



Membership Promotion #3 – November 2023

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

You Are California's Captain America Super Heroes



Lights, Camera, Action!

Great Job, Auxiliary 6311 D.13! Here is a Great Example of what they did:

Annually, the Kiwanis Club sponsors our town's Pumpkin Faire where all of downtown is blocked off and businesses set up booths to greet citizens. Our Post 6311 Comrades and Auxiliary share a booth. The Auxiliary had available activity books on the "Pledge of Allegiance" and "Heroes," pencils with the Pledge of Allegiance printed on them, and "Unwavering Support" and "Suicide Awareness" silicon bracelets. In addition, we passed out Buddy Poppies. During the course of the two days (amongst greeting other citizens) I gave out four of our beautiful brochures with the applications inside. I am optimistic, as each of the individuals I gave the applications to asked specifically how they could get involved with volunteering and helping. If you would like your Auxiliary to be featured, please report in MALTA under membership what recruiting events you are having.

Membership Promotion #3 – November 2023

Page Two



Now, we know it's Veterans Day every day, but our community is watching Military shows on TV and wanting to Thank Veterans. Many family members do not know they can join this organization. As you are out having your Veterans Day events, ask if you can set up a Membership Booth. We are out doing Buddy Poppies at stores; we are having dinners and picnics for Veterans. We need to let the community know who we are! We are Super Heroes that make a difference in our Heroes' lives. You play such an important role in our Future so that we can help as many veterans as we can. The more members we have, the Stronger we are to serve as many Veterans as we can.

Here is my SWAP Idea: most people have computers or at least someone in the Auxiliary does. Have you heard of "Neighborhood Watch" online? Here it's called "Neighbors Team." Most cities have Neighborhood Watch online and they let you post things that are happening in the Community. Why not invite those who have served or are family members of those who fought in a Foreign War to a Pot-Luck on your meeting night before the meeting starts...or invite them to an event you are having like Buddy Poppies, Blood Drive, etc.

We need to bring in younger members! I see our membership getting older and not too many that are younger. Who is going to carry our duties out at Congress or keep Veterans Day and Memorial Day events in our towns alive? We need to do something and the time is Now. Below you will find ideas for reaching out to a younger crowd, located on the National website.

Keep up the Great Work and look for your Auxiliary being on the "100-plus Red Carpet" online at vfwauxca.org website under membership. If you have a membership drive, please post pictures to the Membership Gallery.

Membership Promotion #3 – November 2023

Page Three

VFW Auxiliary Membership Moment Attracting Younger Members

Adding younger members is essential to the future of the VFW Auxiliary. However, younger people often have hectic schedules, family obligations, and financial constraints that make it difficult to commit to local Auxiliaries. We need to make VFW Auxiliary membership more attractive and more feasible for younger members. Here are several ideas that Auxiliaries can consider to attract younger members to the organization:

- Reach out to current or past Scholarship winners/applicants to join.
- Create social and networking activities that are interesting and convenient for younger people. Encourage younger members to be involved in the planning of these events.
- Invite groups of younger people to join at the same time to make them feel more comfortable. Help them encourage their peers to get involved as well.
- Foster an Auxiliary environment that accepts occasional absences. Perfect attendance is typically not attainable for today's younger members.
- Highlight monthly opportunities to get involved in local service projects.
- Assign a current Auxiliary member to serve as a mentor for the first six months to make a new younger member feel welcome.
- Get younger members involved from the start. Younger members are creative and eager to generate new ideas for solving persistent Auxiliary problems. Ensure that the fresh ideas and knowledge of younger members have a voice and a space to grow.
- Offer variety. Be open to the various ways that younger members can participate in your Auxiliary. Find out about their abilities and interests, and find ways to put them to good use in your Auxiliary's work.
- Incorporate youth-welcoming messages in all Auxiliary communications that begin with the assumption that younger members are important to the organization because they make valuable contributions, and they are needed at all levels of Auxiliary leadership.



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!