.vfwauxmi.org
Facebook Page: Membership- Michigan

National Theme: *From Sea to Shining Sea Honoring Veterans Who Keep Us Free*

Department Theme: *We Don't Know Them All, But We Owe Them All*



I know us Michiganders are used to the frigid cold weather we've been having lately, especially those brave souls who live north of "the bridge" in the UP. That's why it sounds so good this time of year to look forward to the warmth of summer as we set our sails and head around our inland "seas", the Great Lakes, guided by our numerous lighthouses.

The 2026 calendar year is well underway and I know if you're like me, your New Year's Resolution is already in the rear-view mirror. It's hard to believe that about 25% of these "goals" are broken within the 1st week of January and scarcely 10% actually make it thru the entire year.

The unique thing about life is we don't need to wait for Father Time to knock on our door as another year leaves us. We can make a resolution any old time we want to, or need to. I would suggest to you, it's never too late. As that old saying goes, "Some people have to be out on a limb before they turn over a new leaf." Let's not be "those people".

Our resolution? Just as that beam of light from the lighthouse is transformed and refracted into a powerful stream of light thru the Fresnel lens as it reaches out miles over the seas showing ships the way to safe harbor, each and every one of us...you...me...we all need to resolve to recruit **ONE** new member...**NOW...TODAY**. Just as that beam of light stretches out for miles, so should our reach.



You will never know when that seemingly daunting task of finding a new member will pay-off. But, it'll never pay-off if you don't keep searching for that one elusive "member" as the lighthouse does as it guides sailors with its powerful beam of light. Be that beam of light.

The eligible members are out there. They are, literally, everywhere. As I mentioned in my last bulletin, our organization is shrinking in membership due to deaths, aging member, and to "walk aways". Attracting younger members can be difficult. They work, they have young families, they have kids in school and have a multitude of activities that their kids are involved in. Let's face it, some things are out of our control, but there are things we can do, such as contacting former members that let their membership lapse. Have your membership committee contact them. Maybe invite them to an Auxiliary "Meet and Greet" event. Serve appetizers, play games. Get to know them all over again. Make it simple and fun. Find out what caused them to walk away and really listen to them.

Attracting Younger Members Might Be Tougher

Here are some suggestions to help you “navigate” attracting younger people:

- Try to provide a babysitting service so the moms and dads can come to the meetings.
- If you have youth groups, maybe they can pitch in and play games with their kids on meeting nights.
- Have them do arts and crafts, serve cookies and punch.
- This would be a great time to explain the Illustrating Art contest for all school aged children.
- Maybe a local bakery will donate cookies.

I feel the BEST way to get people interested in our organization, is to go out and SHOW them what we are about. Show them how proud we are of who we are and what we do. Wear the membership pins with the QR code. Do you have a badge? Wear it. My auxiliary purchased shirts that are patriotic and boldly states our Post / Aux number with the QR codes for each. It makes a statement and it stands out. That's what we should do for our veterans...STAND OUT AND UP. They deserve all we can do for them. We don't know them all, but we owe them all. If your Post is having a Valentine's Day party or a St. Patrick's Day dinner, make sure you have your membership board on prominent display with the Auxiliary QR Code plainly visible along with applications!

I hope you enjoyed the presentation at Mid-Winter along with Cathy Sasse's explanation of the new rules for the new membership application. Making sure the application is filled out correctly will ensure that the new member will be getting his/her card very soon. I know some of you have gotten your Membership pin for recruiting 5 members from National. Congrats!! You will also be in a drawing for a \$100 Visa gift card. For any member who recruits twenty new/rejoined members, you will be in a drawing at National Convention for \$400 Visa gift card.

I know we are on track to get the GOLD Award from National for reaching 100% PLUS in paid by April 30th. Why"? Because Michigan ROCKS!

God Bless you, our Veterans and the United States of America.

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