



## Membership Promotion #2 – October 2023

Department CA Membership Chairman: Mary Ryser [vfw3699@live.com](mailto:vfw3699@live.com) (760) 289-8320

### California's Spooky Super Heros



***Lights, Camera, Action!***

***Great Job Auxiliary 4084 Dist.5! Here is a Great Example of what they did:***

Auxiliary 4084 District 5 had a local Veterans Stand Down held in Ridgecrest, CA. The Auxiliary handed out information on Auxiliary and Post Memberships. They recruited 2 New Life members for the Auxiliary and 1 new Comrade for the Post. If you would like your Auxiliary to be featured, please report in MALTA under membership what recruiting events you are having.

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Well, it is Fall and the trees are changing colors, the smell of pumpkin spice is in the air and cooler weather is upon us. Now is the best time to set up events in your town or join in. Many cities have a fall festival. Ask if you can set up a Membership Booth at Harvest Fest, Farmers Markets or Oktoberfest or other such events in town. Now is the time! We need to let the community know who we are! Here is a short story: years ago when I first started, I was going to visit a VFW Auxiliary and it was in the middle of nowhere. So, I see this lady on the corner selling flowers -- so I decided to ask her (since the town was not very big) if she knew where they were located. She said, "Oh, it's that bar that's down a couple of streets and to the left." WHAT?? I said, "Oh, they have a social gathering and they might drink a beer or whatever but we do so much more! like fighting for Veterans Rights at Congress, and helping with Military Assistance with bills...we do Stand downs for Homeless Veterans, and go to VA Hospitals. We do so much more!" She said, "Oh, I did not know that." I told her that the Auxiliary are the family members of those who fought in a War. She then said her grandfather was in WWII. She said when she was done working that she would go over and talk to them about joining! I gave her an application, had her fill it out and took it to them and when she got off, she would go over.

People are not going to know who we are unless you have pride in our organization -- you need to have a passion for helping our Veterans and their families. We are Super Heroes that make a difference in our Heroes' lives and it only takes one to help, one to ask someone to join and one to make a difference, but it takes a Team to be stronger together to show our Heroes we are here for them!



***Super Hero Movie to be made at the January C of A! Come dress as a Super Hero for the Membership program in Sacramento! Make sure to have an application on you!***

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### **NATIONAL- Awards, Awards, Awards!**

#### **Executive Producer: National Director Ansje Lansing**

It's always an exciting time during the National Convention when numerous awards are given out to the many Departments and Chairmen. I would love to see all Departments sashaying down the red carpet and receive "the envelope" for all their hard work achieving the 100% goal.

But the huge award will be the coveted Golden Malta, which will go to the "Best Movie" and "Director" of one Conference. Who will it be?? South? West, Big 10? Or South?

It's up to all of you to help make it a magical moment for one of our Conference "Directors."

Let's just peek at some of the ways members can win an award.

1. Lights, Camera, Action pin to each VFW and VFW Auxiliary Member who recruits 5 (five) new members to the VFW Auxiliary from July 1, 2023 through May 31, 2024.
2. National Membership Achievement Award to each VFW and VFW Auxiliary member who recruits 20 (twenty) new members to the VFW Auxiliary from July 1, 2023 through May 31, 2024. This NMA will be given at the National Convention in Louisville, Kentucky at the National Convention.
3. Lights, Camera, Action! VFW Auxiliary Recruiter Drawing. Each VFW Auxiliary National Membership Achievement Award recipient's name will be thrown in a hat a one name will be drawn to receive a \$500 Visa Gift Card. VFW Recruiters are not eligible.

Ohhhh how many pairs of shoes could I buy with that card?!

#### Awards for Auxiliaries

1. \$25 to each Auxiliary that gets to 98% Plus in Membership by March 31, 2024
2. \$25 to each Auxiliary that reaches 100% Plus in Membership by June 30, 2024
3. Lights, Camera, Action! VFW Auxiliary Drawing. Each VFW Auxiliary that gets to 101% Plus by June 30, 2024 will be entered into a drawing to get \$500.