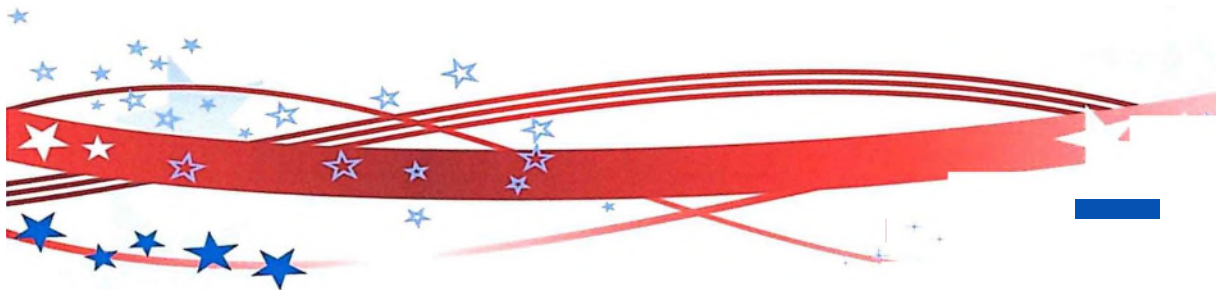




Membership
and
Recruitment
HANDBOOK

What & Whi

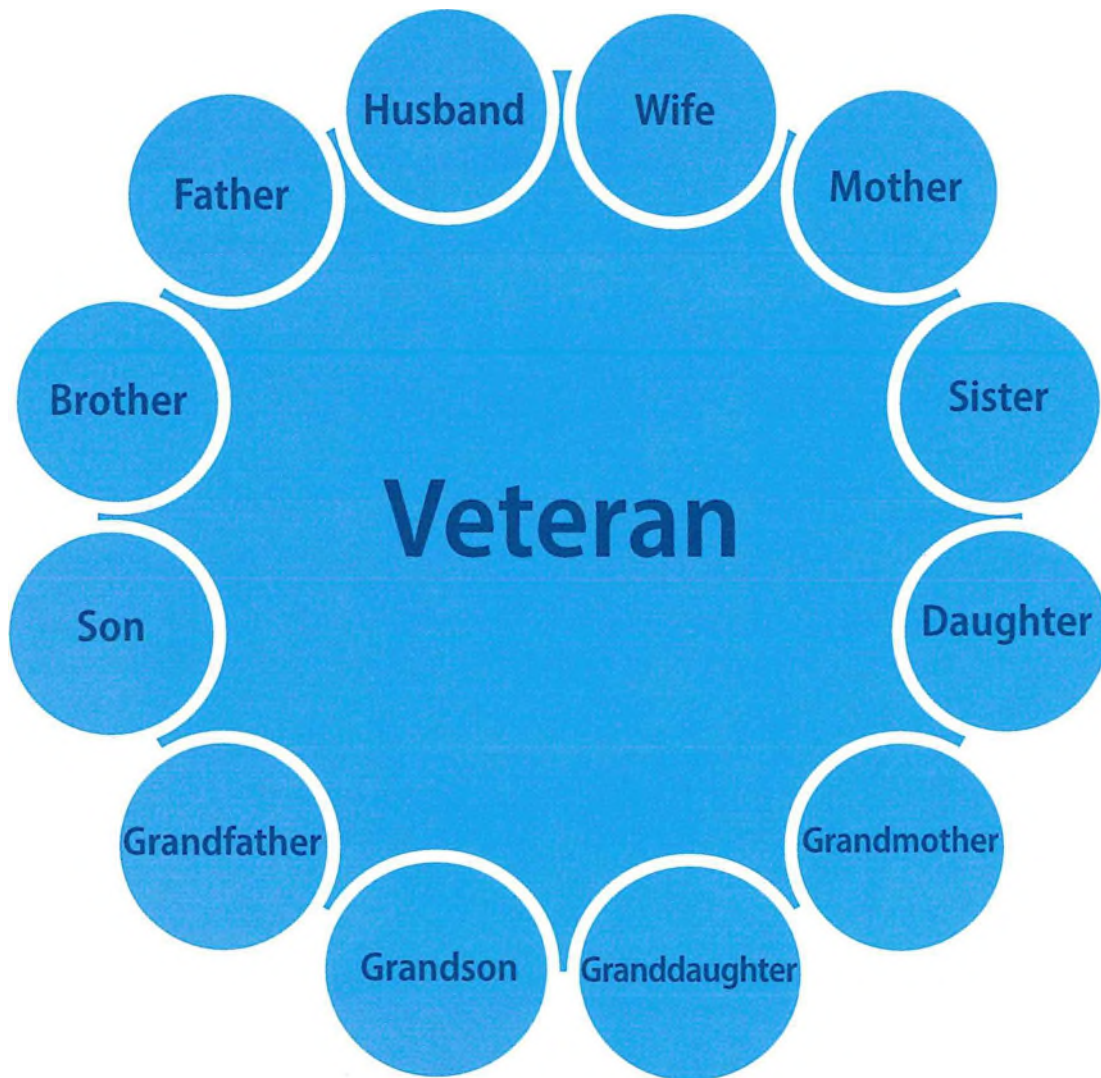
As the Membership Ambassador, I wanted to give all the members the tools for Membership at their fingertips. So with the help of my new conference coaches and friends we came up with this handbook. You will find almost everything you need to recruit new members, retain member and rejoin former members. It will also inform all members of benefits that are offered to them that they may not be aware of. You can still find all this information on the Auxiliary website (www.vfwauxiliary.org) under Resources that can be downloaded and shared with members and Membership Teams across the country. You may make as many copies of this book as you wish or individual page. -Nicole Koutz



Eligibility Applications

- VFW Auxiliary Eligibility
- Where to find Eligibility for Members
- Understanding the basic Membership Eligibility
- How to fill out an Application Completely
- Membership/Member Transfer Application

VFW Auxiliary Eligibility



**Step, half and adopted parents, children, siblings, grandparents and grandchildren are considered the same as biological parents, children, siblings, grandparents and grandchildren and may join the VFW Auxiliary under their VFW eligible veteran.*

Join the Veterans of Foreign Wars Auxiliary

Membership: Being a member of this elite organization establishes a few things.

- Honoring an immediate veteran within your family.
- Wanting to assist, care and maintain our country's veterans.
- Join a service-oriented organization devoted to our country's heroes and their families.

Membership is where we grow our numbers. Awards are offered to Auxiliaries and members for recruiting new members each year.

Eligibility Requirements for the VFW Auxiliary Membership: Members must be citizens of the United States or a United States National, and at least 16 years old.

Those eligible are:

- Husband/Wife
- Father/Mother
- Sons/Daughters
- Brothers/Sisters
- Widower/Widow
- Grandfathers/Grandmothers
- Grandsons/Granddaughters

Step- and adopted parents, children, siblings (and half-siblings), grandparents and grandchildren are considered the same as biological parents, children, siblings, grandparents and grandchildren and may join the VFW Auxiliary under their VFW-eligible veteran.

Of persons who were or are eligible for membership in the Veterans of Foreign Wars of the United States.

Eligible for membership in the VFW are those that have received a campaign medal for overseas service; have served 30 consecutive or 60 non-consecutive days in Korea; or have ever received hostile fire or imminent danger pay.

Proof of service is required for eligibility and must be obtained by the applicant.

Information on a Veteran's Service Record can be obtained by contacting:

- National Archives and Records Administration Phone: 1-866-272-6272
- Online: Veterans Service Records:
<http://www.archives.gov/veterans/military-service-records/>
- Online Request using eVetRecs (24 hour Service)
<http://evetrecs.archives.gov/veteranRequest/home.html>
- Military Records Request Using Standard Form 180 (SF180)
<http://www.archives.gov/veterans/military-service-records/standard-form-180.html>
- Recently separated veterans may be able to find their records through the Joint Department of Veterans Affairs and Department of Defense eBenefits Portal
- National Personnel Records Center (NPRC) (Military Personal Records)
Customer Service Line 1-314-801-0800 / Fax Line 1-314-801-9049
1 Archives Drive, St Louis, MO 63138
- County Clerk's Office
- State or County Veterans Agencies
- National Cemetery locations



VFW Auxiliary Membership Moment

Understanding the Basics of Membership Eligibility

One of the fundamental differences between the VFW Auxiliary and other veterans service organizations (VSOs) is our eligibility requirements. In order for an individual (as outlined on the VFW Auxiliary Eligibility Wheel) to be considered for membership, his/her eligible veteran:

- Must be a U.S. citizen or U.S. national;
- Must have honorable service in the U.S. Armed Forces (Army, Navy, Marine Corps, Air Force, or Coast Guard)
- Must have served in any foreign war, insurrection, or expedition as reflected by **one** of the following:
 1. A VFW-authorized campaign or service medal of the United States.
 2. Receipt of Hostile Fire or Imminent Danger Pay, as verified by a copy of a Leave and Earning Statement (LES) issued by the U.S. Armed Forces.
 3. Service in Korea for 30 consecutive/GO non-consecutive days after June 30, 1949.

The eligible veteran and the prospective VFW Auxiliary member must have a familial relationship within two generations; step, half and adopted family members meet the "two generations" standard set forth by the IRS. However, aunts, uncles, nieces and nephews of the eligible veteran do not meet the "two generations" standard and are therefore not permitted to join the VFW Auxiliary.

Proof of the veteran's service to establish eligibility for membership rests with the applicant. The local VFW Auxiliary's Investigating Committee is responsible for assuring the eligibility of every person accepted for membership. A careful check of eligibility (as outlined in Section 102 of the 2017 VFW Auxiliary Bylaws) at the time a person joins will help to avoid any future concerns.

Information on a veteran's service record can be obtained by contacting the National Archives and Records Administration at:

- Phone: 1.866.272.6272
- Online: www.archives.gov/veterans/military-service-records/

If you have membership questions or need more information, please contact the VFW Auxiliary National Headquarters at 816.561.8655 or info@vfwauxiliary.org.

How to Ensure a Membership Application is Complete

One of the most critical steps in considering a new member for the VFW Auxiliary is the careful review of the prospective member's application details by a three-member Investigating Committee appointed by the Auxiliary President (as outlined in section 102 of the 2018 VFW Auxiliary Ritual).

As an exclusive veteran's service organization, the VFW Auxiliary must ensure that every prospective member's eligibility has been thoroughly vetted by an Investigating committee before any action can be taken on the application. According to page 1 of the VFW Auxiliary Booklet of Instructions, "it is the duty of the Investing Committee to see that the applications are filled out completely before they are presented to the body for consideration." The following fields are to be completed on each application:

- Recruited by/Recruiter number
- Auxiliary Number, City, State
- Kind of Membership (annual, life, etc.)
- Applicant's name (spelled correctly)
- Date of Birth, Address, Gender
- City, State, Zip
- Phone
- E-mail
- Post Affiliated-Means eligible veteran is a "living" member of the same Post to which applying.
- Non Affiliated-Eligible Veteran is not a current member of the Post to which applicant is applying.
- Relationship
- Eligible Veteran's name
- Post Number (if applicable)
- Name of campaign ribbons or medals
- Foreign Service Dates
- Location
- Applicant's signature and date
- Signatures
- Appropriate application fee. Credit cards can only be used for new Life memberships.

In addition to the prospective member's application, it is the responsibility of the Investigating Committee to review proof of honorable service of the eligible veteran, unless he/she is a member of the VFW Post to which the applicant is applying for membership.

Proof of the veteran's honorable service in any foreign war, insurrection or expedition (as a member of the U.S. Armed Forces) may be determined through careful examination of a Separation Document (DD214) with a VFW-authorized campaign or service medal of the United States; receipt of Hostile Fire or Imminent Danger Pay, as verified by a copy of a Leave and Earning Statement (LES) issued by the U.S. armed Forces; or service in Korea for 30 consecutive/60 non-consecutive days after June 30, 1949.

Performance reports, travel orders, medical order, medals reports, morning reports, assignments listings, buddy affidavits, and letters from a foreign war zone may also be reviewed if a DD214 is not available. For veteran's pre-1946, a report of their discharge listing the medals and decorations that were earned is acceptable proof.

For soldiers currently on active duty, they will not have a DD214. In those cases, the appropriate orders showing overseas deployment to a qualifying area, or awarding of an authorized campaign medal, or a LES showing Hostile fire/Imminent Danger pay will suffice to prove eligibility.

MEMBERSHIP/MEMBER TRANSFER APPLICATION PLEASE PRINT CLEARLY

Recruited/Recommended by: _____ Recruiter Member ID _____

Auxiliary No. _____ City _____ State _____ Member ID (If already a member) _____

Annual Membership Life Rejoined Previous Member No. _____ Previous Auxiliary _____

Member-at-Large Life Member-at-Large in Department of _____ or in National

Address
Name

Male **rr** or Female **TI**
Date of Birth _____ / _____ / _____ =

These fields required.

City _____ State _____ ZIP _____
Phone < _____ E-mail _____

DPOST AFFILIATED: (*Must be a member to the VFW Post affiliated with the Auxiliary to which you are applying.)

Relationship _____ to Eligible Veteran* _____ VFW Membership ID _____

ONON AFFILIATED: (*Veteran is not a member of the VFW Post affiliated with the Auxiliary to which you are applying.)

Relationship _____ to Eligible Veteran* _____ VFW Post _____ (If applicable)

DLIFE MEMBER TRANSFER, Previous Auxiliary _____

Accepting Treasurer's Signature _____ Date _____

D ANNUAL TRANSFER, Previous Auxiliary _____ Paying _____ or Nonpaying _____? (check one)

D ANNUAL TRANSFER CONVERTING TO LIFE, Previous Auxiliary _____ (Fill out Life Membership information below.)

Name of campaign ribbons or **medals**: _____

Dates of Service: _____ / _____ / _____ to _____ / _____ / _____ Location: _____

I attest that I am a citizen of the United States or a U.S. National, and am at least 16 years of age. I further state that I believe in God. I pledge to comply with the National Bylaws of the Veterans of Foreign Wars of the United States Auxiliary. I attest I am not eligible for membership in the VFW. I further attest that the above is true and correct to the best of my knowledge, including my stated relationship to the Veteran.

Applicant's Signature _____ Date _____

Investigating Committee: 1) _____ 2) _____ 3) _____

Per Section 102 of the National Bylaws. Rejected Election Date _____ / _____ / _____ Obligated Date _____ / _____ / _____

LIFE MEMBERSHIP Check here if this is a gift.

Card will be mailed to the Auxiliary Treasurer.

Payment: Cash Check Visa

Mastercard Discover

Life Membership Fee \$ _____

Name on credit card _____

Billing address for card _____

City _____ State _____ ZIP _____

Credit Card **No.** _____

CVV Code _____ Exp. _____ / _____

LIFE MEMBERSHIP DACH (Bank withdraw!)

Name of Bank _____

Bank Routing No. _____

Account **No.** _____

Attach voided check HERE. (Required)



LIFE MEMBERSHIP FEES
Effective 1/1/2017

Attained age at 12/31 of year applying for Life Membership.

Through 20	\$253
21-25	\$242
26-30	\$230
31-35	\$219
36-40	\$213
41-45	\$201
46-50	\$196
51-55	\$184
56-60	\$173
61-65	\$161
66-70	\$150
71-75	\$132
76-80	\$109
81-85	\$86
86-90	\$69
91 and over	\$58

Signature _____ Date _____

OBLIGATION

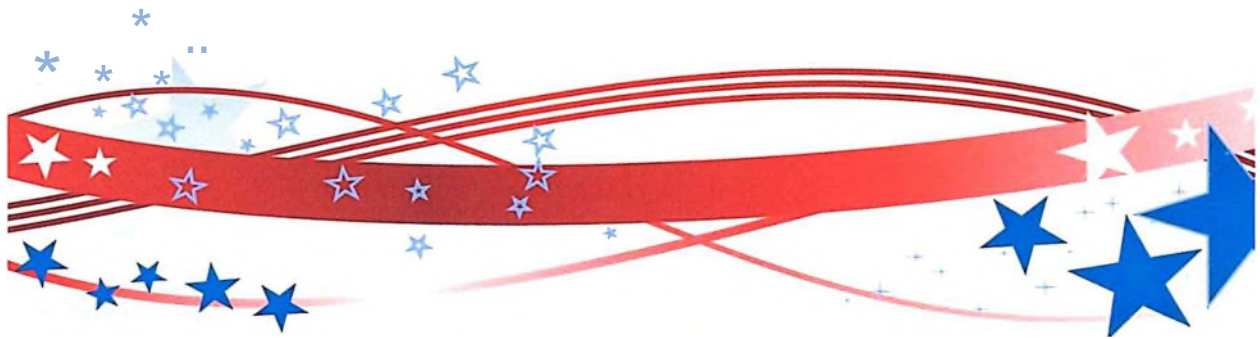
In the presence of Almighty God and the members of this organization here assembled, I do of my own free will and accord, solemnly promise that I will never wrong or defraud this organization nor a member thereof nor permit either to be wronged if in my power to prevent it. I will never propose for membership any person not eligible, according to our Bylaws. I further state that I believe in God. I will be faithful to the United States of America, obedient to the laws and loyal to the Flag. Should my membership with this organization cease in any way, I will consider this obligation as binding outside of the organization as though I had remained a member. I do so

Signature _____

(Must be signed by all members.)

Know the "3 R's"

- **Recruit new members**
- **Retain continuous members**
- **Rejoin former members**



Recruitina-Retain-Rejoin

- Recruiting Pointers for a booth
- 30 Ways to Recruit, Retain and Mentor
- Business card Template
- Current Auxiliary Membership Age
- Things you need to be Successful
- Where to find Prospective Members
- Recruiting Drive Techniques
- Recruiting Tips

Recruitment Booth Pointers

UNWAVERING SUPPORT



FOR UNCOMMON HEROES-

Your Auxiliary has a booth, so the public will come, right? Not necessarily! Your booth needs to be enticing and engaging. Here are a few pointers to have a successful fundraising and/or recruitment booth:

What to Say

Practice what you'd say if someone came up to you and asked you what the VFW Auxiliary was about. An example is listed below.

You: "Hi, how are you today?"

Potential Member: "Good, thanks. What is the VFW Auxiliary/What does your organization do?"

You: "Have you heard of the Veterans of Foreign Wars – also known as the VFW?"

Potential Member: "Yes."

You: "We are the Auxiliary to the VFW; we support them in their efforts to assist veterans, active-duty military and their families.

Potential Member: "Wow. That's great!"

You: "We're active locally and nationally with more than 4,000 Auxiliaries helping America's heroes in communities just like ours. (Hand them a flier at this point and say, "Some of the ways we offer support are"):

- By being a voice for veterans, locally and on Capitol Hill; we are instrumental in assisting the VFW pass or block legislation that impacts veterans and their families.
- Assembling and mailing care packages to active-duty troops.
- Holding send-off and welcome-home events for troops.
- Spreading the word about PTSD and military/veteran suicide awareness.
- Participating in Stand-Downs and assisting homeless veterans.
- Visiting veterans in VA Hospitals, Nursing Homes and Veterans Homes.
- Offering youth scholarships and educating youth about the American Flag.
- Spreading patriotism and educating our communities about America's patriotic holidays.
- Highlight other ways your Auxiliary offers support (i.e. holiday parties for children, sponsoring a local baseball team, delivering meals to shut-ins, etc.)

RECRUITMENT BOOTH POINTERS

The Booth

- Have a tablecloth to cover the table – even if it's a plain tablecloth from the Dollar Tree, Wal mart or Target.
- Have a patriotic banner and/or display board of Auxiliary information.
- Don't put out all of your materials at once; Less = More Impact! It's suggested to have the following out:
 - 25-50 member applications
 - 25-50 facts leaflets
 - 25-50 member benefit sheets
 - 50-100 Join Us Online cards

You can always restock throughout the event if you need to!

- Give people a reason to visit your booth!
 - Candy
 - Giveaways (patriotic stickers, patriotic coloring sheets, flags, pinwheels, bookmarks, pens, paper fans, etc. are all great items. Check the VFW Store at www.vfwstore.org for more ideas.)
- Get their information! A few ideas:
 - Have an e-mail sign-up sheet so you can contact them about membership or volunteer opportunities.
 - Host a drawing or raffle.
 - Invite them to "Enter to Win" a \$25 or \$50 grocery store, Walmart or Target gift card.
 - If your Auxiliary can afford it, host a drawing for a tablet. There are quite a few under \$150.00.
 - Make sure you get their full contact information:
 - Name
 - Address
 - E-mail Address
 - Phone Number
 - Relationship to Veteran
- Follow-up with them if they give you their contact information AND
- Invite them to an upcoming Auxiliary NFW event.

DO'S

- Wear an Auxiliary shirt and/or identifying name badge.
- Smile and say "hello" to people when they walk by your booth - even if they don't stop!
- Stand to the side of the booth, or in front of the booth, and interact with people as they walk by.
- Look people in the eye when you speak with them.
- Shake hands if appropriate.
- Acknowledge and speak with others who are with them (spouse, parents, children, etc.).
- Give them a packet of information to take with them and ask them to share the information with others.
- Have at least two people working the booth.
- **Ask them to join and hand them an application. Help them fill it out if needed.**

DON'TS

- Use profanity.
- Smoke while at the booth.
- Eat while at the booth.
- Talk or text on your cell phone while at the booth.
- Sit behind the booth with your arms folded in front of your chest.
- Be overbearing or overly aggressive.
- Have more than two people talk to a potential member at once; it can overwhelm them.

**REMEMBER...IF YOU DON'T ASK,
THEY WON'T JOIN!**

UNWAVING SUPPORT



FOR UNCOMMON HEROES.

STRENGTHENING AUXILIARIES

30 Ways to Recruit, Retain and Mentor Members

		<p>1. Be open to new ideas and suggestions that may differ from your own.</p>	<p>2. Review Sections I, II, III and IV of the Bylaws.</p>	<p>3. Plan to attend a District and/or Department meeting, convention, etc. and invite a new member to join you.</p>	<p>4. Recruit a New Member Today!</p>	<p>Send a note of encouragement to a member having a difficult time.</p>
<p>6. Volunteer to help at an Auxiliary or Post fundraiser.</p>	<p>7. Compliment a member on a job well done.</p>	<p>8. Sit by a new member at their first meeting and answer questions they may have.</p>	<p>9. Educate yourself. Learn about the National Programs.</p>	<p>10. Invite a National Certified Recruiter Trainer to host a membership training.</p>	<p>11. Embrace diversity in your Auxiliary.</p>	<p>12. Have a Family Fun Night and invite the public to attend.</p>
<p>13. Review Sections V, VI, VII and VIII of the Bylaws.</p>	<p>14. Share your veteran's story and listen as others share theirs.</p>	<p>15. Recruit a New Member Today!</p>	<p>16. "Auxiliary Traditions" video clip on YouTube at your Auxiliary meeting.</p>	<p>17. Visit a hospitalized veteran and take a new member with you.</p>	<p>18. Talk with members about conflict resolution.</p>	<p>19. Sign up for the e-newsletter and encourage others to sign up.</p>
<p>20. Call a member last meeting and encourage them to attend the next.</p>	<p>21. Act on all Legislative Alerts!</p>	<p>22. Talk with a prospective member about how you're involved with the National Programs.</p>	<p>23. Vote to pay the dues of those members facing financial hardships.</p>	<p>24. Review Sections IX, X, XI and XII of the Bylaws.</p>	<p>25. Volunteer in a school classroom or childcare center and invite another member to join you.</p>	<p>26. Host a membership drive at a local event or store.</p>
<p>27. Set aside time</p>	<p>28. Offer to co-chair</p>	<p>29. Send a thank you</p>	<p>30. Recruit a New today to do</p>	<p>www.vfwauxiliary.org</p> <p>a program with a note to a member something nice for their support. for a veteran.</p>		

MemberToday!

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/FWAuxiliary

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facebook.com



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Join Us Online

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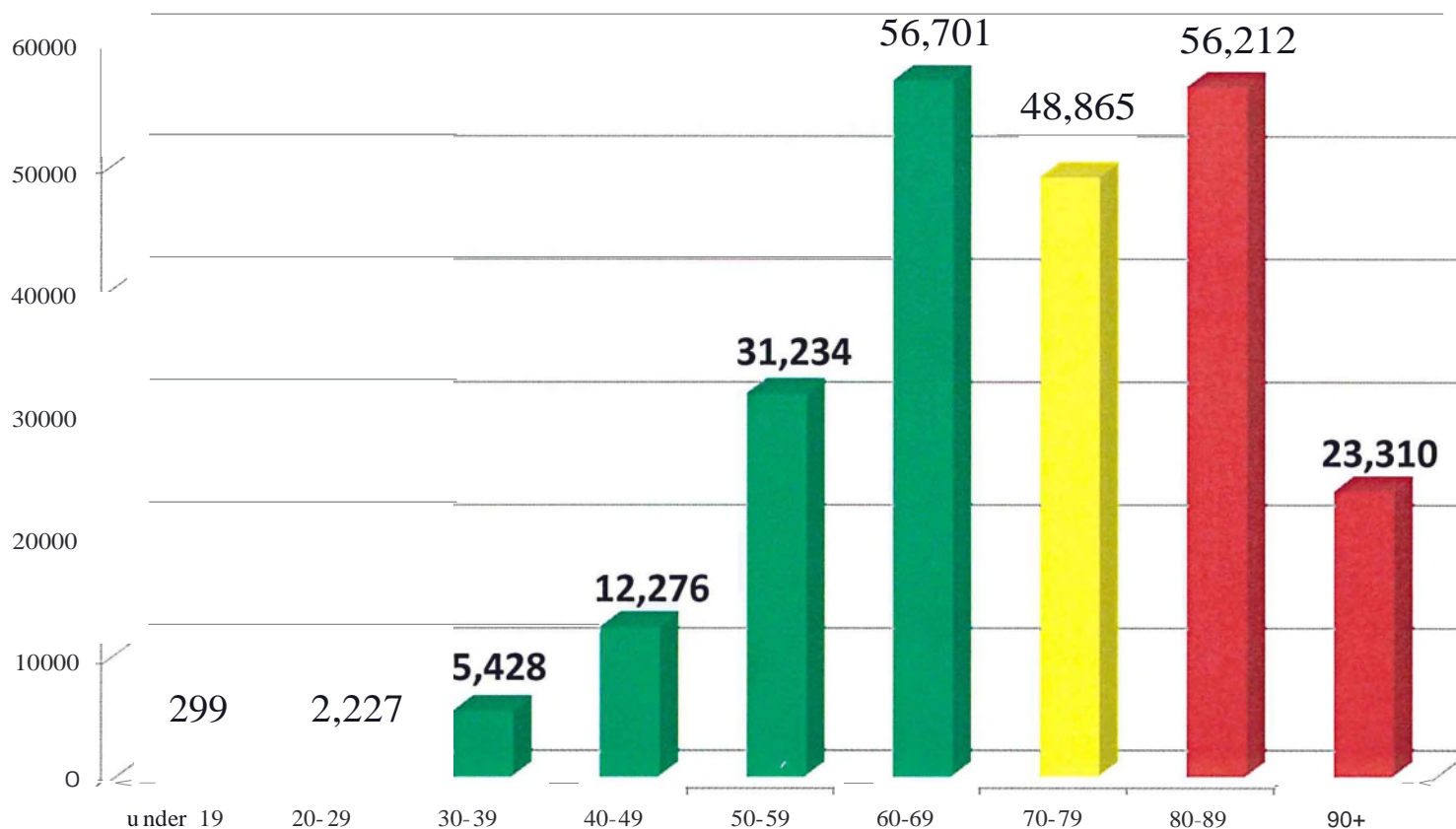
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VFW Auxiliary

Current Auxiliary Membership Age

Based on Life Membership Ages



Unwavering Support for Uncommon Heroes



VFW Auxiliary

To be successful at recruiting you need to have:



- | | | |
|----|-------------------------|-----|
| 1. | Enthusiasm | 51% |
| 2. | Empathy & Understanding | 25% |
| 3. | Manners & Charm | 10% |
| 4. | Fun | 7% |
| 5. | Product Knowledge | 7% |

Source: "The Art of Closing any Deal" by James W. Pickens.

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VFW Auxiliary

Where to Find Prospective Members

- Local Guard/Reserve Units
- Homecoming/Yellow Ribbon events for ships and units
- Veteran Job Fairs
- USO at Airports
- Veteran Representatives at Colleges and Universities
- VFW Auxiliary brochures/magazines at Hair Salons
- VFW Auxiliary material in VA Hospital waiting rooms
- Past Auxiliary membership rosters
- Military Recruiters
- Anywhere where there might be veterans' relatives!



VFW Auxiliary

Successful Recruiting Drive Techniques

- **Personal contact (preferred method)** - Door-to-door; membership recruiting booth; meetings
- **Mail** – Dues notices; VFW Auxiliary newsletters; benefits information
- **E-mail** – A great way to stay in touch with your members and remind them to pay dues. An e-mailed newsletter can keep members up-to-date with VFW Auxiliary activities.
- **Referrals** – VFW Auxiliary members; family and friends; co-workers
- **Telephone** – This is the most efficient way to contact prospects.

Unwavering Support for Uncommon Heroes



VFW Auxiliary

Recruiting Tips

- With every new person you meet, ask "Do you know someone who served overseas?" You immediately establish a common bond and confirm their eligibility.
- Always visit a prospective member in person. Nothing works better than face-to-face contact.
- Always carry an application. It is hard to recover a lost opportunity.
- Set up recruiting booths at malls, department stores, and other high-traffic areas. Plan your display carefully. Be prepared to follow-up.



VFW Auxiliary

Recruiting Tips Continued

- Do not overlook lapsed members. Their circumstances may have changed and they are now ready to return.
- Visit other Veteran Organizations. Let your concern and willingness to help be known and understood by all.
- Include membership in other programs. For example, while promoting Buddy Poppies - do not forget to ask, "Did you serve overseas?"
- Membership is more than a reflection of your recruiting ability. It also reflects your leadership ability, the quality of your programs, and the overall health of your organization.

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VFW Auxiliary

How to Be a Better Recruiter - Telephone

When screening a prospective member on the phone, you are trying to determine if the person meets the basic qualifications to join.

- Keep it effective, yet simple.
- Since time is so valuable, you must screen on the phone to make sure you set time aside for qualified prospects.
- Be careful not to interrogate and don't ask questions in a way that suggests a right or wrong response.
- Also, keep in mind that you are at a disadvantage when screening over the phone because you cannot make eye contact or assess body language in response to your questions.

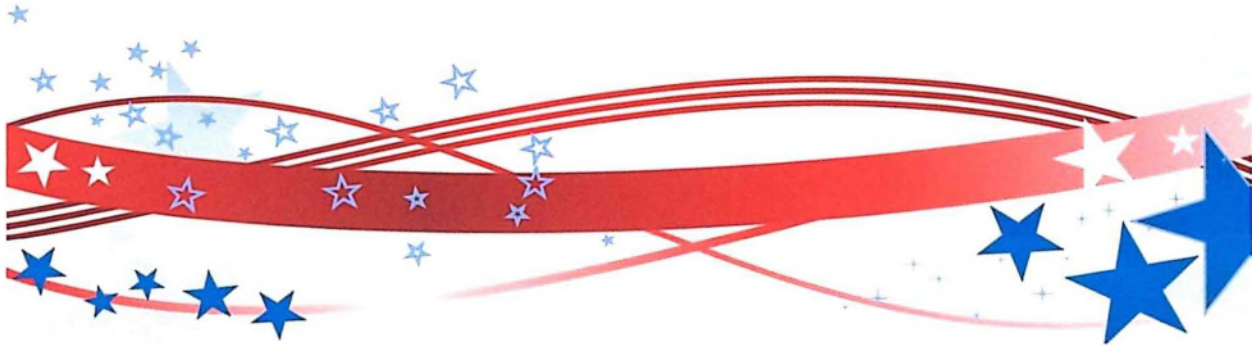
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VFW Auxiliary

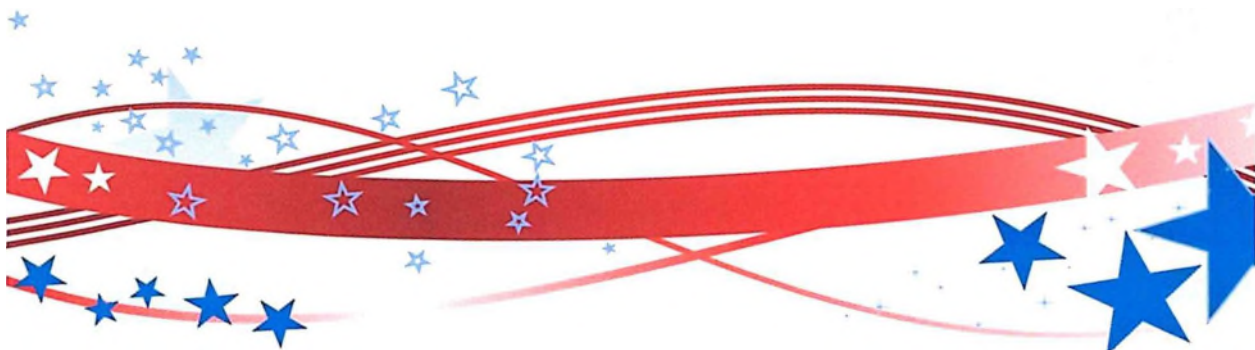
Other Recruiting Techniques

- **REFERRALS** Referral prospecting is probably the easiest method for generating activity available to the recruiter. It entails nothing more than describing the type of individual you are looking for and then asking people if they know anyone who fits that description. Each individual the recruiter meets or comes in contact with is a potential source of referrals.
- **SOCIAL NETWORKING/INTERNET** Social networking involves the use of popular websites such as Facebook and Twitter, or VFW Auxiliary-specific websites to make contact with potential new members.



Benefits

- Person Benefits
- Service Benefits
- Did you know
- Resources name and numbers
- Helpline
- Cancer grant application
- Scholarships



VFW Auxiliary

UNWAVERING SUPPORT FOR UNCOMMON HEROES

Members of the Veterans of Foreign Wars (VFW) Auxiliary are the relatives of those who have served in overseas combat.

For more than 100 years, we have been serving veterans, the military, their families and our communities in honor of the sacrifices and commitment of every man and woman who has served in uniform.



Personal Benefits

Veteran & Military Support – Anyone with a heart for veterans can count their membership as an important way to stand with veterans and the military community on Capitol Hill and in local legislative battles affecting them.

Networking – Through local and national events, members have the chance to meet people from all walks of life and many career backgrounds, creating a vast network of people who are passionate about veterans, active-duty military and their families.

Friendships – The camaraderie gained from serving together for a cause that is close to everyone's heart leads to lifelong friendships and a strong network of support.

Personal Fulfillment – Longtime volunteers will be the first to tout the benefits of serving others and the sense of personal fulfillment it brings. The organization offers multiple avenues for service, such as hospital volunteering and the adoption of military units.

Personal Growth & Development – We offer multiple ways for members to acquire skills, such as leadership, fundraising, event planning and community outreach.

Cancer Grants – After one year of continuous membership, members who are battling cancer may be eligible for a grant to help cover expenses.

Service Benefits

VFW National Veterans Service – A network of highly-trained professionals are available to identify the benefits you may be eligible for and assist you in filing a claim. These services are available at no cost to veterans and their dependents.

VFW Auxiliary Magazine – Published 6 times a year, this magazine will keep you informed about what members are doing nationwide, as well as exciting events and national programs.

Insurance Benefits – The VFW Auxiliary sponsors discounted policies for life, health, accident, long-term care and dental, along with many other benefit plans.

Discount Shopping – Get access to discounts on products and services that are important to you – including local offers!

VFW Store – A wide variety of VFW Auxiliary and other patriotic products are available at www.vfwstore.org.

Financial Services – Credit cards and certain financial services are available through USAA by calling 1-866-575-2859.



816-561-8655 • www.vfwauxiliary.org • [Facebook.com/VFWAuxiliary](https://www.facebook.com/VFWAuxiliary)



VFW Auxiliary

All Potential Members will want to know,
"What's in it for me?"

NO ONE DOES MORE FOR VETERANS.

A DONATION OF
\$20

ENSURES THE VFW CAN
Educate 30 million
strive to become how
to live the VFW way
Provide 1.00 million of
pharmaceuticals to
American troops

Senior citizens
welcome to our
friendly community
Helping you and your
family live better

For details
brought to you
by the VFW
and Auxiliary
members
and staff
helping you
and your family
live better

As the nation's oldest major veterans' organization,
The VFW has an impeccable and longstanding record of service
to our country. More than 100 years of patriotic Americanism, both
members and non-members, sustain the VFW with financial
contributions, and dedicate millions of volunteer hours.

80%

1,617

Units in 48 states and the District of Columbia

\$6.9 billion

in annual operating budget

20+ million
in annual operating budget

\$5.2 million

in annual operating budget

7.5+ million

in annual operating budget

approximately 80% of
support received from VFW members and
patriotic Americans

1,943,265

members

\$3.4 million

in annual operating budget

\$1.1+ million

in annual operating budget

in annual operating budget

in annual operating budget

in annual operating budget

in annual operating budget

in annual operating budget

Learn more about the VFW's programs and services at www.vfw.org

Veterans of Foreign Wars Auxiliary
UNWAVERING SUPPORT FOR UNCOMMON HEROES™
WWW.VFWAUXILIARY.ORG

For more than 100 years, we have been working to help veterans, their families, and their communities. We have spent millions of hours, millions of dollars, and millions of lives to help our country's heroes.

THIS IS WHO WE ARE.

VFW Auxiliary members are the lifeblood of those who have served in our country.



I am an Auxiliary member because our programs help veterans in need, preserve our patriotic traditions and educate youth.

VETERANS & FAMILY SUPPORT

\$4M !!

\$1M !!

\$1M !!

\$1M !!

HOSPITAL

\$4 MILLION

Amount spent by VFW Auxiliary on hospital care

878,349

Number of hours served in VA Medical Center, Hospital, and Veterans Home



2,937

Number of Auxiliary members who have received the Distinguished Service Medal

tt

62,045
Number of Auxiliary members who have received the Distinguished Service Medal

Unwavering Support for Uncommon Heroes™



VFW Auxiliary

Become an Expert on VFW Auxiliary Benefits

- **VFW National Veterans Service** – A network of highly trained professionals are available to identify the benefits you may be eligible for and assist you in filing a claim. These services are available at no cost to veterans and their dependents.
- **VFW Auxiliary Magazine** – Published six times a year, this exciting magazine will keep you informed about what members are doing nationwide, as well as upcoming events and helpful program tips.
- **Insurance Benefits** - The VFW Auxiliary sponsors discounted policies for life, health, accident, long-term care, dental, along with many other benefit plans.

Unwavering Support for Uncommon Heroes tm



VFW Auxiliary

Become an Expert on VFW Auxiliary Benefits

- VFW Store – A wide variety of VFW Auxiliary and other patriotic products are available at www.vfwstore.org.
- Financial Services - Credit cards and financial services are available through USAA by calling 1-866-575-2859.
- Funeral & Cremation Programs - Discounts on funeral and/or cremation plans are available through Dignity Memorial.
- For the most updated list of VFW Auxiliary Benefits, please visit www.vfwauxiliary.org or call 1-816-561-8655.

Unwavering Support for Uncommon Heroes tm



RESOURCES FOR VETERANS, ACTIVE-DUTY MILITARY AND THEIR FAMILIES

Veterans of Foreign Wars (VFW)
816-756-3390
www.vfw.org

Veterans of Foreign Wars Auxiliary
(VFW Auxiliary)
816-561-8655
www.vfwauxiliary.org

VFW National Home
Military & Veteran Family Helpline
800-313-4200
www.mvfhelpline.org

Veterans Crisis Line
800-273-8255
www.veteranscrisisline.net

Military OneSource
800-342-9647
www.militaryonesource.mil

U.S. Department of Veterans Affairs
Benefit Line: 800-827-1000
www.va.gov



Military.com

www.military.com

TRICARE®

www.tricare.mil

**Veterans Employment
and Training Service**

866-4-USA-DOL
(866-487-2365)

www.dol.gov/vets

**Assistance for
Homeless Veterans**

877-4AID-VET
(877-424-3838)

www.va.gov/homeless

**Center for Women
Veterans**

855-VA-WOMEN
(855-829-6636)

www.va.gov/womenvet

VA Caregiver Support Line

855-260-3274

www.caregiver.va.gov

Military Connection

www.militaryconnection.com

Make the Connection

www.maketheconnection.net

**National Military
Family Association**

703-931-6632

www.militaryfamily.org

**National Alliance of
Families**

www.nationalalliance.org

**National Suicide
Prevention Hotline**

800-273-8255

www.suicidepreventionlifeline.org

**National Domestic
Violence Hotline**

800-799-7233

www.thehotline.org

**Childhelp National
Child Abuse Hotline**

800-4-A-CHILD
(800-422-4453)

Military Kids Connect

www.militarykidsconnect.dcoe.mil



UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

www.vfwauxiliary.org



Military & Veteran Family Helpline

Be Heard. Be Helped.

800-313-4200

Call for any reason.

All calls are answered and no caller is turned away.

This is a free service that offers information, creates connections and gives hope to struggling military and veteran families.

It's answered by experienced problem-solvers who care deeply about veterans and their families and who have the contacts and knowledge needed to get each caller help.

Sometimes the best way to help an American war hero, is just to listen, get to the heart of the problem, and find the right kind of assistance in his or her local community.

That's the important job of our toll-free Military and Veteran Family Helpline.

The Military & Veteran Family Helpline:



- Provides caring, compassionate listening. Helps put the "puzzle" together and find lasting solutions.
- Makes meaningful and relevant connections to services that assist the caller, providing advocacy.
- Partners with human service organizations, veteran service groups and service officers.

This is a helpline, not a hotline. It is answered Monday through Friday between 8am and 4:30pm Eastern Time, except holidays. Messages left after hours are answered the next business day. You can also email us at help@vfwnationalhome.org.

The Military and Veteran Family Helpline is a service of the [VFW National Home for Children](#) which serves as a living memorial to America's veterans by helping our nation's struggling military and veteran families.



APPLICATION FOR A CANCER GRANT

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

Eligibility Requirements:

- Applicant must be a member of the VFW Auxiliary for one (1) full year.
- Current dues must be paid before applying for a cancer grant.
- After twelve (12) months have passed from date of diagnosis or last treatment, application will not be accepted.
- A member is allowed two (2) grants during lifetime. Twelve (12) months must elapse between new diagnosis and/or treatment from date of first grant for a second application to be considered. Continuous treatment which lasts beyond the twelve (12) month period will qualify for a second grant.
- Application will be rejected if member has been deceased for longer than 30 days.

Instructions:

- Member must complete in its entirety the Member's portion of the application.
- If the member has deceased, a family member may submit this application with documentation of proof death such as obituary, doctor's letter, etc.
- Physician must complete in its entirety the Physician's portion of the application. Supporting documentation will not be considered.
- Mail completed application to: VFW AUXILIARY
ATTN: CANCER GRANTS
406 W. 34TH STREET, 10TH FLOOR
KANSAS CITY, MO 64111

This section to be filled out by the Member

Membership ID No. _____ Member's Full Name _____
(as shown on face of membership card)

Auxiliary No. _____ Date of Birth _____ Phone No. (_____) _____

Street Address _____ City _____

State _____ Zip Code _____ E-mail Address _____

This section to be filled out by the Attending Physician

1. Type of cancer diagnosed? _____
2. Date diagnosed with this cancer? _____
3. Most recent date of treatment for this cancer? _____

ATTENTION DOCTOR: Thank you very much for your cooperation in furnishing information pertaining to the diagnosis and treatment of cancer for our VFW Auxiliary member.

Physician's Signature _____ Date _____

Physician's Name _____ Phone No. (_____) _____
(please print)

Address _____ City _____ State _____ Zip Code _____

If cancer grant is approved, funds must be deposited within six months or grant is considered forfeited. Revised 08/2015

SCHOLARSHIPS



UNWAVERING SUPPORT



FOR UNCOMMON HEROES

The VFW Auxiliary is proud to offer and participate in scholarship contests that help further the education of our nation's youth, our members and their immediate family members.

Continuing Education

Who is Eligible to Apply?

- Applicant must be 18 years of age or older.
- Applicant must be one of the following:
 - Current VFW Auxiliary Member*
 - Spouse of current VFW Auxiliary Member*
 - Son of current VFW Auxiliary Member*
 - Daughter of current VFW Auxiliary Member*

**Qualifying member must have been a member of the VFW Auxiliary for one (1) year prior to submission of application.*

What is the Scholarship Amount?

- Four \$1,000 scholarships will be awarded each year, one in each of the four VFW Auxiliary Conferences.

What are the Scholarship Submission Requirements?

Each applicant must:

- Answer all questions on the application.
- Write a brief essay (no more than 300 words) describing their commitment to their goals and how this scholarship will help them attain these goals.

What are the Scholarship Deadlines?

- July 1: Application process begins.
- February 15: All applications must be submitted to VFW Auxiliary National Headquarters.*
- May 1: Scholarship recipients are notified.

**required deadlines*

Young American Creative Patriotic Art Contest

Who is Eligible to Apply?

- Any student in grades 9-12 who is enrolled in a public, private or parochial high school or home study program in the United States.
- Maximum student age of 18 at time of local entry.
- Student must be a U.S. citizen or U.S. national.
- Does not have to be related to a VFW or VFW Auxiliary member to participate, but the student must attend school in the same state as the sponsoring VFW Auxiliary.

What is the Scholarship Amount?

- The first-place winner from each Department (state) competes for national awards totaling \$21,000.

What are the Scholarship Submission Requirements?

- Art must be on paper or canvas. Water color, pencil, pastel, charcoal, tempera, crayon, acrylic, pen-and-ink or oil may be used.
- Digital art and photography is NOT ACCEPTED.
- Submit canvas entries on stretcher frames or canvas board; other entries must be matted on white.
- Do not frame.
- Art should be no smaller than 8" x 10" but no larger than 18" x 24"; not including the mat.

What are the Scholarship Deadlines?

- March 31: Student Entry Deadline to VFW Auxiliary.*
- April 10: VFW Auxiliary and District Judging Complete.
- April 15: VFW Auxiliary and District Winners to Department (state) for Judging.*
- May 5: VFW Auxiliary Department (state) Winners to VFW Auxiliary National Headquarters.*

**required deadlines*

For Applications or More Information, visit www.vtwauxiliary.org



SCHOLARSHIPS

Patriot's Pen



Who is Eligible to Apply?

- Any student in grades 6-8 who is enrolled in a public, private or parochial high school or home study program in the United States and its territories.
- Does not have to be related to a VFW or VFW Auxiliary member to participate, but the student must submit entries to a local VFW Post.

What is the Scholarship Amount?

- The national first-place winner wins \$5,000 and an all-expense-paid trip to Washington, D.C.
- The first-place winner from each Department (state) competes for national awards totaling \$54,500, with each first-place Department (state) winner receiving a minimum of \$500 at the national level.

What are the Scholarship Submission Requirements?

- Students write a 300-400 word essay expressing their views based on a patriotic theme chosen by the VFW Commander-in-Chief.

What are the Scholarship Deadlines?

- October 31: Student Entry Deadline to VFW Post.*
- November 15: VFW Post Judging Complete.
- December 15: VFW District Judging Complete.
- January 10: VFW Department (state) Judging Complete.
- January 15: VFW Department (state) Winners to VFW National Headquarters.*
- January 31: VFW Department (state) Reports to VFW National Headquarters.*

**required deadlines*



Voice of Democracy

Who is Eligible to Apply?

- Any student in grades 9-12 who is enrolled in a public, private or parochial high school or home study program in the United States and its territories.
- Does not have to be related to a VFW or VFW Auxiliary member to participate, but the student must submit entries to a local VFW Post.

What is the Scholarship Amount?

- The national first-place winner receives a \$30,000 scholarship paid directly to the recipient's American university, college or vocational/technical school.
- Other national scholarships range from \$1,000-\$16,000, and the first-place winner from each VFW Department (state) wins a minimum scholarship of \$1,000 and an all-expense-paid trip to Washington, D.C.

What are the Scholarship Submission Requirements?

- Students record their reading of their essay to an audio CD or flash drive. The recording can be no shorter than three minutes and no longer than five minutes (plus or minus five seconds).
- Once the student creates their essay and completes burning the audio version to an audio CD/flash drive, they submit their typed version, CD/flash drive and the Voice of Democracy entry form to their local participating VFW Post by the October 31 deadline.

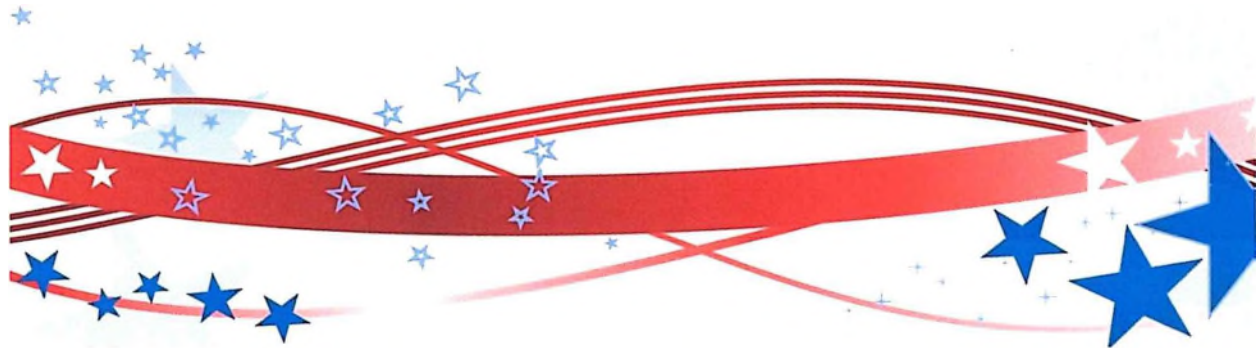
What are the Scholarship Deadlines?

- October 31: Student Entry Deadline to VFW Post.*
- November 15: VFW Post Judging Complete.
- December 15: VFW District Judging Complete.
- January 10: VFW Department (state) Judging Complete.
- January 15: VFW Department (state) Winners to VFW National Headquarters.*
- January 31: VFW Department (state) Reports to VFW National Headquarters.*

**required deadlines*

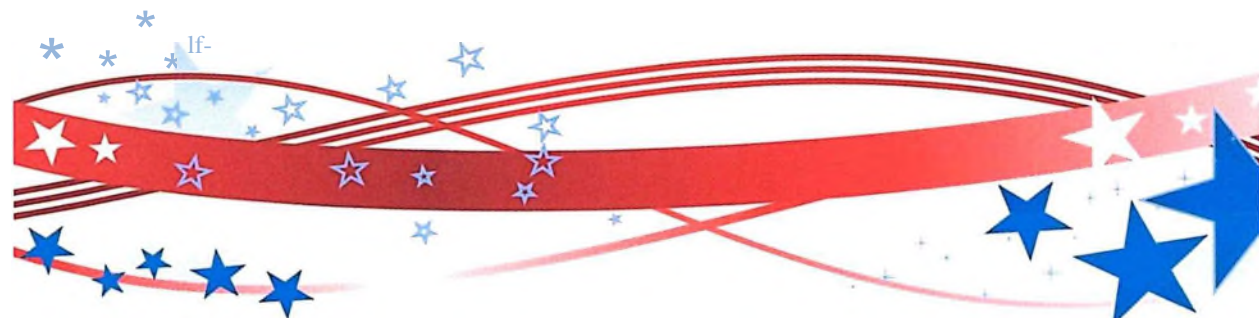
For Applications or More Information, visit www.vtwauxiliarv.org





Membership Moments

- Writing a Dues Renewal Letter
- Recognizing an Auxiliary Member
- Strategies for Member Retention
- Engaging Existing Members
- Matching Members Talents
- How would you like to Contribute
- Engage NEW Members
- Orienting New Members
- Attracting Younger Members
- Creating a Membership Committee
- Finding the "HOT BUTTON"
- How to treat People with Respect



VFW Auxiliary Membership Moment

Tips for Writing an Effective Dues Renewal Letter

UNWAVERING SUPPORT



FOR UNCOMMON HEROES.

Whether it is sent by mail or e-mail, your Auxiliary's membership dues renewal letter is one of the most important tools for member retention. To ensure that it is effective, here is a brief checklist of suggested items to follow before you lick that envelope or hit the "Send" button.

Tone -Is your message personal?

- Is the greeting personalized? (For example, use the member's name instead of "Dear Member.")
- Is your tone warm and conversational? (For example, use "You" and "We" and read the letter/email out loud to make sure it sounds conversational.)
- Does it read like a letter or an invoice?
- Are you making an emotional connection? (Where possible, tailor the message to the member's personal reasons for joining the VFW Auxiliary.)
- Does it sound like you are building a lasting relationship with the member?

Content - What have you done for me lately?

- Did you outline the personal benefits and services available through VFW Auxiliary membership?
- Did you share local, state, or national VFW Auxiliary accomplishments from the past year?
- Do you instill excitement for the coming year by "setting the scene" about future events, activities, or projects?

Action -Did you make it easy for members to renew?

- Did you demonstrate urgency? (For example, "Renew your membership today!")
- Did you include (or attach) an invoice?
- Did you include a deadline for receipt of member payment?

Closing -Did you say thanks?

- Did you thank the member for their support, and acknowledge that the VFW Auxiliary values their continued membership?
- Did you provide a contact person (with phone number and/or email address) if the member has questions or needs more information?

VFW Auxiliary Membership Moment

Recognizing Your Auxiliary's Members

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

A simple "thank you" can go a long way. Recognizing your members' contributions to your VFW Auxiliary's success is the first step to positive membership retention. Auxiliary members are volunteers who juggle multiple daily responsibilities and still manage to give their time and/or membership dues to support the efforts of the Auxiliary. Show them you appreciate their dedication to creating the most powerful national network of voices on behalf of veterans, active-duty service members, and their families.

Here are several "sure-fire" ways that your Auxiliary can recognize its members:

Send press releases to newspapers when groups of new members join; include photos when possible.

In smaller communities, there are likely opportunities to get members' names and photographs in the local paper when they join. A group photo of a number of new members holding their membership applications or cards might very well be picked up by a local paper in the community where the members live or work.

Feature a "Member of the Month" in your Auxiliary correspondence.

Highlighting an individual member on a regular basis is one way to ensure that members who are featured will renew, as well as getting members who would like to be featured to renew. Be sure that the "members of the month" are not only current or past Auxiliary leaders. It is important to also highlight members who do nothing more than support the Auxiliary by paying their dues on time and participating at a level that is comfortable for them.

Host a member appreciation event at least once a year.

Organizing a member appreciation event helps your Auxiliary to recognize and thank members who have participated in its activities and events, and championed our organization's mission.

Treat each other with respect and humility.

As Auxiliary members, we value the strengths, experiences and perspectives of others, and we also recognize our own limitations. By treating each other with respect, we show our appreciation and thanks for the special gifts, talents and contributions of every individual within the VFW Auxiliary family.

VFW Auxiliary Membership Moment

Three Great Strategies for Member Retention

UNWAVERING SUPPORT



FOR UNCOMMON HEROES.

The key to retaining VFW Auxiliary members is to ensure that they are receiving value from their membership and that they are aware of the value they are receiving. Engaging with your members on a regular basis to communicate this value to them helps keep it fresh in their mind, and reminds them of why they became members in the first place.

So what are some of the top retention ideas and strategies? Here are three that you may want to try:

1. Communicate through a channel that the member has said they prefer

By allowing members to specify their preferred way of communicating, then being able to tailor your communication with them in that format, you're more likely to get a level of engagement back from them. Whether it is email, text message, telephone or letter, make sure you're communicating with them how they've requested.

2. Focus on the first year

It has been well documented that if you can keep a member for more than a year, then the chances of subsequent renewals increase. This is why the first year is called the "Conversion Year." Tailor your communication to target these new members specifically and make sure they're as engaged with your local Auxiliary as possible.

3. Let them know their membership is about to expire

Believe it or not, some members may not renew simply because they forgot. People are busy, and often renewing their membership isn't at the top of their "to-do list." So make sure you let people know in advance when their membership is about to expire, and communicate with them on a regular basis before December 31.

Remember – if they don't renew, it's not all lost. Keep on communicating with them on a regular basis – let them know the value they received while they were members, how easy it is for them to rejoin, and what's in it for them if they do rejoin (for example, benefits, VFW Auxiliary Magazine, etc.). Don't stop communicating with them until they specifically request it!

VFW Auxiliary Membership Moment

Engaging Existing Members

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

Attracting new members to your Auxiliary is critical, but never underestimate the importance of engaging existing members. What keeps them coming back? Think of your members as your best customers, and work hard to deliver an experience that keeps them engaged and excited about the VFW Auxiliary. Engaged members are more likely to stay with your Auxiliary, so be sure to show your appreciation regularly. Also, make sure that they have a variety of options for getting involved and staying active.

Here are some suggestions for engaging existing Auxiliary members:

- Make members feel appreciated by recognizing their achievements and celebratory occasions such as membership milestones (for example, a 10-year member), work promotions, anniversaries, or birthdays.
- Develop a formal mentor program for involved members to support less active or new members.
- Receive regular feedback from members to confirm that they are experiencing the benefits they were promised when they joined.
- Encourage members to serve on committees that suit their skills or interests.
- Give members a clear sense of your Auxiliary's long-range goals and vision.
- Invite them to attend a District or Department meeting or training event.
- Keep an up-to-date list of service projects, and have members take turns leading projects that interest them.
- Feature photographs of your members at recent Auxiliary service projects and events on your website, Facebook page, and in newsletters in order to recognize their contributions.
- Update members regularly on progress toward Auxiliary goals as a way to build loyalty, pride, and an understanding of the need for long-term involvement.

VFW Auxiliary Membership Moment

Matching Member Talents to Leadership Success

UNWAVERING SUPPORT



FOR UNCOMMON HEROES.

In the past, how often have our invitations to members to join a volunteer committee or take on a leadership role sounded like this?

"You're invited! Join one of our committees that have been around forever and even though you don't really understand how it works or what it requires when you agree to serve, it's the only way we ask you to share your talents, so you feel like you had better say yes if you want to get involved at all.

"And we'll likely sign you up for whatever you select even though we don't really know if it is a good fit for you (or us) but we need people to help and this is the only way we've ever done it, so we're going to just keep on doing so even though it rarely works as well as we hope it will."

For too long, we've been first telling members about available committee positions or leadership roles and then asking if they are interested. Instead, we should be learning about our members' interests first and then suggesting possible volunteer opportunities that match.

If we match people quickly to an opportunity they find attractive, we can more rapidly convert them from a passive joiner to an active member. We can move a member from someone who simply pays dues...to a member who is doing things that make a difference in the community.

Here are six questions that members should be asked prior to being informed about available leadership opportunities within your Auxiliary.

1. What do you care about?
2. What type of contribution would you like to make?
3. What constraints should we know about?
4. What support would help you fulfill your commitment?
5. How can we best communicate/connect with you?
6. Who else do you know who might be interested in our cause?

By flipping the way we invite members to get involved, we increase the likelihood of those members saying "yes" and joining our community of contributors "getting things done" for the VFW Auxiliary and for veterans.

UNWAVERING SUPPORT



FOR UNCOMMON HEROES.

VFW Auxiliary Membership Moment

*Cultivate Engagement by Asking
((How Would You Like to Contribute?))*

As we recruit new people into the VFW Auxiliary, make sure to ask them "**How would you like to contribute?**" instead of "Do you want to volunteer?" Often, we treat our members as if only some of them might want to contribute to our programs and activities. We are better served to assume that **everyone** might like to contribute to the organization's work **if it lets them act on what they care about.**

Think of it as a potluck. We just need to learn what dish a member would like to bring. At a minimum, we need to gain insight about how a member might like to contribute in four key areas:

- The expertise or capability members have to contribute
- The type of contribution they want to make: write, speak/present, mentor, cook, etc.
- The way they want to make the contribution: working on their own or as part of a group, face-to-face effort or virtual volunteer, etc.
- The time associated with their contribution: one-time or on-going (weekly, monthly, quarterly) and the length of each contribution (one hour, a couple of hours, etc.)

Make sure to ask this question "How would you like to contribute?" during the VFW Auxiliary membership application process. Why? Because doing so sends a message from the very beginning that **this is a community where people make contributions.**



VFW Auxiliary Membership Moment

How to Engage Your New Members from the Start

The key to retaining new members is to ensure that they are receiving value from their VFW Auxiliary membership and that they are aware of the value they are receiving. Engaging with your members on a regular basis to communicate this value to them helps keep it fresh in their mind, and reminds them of why they became members in the first place. Studies on new members of any organization show that the first three months are critical to engaging that member and therefore keeping that member.

Here is a timeline to help you and your Auxiliary engage its new members during the first three months:

Within the first week: Call or e-mail the new member introducing yourself. Offer your contact information should that new member have any questions. If your Auxiliary has a website or Facebook page, tell them about it so they can see what's going on.

Within the first month: Invite the new member as soon as possible to whatever event is coming up next, whether it be a meeting or something else. Offer to pick him or her up. Or if it's a family event, be sure to say that anyone can come. They might feel more comfortable coming with their family or friend.

Because people are very busy these days, be sure to send a reminder at least three days out from the event.

At the event or if they come to the Post home for a social event, there is ONE THING you can do when they step through that door. If the new member says "How can I help?" stop right then and there and find a way for them to help. DO NOT tell them, "Oh, don't worry, I've got it." Even if you are peeling potatoes and you're almost done, let them peel the potatoes!

Immediately following the event, send an e-mail or handwritten note saying you're glad they came.

Within the first two months: Your Auxiliary will most likely have a meeting within this time period. Specifically invite a new member and save them a seat. Have a copy of "Understanding VFW Auxiliary Traditions" printed out and explain each of the items on it. Much of it will be entirely new to them.

Within the first three months: Scheduling is difficult, but try to meet up for coffee or drinks, and see if the new member has any questions about what they have been involved with so far. If they have a family, consider having them over for dinner. Have a copy of the Bylaws available in case a question comes up that you can't answer.

The goal with each of these steps is to maintain contact with a new member in order to engage him or her. Once you have engaged that member and extended that hand of friendship, continue to nurture that relationship. There is so much to learn, and learning it from a friend is the best way to develop future Auxiliary leaders.

VFW Auxiliary Membership Moment

Orienting New Members

UNWAVERING SUPPORT



FOR UNCOMMON HEROES.

The moment a person becomes a VFW Auxiliary member is special for both the member and the local Auxiliary. Whether you choose to mark this meaningful event with a special ceremony or induct new members at a monthly Auxiliary meeting, make sure you acknowledge and celebrate their involvement in the VFW Auxiliary. Encourage all local Auxiliary members to participate in welcoming this new member of your Auxiliary family.

During the induction ceremony, ask new Auxiliary members to talk briefly about themselves, their work, and their families. Ensure that all Auxiliary members personally introduce themselves to each new member. It is important that your local Auxiliary recognize the new member by name and photo (if available) in your next newsletter, on your website or Facebook page, or in other communications.

Give new members an understanding of the benefits of membership in your Auxiliary and the opportunities for service and involvement in the local community. Consider organizing a formal orientation program shortly after the new member's induction. Topics for the formal orientation program (that could extend over several sessions) may include:

- Your Auxiliary's history and impact on the community
- Auxiliary administrative details (meeting dates and times, etc.)
- Your Auxiliary's recent accomplishments
- Upcoming Auxiliary projects and activities
- How the new member would like to be involved

By following these steps, it is likely that a new Auxiliary member will feel appreciated and welcome, and lead to a lifelong interest in the VFW Auxiliary.

VFW Auxiliary Membership Moment

Attracting Younger Members

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Adding younger members is essential to the future of the VFW Auxiliary. However, younger people often have hectic schedules, family obligations, and financial constraints that make it difficult to commit to local Auxiliaries. We need to make VFW Auxiliary membership more attractive and more feasible for younger members.

Here are several ideas that Auxiliaries can consider to attract younger members to the organization:

- Reach out to current or past Scholarship winners/applicants to join.
- Create social and networking activities that are interesting and convenient for younger people. Encourage younger members to be involved in the planning of these events.
- Invite groups of younger people to join at the same time to make them feel more comfortable. Help them encourage their peers to get involved as well.
- Foster an Auxiliary environment that is accepting of occasional absences. Perfect attendance is typically not attainable for today's younger members.
- Highlight monthly opportunities to get involved in local service projects.
- Assign a current Auxiliary member to serve as a mentor for the first six months to make a new younger member feel welcome.
- Get younger members involved from the start. Younger members are creative and eager to generate new ideas for solving persistent Auxiliary problems. Ensure that the fresh ideas and knowledge of younger members have a voice and a space to grow.
- Offer variety. Be open to the various ways that younger members can participate in your Auxiliary. Find out about their abilities and interests, and find ways to put them to good use in your Auxiliary's work.
- Incorporate youth-welcoming messages in all Auxiliary communications that begin with the assumption that younger members are important to the organization because they make valuable contributions, and they are needed at all levels of Auxiliary leadership.

VFW Auxiliary Membership Moment

Creating a Successful Membership Committee at Your Local Auxiliary

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How can your Auxiliary ensure that its membership development plan gets off to a great start each year? One way is to work with your incoming Auxiliary President to assemble a top-notch membership committee. As stated in Section 810A of the VFW Auxiliary Bylaws, the Auxiliary President shall appoint a committee of not less than five (5) members, including the Treasurer, to contact all members during the year for payment of dues.

The role of your Auxiliary's membership committee is to develop and implement an action plan for membership recruitment and retention. To be effective, an Auxiliary needs members. Your Auxiliary's ability to serve the community is directly related to the size and strength of its membership base.

Here are some suggested responsibilities for your Auxiliary's membership committee:

- Develop committee goals to achieve Auxiliary membership goals for the coming year.
- Educate and train Auxiliary members about the importance of recruitment and retention of members; the National Certified Recruiter Trainer for your Department is a great resource.
- Develop a plan to improve member satisfaction that involves surveying members and initiating changes in response to their feedback to ensure that the Auxiliary remains relevant to its members.
- Work with the members to create a positive Auxiliary image that is attractive to prospective and current members.

When selecting members for the membership committee, please consider the following characteristics :

- Thorough knowledge of the VFW Auxiliary, its programs, benefits, and services.
- Outgoing and sociable personality.
- Great follow-through skills, and a commitment to the position.

If you have questions about how your Auxiliary's membership committee can start the year strong, please call us at 816.561.8655 or e-mail us at membership@vfwauxiliary.org. We are happy to help!

VFW Auxiliary Membership Moment

Finding the "Hot Button"

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One of the most important skills any successful membership recruiter has is the ability to identify a prospective member's "Hot Button." Each potential member has a "need" that has to be filled and the VFW Auxiliary can fill that need.

Members sign up for a variety of different reasons. Membership recruiters must identify which reason will resonate with the potential member standing in front of him or her. This is where finding the "Hot Button" can help you "sell" VFW Auxiliary membership.

Which membership benefit will entice the person to join? Interested in volunteering on behalf of veterans? Tell them about the Hospital Program. Looking for affordable insurance? We offer discounted policies for life, health, accident, long-term care and dental. Searching for leadership opportunities? There are multiple ways for members to acquire new skills including volunteer management, fund raising and community outreach.

So how can we identify each individual "Hot Button?"

- The first step is simple: ASK! Open-ended questions can provide a wealth of information. When someone tells you they are not a member, try asking "Why not?"
- Step two is even easier: LISTEN CAREFULLY! Find out what benefits he or she is in need of.
- Once that is established, you can move on to step three: FILL THE VOID! Offer one of our many benefits you feel is most important to them and they will likely join .

By tailoring your recruiting message to the individual needs of each potential member, your Auxiliary's membership totals should increase. You will never get 100% of the people you ask to join, but as you get better at identifying the "Hot Button" you will get much closer.

VFW Auxiliary Membership Moment

How to Treat People with Respect

UNWAVERING SUPPORT



FOR UNCOMMON HEROES.

The key to treating people with respect is to treat them as you would like to be treated – also commonly known as the Golden Rule. When dealing with difficult members in your local Auxiliary, seek to understand the root of their problems toward you. Then, you will be able to rise above the situation, and treat them well.

Here are several tips for treating members with respect within your Auxiliary:

1. Practice self-respect.

Because you want to respect others as you would hope to be respected, it is incredibly important that you extend to yourself the same respect and courtesy that you would extend to another person. If someone says something cruel or demeaning, speak up. Tell them what you found to be disrespectful and why.

2. Really listen.

A lot of people don't listen very well, because they're distracted, checking their phone, or thinking about the next thing that they are going to say. Learn to *really* listen when other people speak.

3. Treat other people's ideas with due consideration.

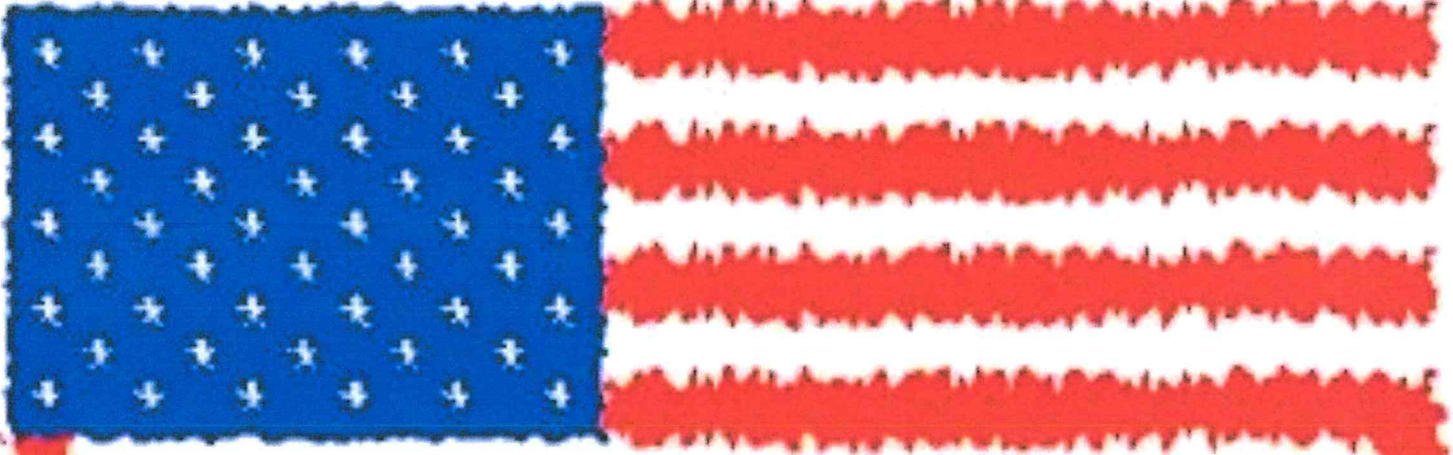
This means listening to another person's ideas, opinions, and advice with an open mind. Even if you don't necessarily agree with them, give them the benefit of thinking about what they have said.

4. Be mindful of your words.

Words are *very* powerful and they can be incredibly disrespectful if used improperly. Think carefully about what you're going to say, and to whom, otherwise you might hurt someone.

5. Cultivate good manners.

This is as simple as saying "thank you" and "please" when you're requesting something from another person. It shows that you respect the time and effort that it will take for them to help you, and it will allow them to feel respected.



NEW MEMBER GUIDE

UNWAVERING SUPPORT



FOR UNCOMMON HEROES-

UNCOMMON HEROES



FOR UNCOMMON HEROES

WELCOME OUR NEW AUXILIARY MEMBER!

On behalf of the brothers and sisters of this Auxiliary, the Auxiliaries in the State of Michigan, and the Auxiliaries across this great Nation, I would like to personally welcome you to this Auxiliary! It is my sincere hope that you will enjoy being a part of this great organization, and that you will build life-time bonds of friendship.

The Auxiliary to the Veterans of Foreign Wars was formed in 1914 to aid, and otherwise, take care of our Veterans. Whether they are overseas in harm's way, retired in the Reserves, or they are stationed somewhere in the United States; we honor our Veterans by doing what we do.

We are a very active Auxiliary, as you will see as you read through this booklet. Everyone has special skills and talents. It's what we do with those special skills and talents that counts. Having said that, I certainly hope that you will find your own way to help us help our uncommon heroes in your own special way.

We are all here for the same cause: OUR VETERANS!

President of the Auxiliary

Phone:

Email:





Chairmanships: Helping Our Uncommon Heroes

Each of us that has been a member of this Auxiliary for any length of time knows what it feels like to be *the new kid on the block*, so-to-speak. We've walked in your shoes before and it can be confusing and intimidating as it does seem that, at times, we are speaking an entirely different language when you come into meetings.

Please don't **ever** shy away from asking questions. All you need to do is simply raise your hand, and you'll be acknowledged. If you're uncomfortable asking your questions during a meeting, please feel to ask someone outside of the meeting. The President of this Auxiliary will be more than happy, and eager, to help you understand what is being discussed.

Now, more than ever, it is absolutely **critical** that we share with everyone what it is our great organization does for our Veterans. It is a sad fact that our membership numbers are on a steady decline. In order for us to continue our worthwhile work for our uncommon heroes, each member of the VFW Auxiliary should solicit new members.

If you know any family members, or friends, who may be eligible to join our organization, please let us know so we can get an application to them as quickly as possible. Membership is **not** open to just anyone, however. In order for someone to join, we **must** see evidence of their military service (separation papers). It is an **honor** to have a Veteran in your family that allows you to join this amazing organization.

God bless our Veterans and may God continue to bless the United States of America !





Chairmanships: Helping Our Uncommon Heroes

Like any organization, meetings are an integral part of being a member. We would like to encourage you to attend as many meetings as you possibly can. In this Auxiliary, monthly meetings are held:

day of each month at
at

PRESIDENT:

TELEPHONE:

DUTIES INCLUDE:

Presides over monthly meetings
Ensures Auxiliary is in good order

SENIOR VICE PRESIDENT:

TELEPHONE:

DUTIES INCLUDE:

Assists President, as needed
Runs meetings when the President is absent

JUNIOR VICE PRESIDENT:

TELEPHONE:

DUTIES INCLUDE:

Assists President and Senior Vice President, as needed
Runs meetings when President and Senior Vice President are both absent

TREASURER:

TELEPHONE:

DUTIES INCLUDE:

Handles all Auxiliary monetary funds
Maintains financial records for six-years

SECRETARY:

TELEPHONE:

DUTIES INCLUDE:

Records Meeting Minutes
Maintains all communications for one-year
Maintains Meeting Minutes as part of permanent record





Chairmanships: Helping Our Uncommon Heroes

CHAPLIN:

TELEPHONE:

DUTIES INCLUDE:

Offers opening /closing prayers
Sends out cards to ailing Auxiliary members at all levels
Presides over Memorial Services

CONDUCTRESS:

TELEPHONE:

DUTIES INCLUDE:

Assists President
Arrange room for meetings

GUARD:

TELEPHONE:

DUTIES INCLUDE:

Guards door and admits only those who are entitled
entrance to enter





The VFW: An Impactful Organization

Of course, the VFW would be **nothing** without the active involvement of members like you in making a difference for our uncommon heroes.

The VFW Auxiliary is one of the Nation's oldest Veterans' service organizations, and our members are the relatives of those who have served this great country in overseas combat.

We are an organization that is nearly 500,000 **strong**. Each year, we volunteer **millions** of hours and fundraise **millions** of dollars for charitable projects that benefit our Veterans, military service personnel, and their families.

Through our National Programs, we assist the VFW to effect legislation that impacts Veterans and their families, provide approximately a **million** volunteer hours in the VA medical system, and conduct patriotic themed programs with **thousands** of students.

We offer **hundreds of thousands** of dollars in scholarships for our Nation's youth. There are essay contests for middle school students and for high school students as well. In addition, there is an annual art competition for high school students/

Grants are available to **all** members who have been in good standing for more than one-year, and are battling cancer.

Let's stand together and make an impact by joining your other Auxiliary brothers and sisters through our collective and active demonstration of our unwavering support for our uncommon heroes.

