

Membership & Recruitment Award for Auxiliaries No. 1

*Criteria for Outstanding Training and Promotion
of the Membership & Recruitment Program during
the 2018-2019 Program Year*

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AWARD No. 1: \$50 to one Auxiliary in each Program Division and a ***We Believed You Could Coin*** to the Auxiliary Membership Chairman with the most outstanding training and promotion of the Membership/Recruiting Program. One entry from each Department will be judged by the criteria on the guide sheet. Auxiliary entries are due to the Department Chairman by December 31, 2018. One entry from each Department is due to the National Membership Ambassador by January 31, 2019.

Requirements:

- Explanation of training and promotion must be no more than two (2) pages typed, list the Department name and contact information (a name, phone number and email address) for the Department Membership Chairman.
- Training materials may be submitted with explanation (i.e. PowerPoints, videos, handouts, etc.)

Most outstanding training and promotion of the Membership & Recruitment Program will be judged on the following:

- Does it say who we are and what we do?
- Does it include the VFW Auxiliary emblem and tagline?
- Does it explain the importance of Membership for the organization?
- Does it provide Membership & Recruitment best practices/pointers (i.e. HOW to recruit and retain members)?
- Does it mention and/or use Membership & Recruitment resources from the National website?
- Does it list a link to a Department website or Department Facebook page?
- Does it promote the Member Recruiter Awards (National Membership Achievement Award, Uncle Sam Hat and Patriotic Vest)?

AUXILIARY CHAIRMEN: Entries are due to the Department Membership Chairman by December 31, 2018.

DEPARTMENT CHAIRMEN: One entry from each Department is due to the National Membership Ambassador by January 31, 2019.