



Membership Promotion #4 – December 2023

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California's Holiday Super Heros



Lights, Camera, Action!

Great Job, Auxiliary 3788 Dist.1! Here is a Great Example of what they did:

Two Auxiliary members and several Post members from Post 3788 participated in the Multi-Cultural Parade and Festival. They said, "We were in the parade as well as manned the booth that we rented. The booth was manned until 4:30pm. We talked to many passers-by and attempted to enroll them in one of the Auxiliaries or Posts near to their San Diego County residences. We offered a free meal if they came by our Post 3788. We gave them our May 2023 calendar of events with directions on how to get to our Post."

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Hurry, Hurry, Read all about it!! All annual members should have their annual 2024 dues paid by December 31st or they will not be members in good standing on January 1, which also means they cannot enter your meeting room. We don't want members to be dropped from our organization because they did not receive a renewal letter. Please check with your Membership team and Treasurer to ensure that the renewal letters have been sent. Every member is a jewel!

Well, the Holidays are here...colder weather, with Family gatherings and lots of Holiday treats! What a perfect gift to give to a family member or friend: a Life membership or Annual membership to the largest Veterans Organization and the most elite in the United States of America. It is also the best time to get out into the Community and show who we are. Many are helping at Food Banks, wrapping gifts for the less fortunate, visiting our Senior Homes, giving a Holiday Event for our children or Military and much more. It is the perfect time to tell the community who we are and what we do. Show your pride and talk about our organization and hand out membership applications. If you are shy or nervous about asking, here is a sample approach from National.....

VFW Auxiliary Membership Moment: Shrink the Change

Here is a clever self-help technique that you can adapt and share with your Auxiliary members who may be hesitant about recruiting new members. It is called the "5-Minute Room Rescue," proposed by Marla Cilley, a home-organizing guru who calls herself the Fly Lady. Here's what

you do: Get a kitchen timer and set it for 5 minutes. Then go to the worst room in your house – the one you’d never let a guest see – and as the timer ticks down, start clearing a path, and when the timer buzzes, you can stop with a clear conscience. While there is not much good in only 5 minutes of cleaning, it gets you moving, and that’s the hardest part. Starting a difficult task is always worse than continuing it. So, once you start, chances are you won’t stop at 5 minutes. If people are facing a daunting task (for example, recruiting new members), and their instinct is to avoid it, you’ve got to break down the task. *Shrink the change*. Make the change small enough (5 minutes of recruiting at a time) that they can’t help but score a victory. Once people start to clean a single room (or recruit a single new member), their reluctance starts to dissipate, and their progress begins to snowball.



Super Hero Movie to be made at the January C of A! Come dressed as a Super Hero for the Membership program in Sacramento! Make sure to have an application on you! Would love to see everyone in a Super Hero costume but District Presidents and Chairmen should be. See you there!

Department awards for Auxiliaries

- 1. Auxiliaries who reach 100% by December 31st 2023 will receive \$25.00 from Department***
- 2. Any Auxiliary that reaches 100% by December 31st 2023 will be entered into a drawing to win \$100 - There will be 3 winners***
- 3. Auxiliary Presidents & Auxiliary Membership chairmen will receive the Department President’s special gift for reaching 100% by June 30th***

National awards for Auxiliaries

- 1. \$25 to each auxiliary reaching 98% Plus in membership by March 2024***
- 2. \$25 to each auxiliary reaching 100% Plus in membership by June 2024***
- 3. Each auxiliary reaching 101% Plus by June 30th 2024 will be entered into a one-time drawing to receive \$500***