

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

VFW Auxiliary Membership Moment

Attracting Younger Members

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.