

**Membership Program
2022 - 2023
Rachel Luke**

Welcome Back... You have been missed. We are going to make our **“Hands that Serve, Hearts that Care”** is our National President Jane Reape’s, theme this year. We have many exciting new changes this year, some of the same goals, just new dates, and ways to get there. First, please make sure you have access to the Department website (vfwauxca.org). Then get out there and expand our family. This year Department President Mary Anne Kreutz’s theme is **“VFW Auxiliary Family One Team, One Heartbeat”**. We are asking you to bring your family in and be a part of the greatest organization for veterans and their family members.

Some Types of Families

- Nuclear Family *Single-parent Family
- Stepfamily *Extended Family
- Grandparent Family * VFW Family

The National Membership Ambassador Jason Estell has challenged all of us to a Mission Possible Plan dealing with investing our time to grow the organization for the future. It will not be an easy thing to do but we will use the tools available to us to make it happen for our veterans. We need to keep promoting membership for all ages and the key just might be social media for recruitment.

How, you ask?

- Auxiliary recruitment videos made by members
- Encourage all members to get involved
- Reach out to help new prospects members what is needed on Eligibility paperwork
- Ask Someone to Join - Follow Up - Ask them to Participate - Have a Plan
- Hold at all levels, 4 per year in your community - Membership Recruitment Events

- Mission Resources Available-Membership Engagement Packets - current applications
- MALTA & Membership Tools – websites - vfwauxiliary.org

Over the last five years the VFW Auxiliary has lost 21,949 members. Each time we lose one of our family members, we become weaker as an organization - a family and without stemming this exodus, in about 20 years the VFW Auxiliary will be non-existent. We have heard it said many times, “Membership is the backbone of our organization.” If that is true, and we take the time to INVITE potential members, we can be the change to save the VFW Auxiliary.

Recruiting Tips:

- Smile, tell your “Why Story”
- Carry current Membership Applications
- “8” Ways You Can Help Veterans Cards

While many Auxiliaries used to be the center of their towns, a shift in population might now find them outside the main population hub. If we have learned anything from the COVID-19 pandemic, it’s how to be resilient and overcome obstacles. Bring members into meetings with technology. Encourage your members to take more control of what your Auxiliary will do this year. Pass around a “What Would You Like to DO?” survey, have a volunteer sign-up sheet to encourage participation and to share new ideas. Make meetings inviting, offer a ride to those members who need one to events, provide snacks or meals, do a buddy check, and offer incentives to motivate membership to come to monthly meetings.

Benefits of Membership

When you join the VFW Auxiliary, you will have the opportunity to: Support Veterans, Active-Duty Military, and their families. The VFW Auxiliary offers numerous avenues for service, such as hospital volunteering, the adoption of military units and promotion patriotism. Anyone with a heart for veterans can count their membership as an important way to stand with veterans and the military

community on Capitol Hill and in local legislative battles affecting them.

The VFW Auxiliary offers numerous ways for members to develop, to acquire and to utilize skills such as: leadership skills, public speaking, fundraising, event planning and community outreach. Thorough local and national events, members have the chance to meet people from all walks of life and many career backgrounds, creating a vast network of people who are passionate about veterans, active-duty military, and their families.

The VFW Auxiliary is pleased to offer members access to one of the nation’s largest networks of money-saving products and services in the insurance and benefits industry. Discounted policies for life, health, accident, long-term care, and dental insurance, along with any other benefit plans. Access to discounts on products and service that are important to you. Additional information can be found on the VFW Auxiliary National website, vfwauxiliary.org.

VFW Auxiliary Membership Divisions

<u>District/Groups</u>	<u>Divisions</u>
I	10, 12, 14, 15
II	2, 8, 11, 16
III	6, 7, 9
IV	4, 5, 12
V	1, 3, 17

District Medallion winners are the Districts in each Group with the highest percentage of paid annual and life membership at the time of C of A meeting. The medallion winners at the Department Convention in June of 2023 are welcome to keep their medallions as a memento of their District’s accomplishments.

Auxiliary Divisions

Based on the Membership as of March 31, 2022

<u>Division</u>	<u>Number of Membership</u>
1	10-44
2	45-74
3	75-99
4	100-134
5	135-184
6	185-250
7	251-350
8	351+

VFW Aux Dept. of CA Membership Team

Rachel Luke – Chairman

Traci Lewis-Ventress

Kathie Okolski

Sharonda Lewis

**VFW Auxiliary National Awards
MEMBERSHIP AWARDS WILL BE
BASED ON THE PAID TOTAL LISTED
ON THIS REPORT IN MALTA: CMR -
PAID, CANCELED AND DECEASED**

AWARDS FOR MEMBERS

- Heart-Shaped Hands Pin** to each VFW and VFW Auxiliary member who recruits five (5) new members to the VFW Auxiliary from July 1, 2022, through May 31, 2023. Due to Department Treasurer by June 10, 2023. Pin will be mailed directly to the member from National Headquarters.
 - National Membership Achievement Award** to each VFW and VFW Auxiliary member who recruits twenty (20) new members to the VFW Auxiliary from July 1, 2022, through May 31, 2023. Due to Department Treasurer by June 10, 2023. Award will be presented at the 2023 National Convention in Phoenix, Arizona or mailed directly to the member from National Headquarters.
 - Hands that Serve, Hearts that Care Award** to one VFW Auxiliary member in the nation who recruits the most new members from July 1, 2022, through May 31, 2023. The award will feature the member’s name on it alongside the name of an honored veteran. Due to Department Treasurer by June 10, 2023. Award will be presented at the 2023 National Convention in Phoenix, Arizona or mailed to the
- Membership Awards for Auxiliaries, Departments and Conference will be based**

Department for presentation. Department Treasurers and VFW Members are not eligible.

Forms are no longer needed from VFW Auxiliary Recruiters; reports are compiled by VFW Auxiliary National Headquarters staff from information entered in MALTA.

AWARDS FOR AUXILIARIES

1. \$25 to each Auxiliary that reaches 98%-Plus in Membership by March 31, 2023* 2. \$25 to each Auxiliary that reaches 100%-Plus in Membership by June 30, 2023*

AWARDS FOR DEPT CHAIRMEN

1. Citation to each Department Membership Chairman for participation in this Program.
2. \$25 VFW Store Gift Certificate to one Department Membership Chairman in each of the 10 Program Divisions for the best membership recruitment video.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page XX and for the promotion of the Program Goals.

AWARDS FOR DEPARTMENTS

1. Department Award #1: \$200 to the Department for 95% Plus in Membership by November 30, 2022*.
2. Department Award #2: \$250 to the Department for 98% Plus in Membership by March 31, 2023*.
3. Department Award #3: \$300 to the Department for 100% Plus in Membership by June 30, 2023*.
4. Conference vs. Conference
 - a. Each member within the Conference with the highest total percentage in Membership by January 31, 2023, will be invited to attend a private VIP Membership Event with the National Line Officers at the 2023 Mid-Year Conference.
 - b. Each member within the Conference with the highest total percentage in Membership by June 30, 2023, will be invited to attend a private VIP Membership Event with the National Line Officers at the 2023 National Convention in Phoenix, Arizona.

on the paid total listed on the report CMR-PAID, CANCELED AND DECEASED in MALTA.

AWARDS FOR CONFERENCE COACHES

1. *Hands that Serve, Hearts that Care* Keepsake to each Conference Coach for their hard work in this Program. *Based on the June 30, 2022, total membership numbers

Department of CA Membership 2022-2023 Awards

- **Sign Up (5) new or rejoined members by May 31, 2023-Auxiliary Treasurer Must send a note or email to the Department Membership Chairman-Rachel Luke, #3-\$25 Dept Convention Drawing in 2023**
- **Sign Up (20) new or rejoin members by May 31, 2023-Auxiliary Treasurer Must send a note or email to the Department Membership Chairman-Rachel Luke, \$25 check and Certificate**

Department of California Auxiliary and District Awards

Auxiliary Awards: The following Auxiliary awards are based on the June 30, 2022 membership totals, including new, continuous and life members.

- 100% - Any Auxiliary that reaches 100%-May 31, 2023 - \$25.00 from Department
- 100% - Any Auxiliary that achieve 100% membership by October 31, 2022, will be put in a drawing, winner will receive a \$75 check from Department.
- 100% - Any Auxiliary that reaches 100% by December 31, 2022, will be entered into a drawing with 3 (three) tickets pulled, each winner will receive \$50 from Department-The tickets will be pulled at the 1/2023 C of A Meeting.
- 100% - Any Auxiliary membership by April 15, 2023, will be entered into a drawing for 3 (three) tickets pulled, each winner will receive \$25 check from Department. The tickets will be pulled at the 6/2023 Convention.

District Awards: The following District Awards are based on the June 30, 2022, membership totals, including new, continuous and life members.

- 1st opportunity to attend the “**Night at the Races**”-90% by December 31, 2022-District President and his/her Membership Chairman who attain 90% membership by December 31, 2022, will be able to attend the special event viewing of the horses prior to the “**Night at the Races**” with the Department President at the Department Convention in June 2023
- 2nd opportunity to attend the “**Night at the Races**”-100% by May 15, 2023-District President and his/her Membership Chairman who attain 100% membership by May 15, 2023, will be able to attend the special event viewing of the horses prior to the “**Night at the Races**” with the Department President at the Department Convention in June 2023
- Districts that achieve 100% membership by December 31, 2022, will receive a \$50 check from Department.
- Districts that achieve 100% plus by May 15, 2023, will be places in a drawing with 3 (three) district numbers pulled to receive \$25 from Department.

"Individual commitment
to a group effort -- that is what
makes a team work,
a company work,
a society work, a
civilization work."

– Vince Lombardi

