



Veterans of Foreign Wars Auxiliary

Membership and Recruitment

July 2018

www.wivfwaux.org

I, Linda Schluter, am excited to be your Department Membership & Recruitment Chairman for the 2018-2019 year. I have been recruiting members since I joined the Auxiliary in 2003. **Our membership goal this year is 100% Plus.** Wisconsin made 93.19% as the end of May 2018. I am sure if we all take the pledge of "Just One" and follow through; we will meet the goal plus grow our Auxiliary.

Membership & Recruitment has three Program Goals this year: **Recruit New Members, Retain Current Members, and Grow the Organization.** According to the Membership & Recruitment Ambassador, Nicole Koutz, these program goals play a huge role with this organization. We need new members to continue to grow; have fresh ideas to retain members to keep the organization going; and rejoin the members from the past to show them that the organization is trying to grow with society as well as maintain the principles and traditions from our history. These goals are not so different from previous goals, but they have a twist to them to attract previous members and new members from a new society.

Each Department and Auxiliary should have a **Membership Plan** which includes:

- Contacting current members
- Outreach to former members
- Recruiting events for new members
- Picking a mentor for a new member

Before a membership year begins, **set your calendar** for when you plan to do each of these:

- Make it as easy as possible to renew their dues. This can be done on MALTA by the member or the Treasurer.
- Plan at least four recruiting events in your community each year.

A **recruiting tip** from National Ambassador Nicole Koutz may be helpful to you. Let a potential member know: "It is an honor to have a veteran in your family who makes you eligible for the VFW Auxiliary. Not everyone can join, and your veteran's service and sacrifice can be honored through your membership."

Encourage your **annual members** to renew their dues by offering an incentive for early renewals and/or to change to Life Membership and contact **previous members** to see if they would like to join the Auxiliary again. Use the Membership & Recruitment Resources to help recruit new members. You can find these resources at the following website: <http://www.vfwauxiliary.org/programs-page/resources>.

We have a tough job ahead of us in growing our organization but "I Believe...We Can Do It" by "Reaching for the Stars for Veterans."

Linda Schluter
Dept. Membership and Recruitment Chairman
buffy0713@gmail.com 608-246-8414

