

Membership & Recruitment Promotional

September 2018

Quarterly Goals:

Fall is in the air and I am loving this time of year. We are in the middle of our first quarterly goals. October is just right around the corner and October 31st is the deadline for CA to have recruited and/or re-joined **380** members. We are about half way there. I know we can do this if we all work together and stay focused.

If we do this (which I am confident we will) our Department will receive \$100 dollars from the National Office. However, more important it will bring us closer to reaching 100+%.

Quarterly Awards: Goals for new and rejoin members are individualized for each Department. Below is the goals set out for California.

1. **Quarter 1 by October 31 - \$100 (CA 380 new or rejoined)**
2. **Quarter 2 by January 31 - \$200 (CA 240 new or rejoined)**
3. **Quarter 3 by April 30 - \$300 (Ca 380 new or rejoined)**
4. **Quarter 4 by June 30 - \$400 (CA 240 new or rejoined)**

Want to win an award or some money????

You can do just that by participating in the following national membership projects:

1. Help National with Training & Promoting, then Win Money!

Auxiliary Membership Chairman this is your chance to win a National Award. To participate you need to send to your Department Membership Chairman, Joyce Bilyeu by **December 31, 2018** exact information on how you trained your Auxiliary Members in the art of recruitment (training materials, power points, handouts etc.). The Department Membership Chairman will then forward one winner on to National by January 31, 2019, so the award can be announced at the 2019 National Mid-Year Conference.

2. Create A Fact Sheet or Brochure and Help Fellow Members!

A 2nd possibility of obtaining a National Award with the same **December 31, 2018** deadline to your Department Membership Chairman is to create a Fact Sheet or Brochure that you/or your members created to pass out to potential or new members.

When creating these fact sheets or brochures be sure to include information you would have loved to have received yourself as a brand new member. The same timeline by the Department Membership Chairman as outlined above. Winner will be named at the 2019 Mid-Year Conference.

Department Membership Pins:

Remember to apply for your membership awards. Below are just a sample of what you can earn for your recruitment efforts:

1. If you sign up 5 new or rejoined members you will receive the “*California Dreamin' Bus* Membership Pin”. You must fill out the Membership Award Form located in the program book.
2. This year if you sign up three (3) new members (or rejoin), you are entitled to a beautiful recruiter pin. You must fill out the Membership Award Form located in the program book.

Membership Divisions:

District medallion winners are the **Districts** in each **Group** with the highest percentage of paid annual and life members at the time of each Council of Administration meeting. The medallion winners at the Department Convention in June, 2019 are welcome to keep their medallion as a memento of their District's accomplishment.

District Groups:

<u>Group</u>	<u>Districts</u>	
I	10, 12, 14	(500 or less)
II	2, 11	(501-599)
III	9, 16	(600-799)
IV	6, 7, 15	(800-1199)
V	4, 5	(1200-1799)
VI	1, 3, 17	(1800 and higher)

Congratulations to the following Districts for winning the medallion in their Division:

Division 1(District 10), Division 2 (District 11), Division 3 (District 9), Division 4, (District 6), Division 5 (District 5), Division 6 (District 1).

Recruiting Tips:

1. With every new person you meet, ask "Do you know someone who served overseas?" You immediately establish a common bond and confirm their eligibility.
2. Always visit a prospective member in person. Nothing works better than face-to-face contact.
3. Always carry an application. It is hard to recover a lost opportunity.
4. Set up recruiting booths at malls, department stores and other high-traffic areas Plan your display carefully. Be prepared to follow-up.
5. Do not overlook lapsed members. Their circumstances may have changed and they are now ready to return.
6. Visit other Veteran Organizations. Let your concern and willingness to help be known and understood by all.
7. Include membership in other programs. For example, while promoting Buddy Poppies – do not forget to ask, "Did you serve overseas?"
8. Membership is more than a reflection of your recruiting ability It also reflects your leadership ability, the quality of your programs, and the overall health of your organization.

Remember if you Dream it, Believe it, then You Can Do It!

Joyce Bilyeu, Membership & Recruitment Chairman
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