



Veterans of Foreign Wars Auxiliary
Department of Wisconsin
Membership & Recruitment Bulletin
September 2018



By now your membership drive for the new year should be going full force. You have developed a Membership Plan with the 5 W's: Who, what, where, how, and when. Renewal letters have been sent--- either your letter or Malta's letter. National Ambassador Nicole has encouraged all Auxiliaries to have **all annual dues renewed by October 31, 2018**. You can do it by sending renewal letters by mail and e-mail, phoning members, inviting them to your meetings and Auxiliary events, and paying home visits, etc. With our first Membership Report, I was pleasantly surprised to find five (5) Wisconsin Auxiliaries had already reached 100% and 368 members had renewed their annual memberships. Congratulations, Wisconsin, for being off to a great start! **Retain our current members.**

Department Membership Quarterly Goals for 2018-2019: These are your revised Membership Goals for this year. The number given for each Quarter is a total of both new and rejoin members in any combination. These goals are only for each Quarter. You cannot "make up" for a previous Quarter or "hold over" extra members for the next Quarter. Reaching the goal will be based on cumulative totals at the end of the Quarter. Meeting these membership quarterly goals does not necessarily mean you will attain 100% Plus or achieve the Circle of Excellence. You must work on retention of continuous members as well.

- Quarter 1 Goal, due by October 31 90
- Quarter 2 Goal, due by January 31 75
- Quarter 3 Goal, due by April 30 90
- Quarter 4 Goal, due by June 30 75

Recruiting Tips: Use the VFW Auxiliary **Eligibility Wheel** to see who is eligible to join (attached). Referrals prospecting is probably the easiest method for the recruiter. Describe the kind of individual you are looking for and ask if they know anyone who fits that description. Use Social Networking/Internet through popular websites such as Facebook and Twitter to contact potential new members. Check with lapsed member to see if they want to rejoin. Include membership in other programs such as promoting Buddy Poppies. Always carry an application. Missed opportunities are hard to recover.

The Department Membership Awards for September 30, 2018

- Each **District** submitting 200 dues by September 30th will be entered in a drawing for \$25 (No present Life members).
- Each **Auxiliary** in each **District** submitting 10 or more dues by September 30th will be in a drawing for 4(\$10) awards (No present Life Members).
- **Auxiliaries** with 80% membership will be entered in 5(\$10) Drawings.

We are "**Reaching for the Stars for Veterans**" as we **Recruit** new members, **Retain** continuous members, and **Rejoin** former members. "**I Believe We Can Do It!**"

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