

Michigan Department VFW Auxiliary MEMBERSHIP BULLETIN

May / June 2021

www.vfwauxmi.org

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

National Theme: Soaring Above & Beyond

Department Theme: Tell Our Story of Service

Auxiliary Members:

We have a huge task in front of us this year. Together we need to get every Auxiliary involved to get their members' dues paid. First, we need to fully understand the programs ourselves. Then, we must prepare to communicate this program to our members. The following are things you should share with your members for Membership. We want to make sure they understand the importance of getting members to pay their dues and to recruit new ones. We also want to give all our Members the tools to make this happen.

WHY IS MEMBERSHIP SO IMPORTANT?

105 years of committed service to those who served us and have given us our precious FREEDOM.....OUR VETERANS. Membership is the key. Without the membership, we could not successfully conduct programs that benefit our veterans, military, and their families.

DOES MEMBERSHIP MAKE A DIFFERENCE?

Millions of veterans, military and their families' year after year have been touched by the good that we do. Membership gives us the power, strength & unity to truly make a difference. Each member counts! Each member...makes a difference! Your membership makes it happen.

GOALS

- Recruit New Members
- Retain Current Members
- Grow the Organization

OBJECTIVES

- Building on the VFW Auxiliary Foundation
- Maintaining the VFW Auxiliary Foundation
- Team Effort
- Training & Educating Program

START WITH A PLAN

- Team Effort
- Training
- Resources
- Personal Auxiliary Fact Sheet/Brochure
- Community Involvement/Booths/Events



ENCOURAGING PARTICIPATION

- Team Effort
- Ways to Encourage Participation
- Passion
- Purpose
- Recruiting – Retaining
- Newsletters/emails/Facebook

IMPORTANCE OF COMMUNITY & FAMILY EVENTS

We want to keep all the family involved making it more family oriented.

RECRUITING

Train members to be experts in recruiting.

Keys to a successful recruiting campaign Recruiting tools.

- Social media
- Family and friends
- Power points
- 1 on 1 or small groups
- Newspaper / Radio
- Brochures

RETAINING

1. Make them feel needed.
2. Meet them where they are (find their interested and ask what they can do)
3. Remind them why we joined in the first place.

Communication: All of us need to make sure that we have open communication with our members. This could be through your monthly bulletins, by emails, placing personal phone calls, posting on Facebook, or in any other way you can come up with. It is never too late to get your members excited to work with each other to get everyone to reach 100+% in Membership.

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