

Michigan Department VFW Auxiliary BULLETIN

August/September 2026

www.vfwauxmi.org

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

National Theme: Serving America's Heroes

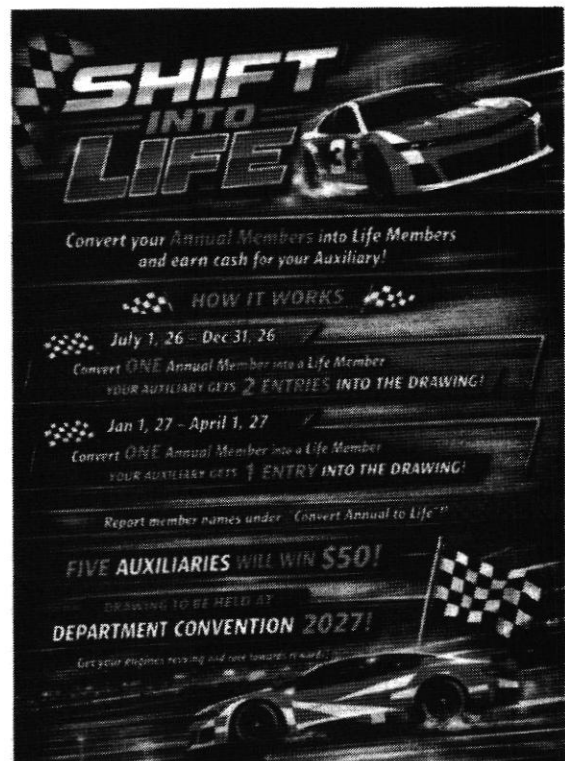
Department Theme: Leading with a Patriot's Heart

TEAM! We are now officially a month into our new membership program year! How has the planning you did in June helped you out and gotten you off to a running start? Summer is officially in full swing and you should be out there at the County Fairs, parades, auto shows, farmers' markets and even garage sales to name a few. Any place you go is a great place to find a prospective member! Whatever your membership goals are, we are currently in green flag racing, full speed ahead with a Department membership goal of reaching 102% plus. It will take the whole TEAM to get us to that coveted checkered flag at the end of our program year!

This year we will be doing "Convert To Life" drawing but for it to align with President Manke's theme, we are calling it "Shift into Life"! The goal of this program is to convert your Annual Members into Life Members to help you in minimizing resources in collecting yearly dues along with many other benefits for not only the member but the Auxiliary. Here is how it works:

- July 1, 26 - Dec 31, 26
 - Convert ONE Annual Member into a Life Member - Your Auxiliary gets **2** entries into the drawing.
- Jan 1, 27 - April 1, 27
 - Convert ONE Annual Member into a Life Member - Your Auxiliary gets **1** entry into the drawing.

*You must **report** member names under "Membership", then select "Convert Annual to Life-"Shift into Life" Drawing" in order to verify and be qualified for drawing.



This drawing will be held at Department Convention 2027 with five (5) Auxiliaries going home with \$50. Get your engines revving and race towards rewards!!

(Flyer for this promotion is on our Department website)

*Reminder: Send out your dues notice by **August 31** for Auxiliary Achievement points!

September

Can you believe it that we are already a couple months into this membership year? In the previous months we have discussed coming up with a plan and executing it. This includes establishing your membership committee (By-Laws, Sect 108A), checking out resources on Malta, setting dates, creating needed items for your membership program and recruiting talking points. So now what? Invite someone to join!



As we are set up in our communities via a table at a local event or promoting on social media, we send out that invitation to join, but they are just not ready yet. "I'll think about it and get back to you." might be a familiar phrase. Whatever it is, be sure to follow up! During that first contact with a prospective member, be sure to ask for the contact information. This can be done by having a contact form readily available at your

fingertips. If you have not heard anything within about a week, reach out. You can do this via a personal phone call, an email, text, or even a sweet little note in the mail. And, if your Post or Auxiliary has an upcoming community event, invite them.

Membership Drive Ideas - "Fuel Your Passion – Drive With Us!"

Here are a couple membership drive ideas to get you towards the winners circle.

Leverage the "Just One Card" Referral Program

Encourage current members to recruit just one new member. Offer incentives such as a **free VFW Store item**, a **discount on their own dues**, or a **special recognition plaque** for the most recruits. Promote this through email, events, and social media.

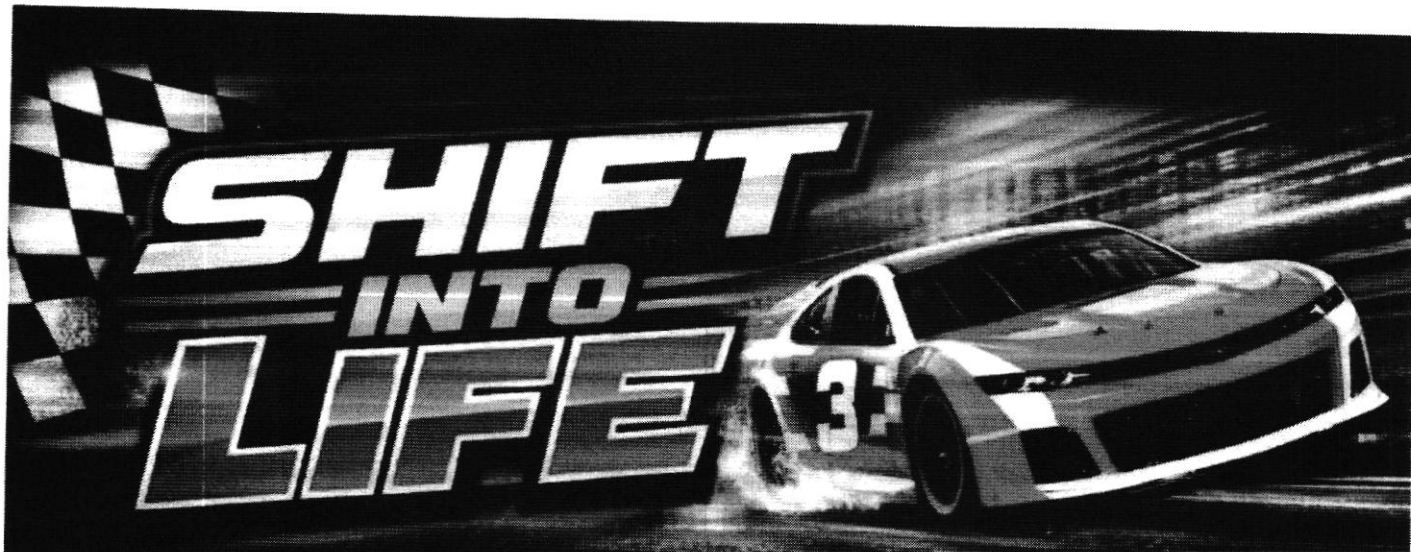
Create a "Membership Moments" Campaign

Highlight **member stories, events, and benefits** through social media, newsletters, and in-person displays. Use the **Membership Moments** concept to show the impact of Auxiliary members.

Reminder: Any Auxiliary that reaches 100% by September 1, 2026 will be entered into a drawing for \$50. One winner will be drawn at the Fall Conference next month!!

If you have not already, please join our Department Membership Facebook page: Membership-Michigan. This page is a resource for staying up-to-date on current happenings as well as ideas for you to use in your Auxiliary!

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**Convert your Annual Members into Life Members
and earn cash for your Auxiliary!**

HOW IT WORKS

July 1, 26 – Dec 31, 26

Convert **ONE** Annual Member into a Life Member

YOUR AUXILIARY GETS 2 ENTRIES INTO THE DRAWING!

Jan 1, 27 – April 1, 27

Convert **ONE** Annual Member into a Life Member

YOUR AUXILIARY GETS 1 ENTRY INTO THE DRAWING!

Report member names under "Convert Annual to Life"!

FIVE AUXILIARIES WILL WIN \$50!

**DRAWING TO BE HELD AT
DEPARTMENT CONVENTION 2027!**

Get your engines revving and race towards rewards!

