

Michigan Department VFW Auxiliary
MEMBERSHIP BULLETIN
MAY 2022

www.vfwauxmi.org

Facebook Page: Membership-Michigan

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

National Theme: Hands that Serve, Hearts that Care

Department Theme: Be the Anchor for Our Veterans, Hold Them Steady and Safe

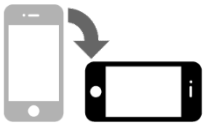


Auxiliary Brothers and Sisters-

LET'S GET READY TO RECRUIT!!

This year we're going to invest in the future of this organization. We're going to hit social media hard this year and make you "influencers" for membership. Most everyone has a social media account of some sort, and our National Ambassador would like us to flood the internet with short recruiting videos. Here are some tips on how to get started.

- *Your smart phone is the best tool for the job.
- *Don't be scared, make sure you smile, tell people why you joined the VFW Auxiliary.
- *Always hold your phone horizontally when taking a video. This will ensure your video is full-screen.
- *Your video should be short-only a minute or two long.
- *Be clear and to the point to get your information across.
- *Include your younger members as they likely know all the tricks of the trade.



As we recruit for the future, we need to make sure that our current members aren't forgotten. Make calls, stop by to visit and send them newsletters letting them know we're thinking of them and ask them if they could assist with the monthly mailing or help at the post monthly dinner. The knowledge they have is a valuable asset to the new members joining your Auxiliaries.

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