

## Veterans of Foreign Wars Auxiliary

### Department of Wisconsin

August 2018

[www.wivfwaux.org](http://www.wivfwaux.org)



### MEMBERSHIP & RECRUITMENT REPORT

The VFW Auxiliary started with a small group of women who wanted to serve veterans, and it has grown to nearly 3,900 Auxiliaries with 475,000 members nationwide. We now have both males and females as members. We need to grow our auxiliary and there is only one way to do it: **ask someone to join**. The potential member should have some knowledge of what the VFW Auxiliary is and what we do before they receive an application. On the National website, you can find some important recruiting tools.

- Fact Sheet, available for free from National Headquarters
- 2018-2019 Talking National Talking Points
- VFW Auxiliary National Programs: An Overview
- Know the website, [www.vfwauxiliary.org](http://www.vfwauxiliary.org)

Most likely, the first time you talk to someone new about the organization, that person will not be ready to commit. It is important to ask for their contact information and give out your Business Card. Then **follow up within a week**.

**Ask them to participate.** The key to keeping members is getting them involved. Call or email a new member within a week with the next meeting date and time, or the next possible event or project. Offer to pick him/her up or go for coffee before or after the meeting. Put a team of members in charge of contacting new members or members that haven't attended a meeting lately..

National Ambassador, Nicole Koutz,, offers the **following ways to encourage participation**.

- Monthly signup sheet for regular events
- Emails and phone calls for special events;
- Public recognition of current volunteers (posters highlighting member involvement)
- Be specific about what they will be doing, including time commitment
- Find out how that person best communicates, whether by phone, email, Facebook or texting
- Have another member stay with them for the entire length of the activity or event
- If they say "no" to the first invitation, be sure to ask again.

**STRENGTHENING AUXILIARIES: 30 Ways to Recruit, Retain, and Mentor Members** is a helpful tool provided by National. You can tailor it to fit your Auxiliary and how it fits into your Membership Plan. Good luck to you as you Recruit, Retain, and Rejoin members. The Department lost 410 members last year due to deaths. I am sure we lost other members for other reasons. We must work hard to achieve the Department goal of **100% Plus** for membership and help President Laurel enter the Circle of Excellence. More important, you and I have a responsibility to help grow our organization so that we can better serve our Veterans and their families. (This document can be found on the backside of this report.)

**"Reaching for the Stars for our Veterans." "I Believe...We Can Do It."**



Linda Schluter, Dept. Jr. Vice President  
4601 Declaration Lane  
Madison, WI 53704

Membership & Recruitment Chairman  
246-8414 [buffy0713@gmail.com](mailto:buffy0713@gmail.com)