

## Membership

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**We are the Branches of the tree of Life for our Veterans!**

**National Ambassador: Linda Roloff**

**Department President: Sharonda Lewis**



**In our organization, the Branches are the Auxiliaries. Our Roots are the Veterans of Foreign Wars.**

We all know that a tree isn't a full tree without Branches, each branch has a leaf. A tree grows and so do the leaves. That is what our Auxiliary members are. We're vibrant leaves that shine through the forest and our lands. Our roots are the Veterans of Foreign Wars. Our roots are planted throughout the United States and beyond. It takes all of us to grow our membership, to be rooted in Strength to Serve our Veterans. So, let's get out there and be the Tree of Life, not

the tree that has wilted away. Without members we will wilt away and then who will be there to serve them? Take the Oath: "I <YOUR NAME HERE> promise to recruit at least 3 members this year. This I swear for our Veterans sake and our organization. I here do Promise!"

**All of our leaves are shaped differently and so are the tasks that we should perform.**

### **Send your Dues Renewal Letter in July**

As an Early Bird Special: vote at your meeting to have an Early Bird Special. All those paying their annual dues by August 31 or September (whatever your Auxiliary decides) will be entered into a drawing for a free Life Membership drawing. Not only does this help a member but it also helps the Auxiliary in the long run. The more Life members you have the more money you receive back for having Life Members, but you also win each year the monies from National awards and State awards for being 100% early. So it's a win - win for you! You will be amazed by how many will pay their Early Bird dues.

### **Now there's Team Work!!!**

. **Members** need to not be shy and ask wherever they are, strike up a conversation. "How are you today? Hey, I'm a part of this Great Organization that helps Veterans. Have you ever had a family member that served in a War?" You'll be surprised how many have and how many didn't know that they could join. Get off your ASK and ASK 😊

. **Treasurers** need to make sure that the applications are filled out correctly.

. **Investigating committees** need to make sure our new potential member qualifies and that the applications are filled out correctly with their signatures and birth dates.

. **Secretaries** need to call the new member and let them know they have been accepted

. **Presidents** should call and invite the new members within a week with the next meeting and to be initiated and given a pin and a Bylaw book, call and check back with them.

. **Invite them to functions.** Ask if there is something that they would love to help with. Some would love to help at the VA while others love to work at schools with Scholarships. Give them a Welcome packet located in MALTA under Resources and click on membership. You can get information on New Member Welcome Kits, and helpful tips.

Great!! Now New Changes are coming And We Are Growing! Read Below!



**We need Change, so we can honor more of our veterans** and that is why our National Ambassador Lisa Roloff, along with Headquarters, has provided a new way to electronically get to potential new members.



National Ambassador Lisa Roloff wrote:

**What We Must Do in Membership this year will involve changing everything about how we approach people.** The veterans/families we are trying to attract will do just about anything to escape a face-to-face conversation with somebody they don't really know or have just met. But if you can "slide into their DMs" (kidding, but good imagery), by getting onto their phone and making it easy for them. When THEY feel like looking at it, YOU'VE GOT'EM!

We must Recruit, Invite, Invest & Maintain the members we have!

We have created a QR code (see below) which is a link to access information that you can provide to potential members. (No more hard copies of stuff that folks can just toss as soon as they are out of sight.) This will happen phone-to-phone...a method that is familiar to and preferred by a tech-savvy generation. The entire interaction can be quick and painless; AND it shows us to be modern and adaptable. Behind this QR code will be things like the Fact Sheet, Membership Application, What We Do, Auxiliary Locator and anything else we might need in our "Recruiting Tool Kit." To use military terms, we are in a target rich environment; so why aren't we hitting anything? If we embrace new techniques, we WILL be able to turn the membership tide and hopefully turn it into a tidal wave!

QR CODE HERE:



### Important Information

- Recruiter Award Forms are no longer needed for VFW Auxiliary members. Reports are compiled by VFW Auxiliary National Headquarters from information entered in MALTA.
- pin to each VFW and VFW Auxiliary member who recruits five (5) new members to the VFW Auxiliary from July 1, 2024 through May 31, 2025. Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2025 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, 2024 through May 31, 2025. Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2025. Award to be presented at the 2025 National Convention. If a member is not in attendance, the award to be mailed directly to the member from National Headquarters after National Convention.
- There is a New All-American Application for California's Presidents to be filed out by April 15<sup>th</sup>.



### Our Roots are Stronger Together!

If there is anything you need help with, please don't hesitate to Text, Call or Email me at

Mary Ryser

[VFW3699@live.com](mailto:VFW3699@live.com)

(760) 289-8320

### Special Awards

1. Every Council Meeting, we will **honor 1 member** who has recruited the most **New Members**. That person will receive a gift but remember someone at the next Council Meeting might have more New Members and be able to take the Tree of Life away. Whichever member has the most recruited new members at the end of the year will get to keep the Tree and that member will win a **\$200 gift certificate** to the VFW Store.
2. District Presidents please read and check to see if you are in the same divisions as some might have changed. You also have a chance to win the medallion to present at your District Meetings. Medallions can be taken away if the other district has a higher membership percentage. At the end of the year the winner gets to keep the **Medallion and receives a gift**.

Remember there are important tools on MALTA under Resources/Membership that is available for all members. Each auxiliary can order new membership applications from National Headquarters. The Fact Sheets you can order for a fee from National Headquarter and you can order business cards with contact information from VFW store

### CALIFORNIA AWARDS

#### Department Awards

<b># of New Members</b>	<b>Award</b>
Sign up <b>(5)</b> five new or rejoined members by May 31, 2025	Your name will be entered into a drawing for cash prizes at the Department Convention. Awards will be verified through National Headquarters – make sure that you enter your name and membership ID number as the recruiter.
Sign up <b>20</b> new or rejoined members by May 31, 2025.  Awards for Auxiliary Treasurers	You will be recognized by the Department President. You will receive a \$25 check and a certificate at the Department Convention in June 2025.  Auxiliary Treasurers must sign and submit the Treasurer’s Award Form for 20 new or rejoined members -- their name will be entered into a special drawing for a cash award at the Department Convention 2025.

**1. Auxiliary and /District Awards**

**Auxiliary Awards:** The following Auxiliary awards are based on the May 30, 2025, membership totals, including new, continuous and life members:

Membership Percentage	Award
100%	Any Auxiliary that reaches 100% December 31, 2024, will receive \$25.00 from Department.
100% by December 31, 2024	Any Auxiliary that reaches 100% by December 31, 2024, will be entered into a drawing for one of three \$100.00 prizes.
100% by June 30, 2025	Auxiliary Presidents and Auxiliary Membership Chairman will receive the Department President’s special gift for reaching 100% by May 30, 2025.

**2. District Awards:** The following District awards are based on the May 30, 2025, membership totals, including new, continuous and life members:

Membership Percentage	Award
<b><i>1<sup>st</sup> opportunity to attend the Night on the Town</i></b> 98% by December 31, 2024	District Presidents and their Membership Chairman who attain 98% membership by December 31, 2024, will be eligible to attend the <b><i>Night on the Town</i></b> with the Department President at the Department Convention in June 2025.
<b><i>2<sup>nd</sup> opportunity to attend the Night on the Town</i></b> 100% by March 1, 2025	District Presidents and their Membership Chairman who attain 100% membership by March 1, 2025 will be eligible to attend the <b><i>Night on the Town</i></b> with the Department President at the Department Convention in June 2025.
100% by December 31, 2024	Districts that achieve 100% by December 31, 2024, will receive \$100 from the Department.
100% plus by December 31, 2024	Districts that achieve 100% plus by December 31, 2024, will receive a special gift from the Department President.

**MOST NEW MEMBERS AWARD:** There will be one (1) award presented by the Department President to the auxiliary member who signs up the **MOST NEW or REJOINED** members by **May 31, 2025**. Award will be presented at the Department Convention in June 2025.

This will be verified by National – please make sure to have your name and membership ID number on the form as the recruiter.

## **NATIONAL MEMBERSHIP AWARDS**

### **National Awards for Members:**

1. Pin to each VFW and VFW Auxiliary member who recruits five (5) new members to the VFW Auxiliary from July 1, 2024, through May 31, 2025. Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2025. Pin will be mailed directly to the member from National Headquarters.

2. **National Membership Achievement Award** to each VFW and VFW Auxiliary member who recruits twenty (20) new members to the VFW Auxiliary from July 1, 2024, through May 31, 2025. Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2025. National Membership Award to be presented at the 2025 National Convention in Columbus, OH. If a member is not in attendance, the award to be mailed directly to the member from National Headquarters after National convention.

3. **VFW Auxiliary Recruiter Drawing.** Each VFW Auxiliary National Membership Achievement Award recipient will be entered into a drawing to receive a \$500 Visa Gift Cards. (VFW Recruiters are not eligible).

Recruiter Award Forms are no longer needed for VFW Auxiliary members. Reports are compiled by VFW Auxiliary National headquarters from information entered in MALTA.

VFW members who recruit new VFW Auxiliary members will need to fill out the required VFW members-only form that is available on MALTA Member Resources. Completed form must be received at VFW Auxiliary National Headquarters and Department Treasurer must enter membership in MALTA by June 10, 2025.

### **National Awards for Auxiliaries:**

1. \$25 to each Auxiliary that reaches 98% Plus in Membership by March 31, 2025\*
2. \$25 to each Auxiliary that reaches 100% Plus in Membership by June 30, 2025.\*
3. VFW Auxiliary Drawing. Each VFW Auxiliary that reaches 101% Plus by June 30, 2025\* will be entered into a onetime drawing to receive \$500.

### **National Awards for Department Chairman:**

1. \$25 VFW Store gift certificate to one Department Membership Chairman in each of the 10 Program Divisions for the most outstanding training and promotion of the Membership Program.
2. Outstanding Performance Award to one Department Membership Chairman in each of the 10 Program Divisions based on criteria listed on Page 5 in the National Program Book and for the promotion of the Program goals listed at the top of Page 39 in the National Program Book. Winners will be announced and awards presented at the 2025 National Convention in Columbus, OH.

**National Awards for Conference Coaches:**

1. Keepsake to each of the four (4) Conference Coaches for their hard work and dedication to this Program.

\*Based on the June 30, 2024, year-end membership numbers.

**Department Legacy Awards**

A Legacy Award will be awarded to one Outstanding Auxiliary Chairman for best Performance in the Membership Program.



## **ALL-STATE AUXILIARY PRESIDENT CRITERIA**

To qualify for All-State Auxiliary President Award, the following criteria **must** be met.

1. The Auxiliary must be 100% in Membership by March 31, 2025.
2. The Auxiliary must be represented by at least the Auxiliary President, Senior Vice President or Junior Vice President at all District meetings and Schools of Instruction. It is recommended that your program chairman attend these meetings as often as possible.
3. All Auxiliary audits must be current.
4. The Auxiliary must attain 100% participation and reporting in Americanism, Hospital & Veterans & Family Support Programs.
5. The Auxiliary must hold at least 10 business meetings per year. Monthly business meetings are encouraged. A quorum of five members is required at each meeting. (Section 210 and 212 in the National Bylaws).
6. All quotas must be paid by December 31, 2025.
7. Your application for All-State Auxiliary President must be received by the Department Membership Chairman by April 15, 2025.

## **ALL-STATE DISTRICT PRESIDENT CRITERIA**

To qualify for All-State District President award, the following criteria **must** be met:

1. District must be 100% in Membership by March 31, 2025.
2. The District President must attend at least two (2) Council of Administration meetings.
3. The District must attain 100% participation and reporting in Americanism, Hospital & Veterans & Family Support Programs.
4. All Auxiliary and District audits must be current.
5. All inspections of Auxiliaries in your District must be completed and reported to the Department office by January 10, 2025.
6. You must hold at least (2) District Meetings in the 2024-2025 year.
7. The District President's report must be received by the Department Membership Chairman by April 15, 2025.

All-State Auxiliary and All-State District Presidents will receive a citation of accomplishment and a name badge, which identifies the individual as an All-State President.

## Application for Auxiliary All-State President 24-25

Auxiliary Number \_\_\_\_\_ District Number \_\_\_\_\_

Auxiliary President's Name \_\_\_\_\_

Phone number \_\_\_\_\_

1. Did your Auxiliary reach 100% by March 31<sup>st</sup>? \_\_\_\_\_
2. Did you or Senior or Junior attend at least two District meetings in person or by zoom? \_\_\_\_\_

**Signature of District President to verify** \_\_\_\_\_

3. Did your Auxiliary report in all or at least 3 National Programs?  
\_\_\_\_\_
4. Did your Auxiliary donate to at least these 3 quotas: Cancer, Hospital and VA Hospital? \_\_\_\_\_
5. Did your Auxiliary have all Audits in, by the date of this report?  
\_\_\_\_\_
6. Did you hold at least ten Meetings in 2024/2025 year?  
\_\_\_\_\_

Your application must be received by April 15<sup>th</sup>, 2025. All information will be verified by the Department (Good Standing Dashboard.) If it is not showing and the Auxiliary has completed what is missing, they must call the Department office to correct the Dashboard Before April 15, 2025. Presidents, please note that your District President cannot achieve All-State without the Auxiliary performing what they ought to be doing.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Mary Ryser (760) 289-8320 54-245 Avenida Herrera La Quinta, CA 92253  
Email is best for applications. Please email form to [vfw3699@live.com](mailto:vfw3699@live.com)

## Application for District All-State President 24-25

District Number \_\_\_\_\_

District President's Name \_\_\_\_\_

Phone number \_\_\_\_\_

7. Did your District reach 100% by March 31<sup>st</sup>?  
\_\_\_\_\_
8. Did you attend at least two Council of Administration meetings in person or by zoom? \_\_\_\_\_
9. Did all of your Auxiliaries report in at least 3 National Programs?  
\_\_\_\_\_
10. Did all of your Auxiliaries at least donate to Cancer, Hospital and VA Hospital? \_\_\_\_\_
11. Did all of your auxiliaries and District have their Audits in, by the date of this report? \_\_\_\_\_
12. Were all of your Auxiliaries inspected by January 10, 2025?  
\_\_\_\_\_
13. Did you hold at least 2 District Meetings in person for the 2024/2025 year? \_\_\_\_\_

Your application must be received by April 15, 2025. All information will be verified by the Department Good Standing Dashboard. If it is not showing and the District has completed an action, they must call the Department Office to correct the Dashboard before April 15, 2025. District Presidents: please contact and help your Auxiliaries to perform the duties above in order for you to receive All-State District President.

Signature \_\_\_\_\_

Date: \_\_\_\_\_

## REPORT FORM FOR TREASURERS

Auxiliary Treasurers who recruit **20 new and rejoined** members will be recognized if this form is completed and verified. You will receive a \$25 check and a certificate at the Department Convention in June 2025. You will also be the President’s guest for the “Night on the Town.” Deadline for this award is May 31, 2025.

Treasurer requesting the award \_\_\_\_\_  
 Auxiliary # \_\_\_\_\_ District # \_\_\_\_\_

	Name of Member	Aux #	Dist. #	Date of Transmittal
1				
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4				
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Complete and send one copy by JUNE 5, 2025 to the DEPARTMENT MEMBERSHIP CHAIRMAN:  
 PDP Mary Ryser: 54-245 Avenida Herrera, La Quinta, CA 92253.

Auxiliary Treasurer \_\_\_\_\_ Phone # \_\_\_\_\_

**The Auxiliary President must sign the verification for the Auxiliary Treasurer:**

Auxiliary President \_\_\_\_\_ Phone # \_\_\_\_\_

Department Treasurer \_\_\_\_\_ Date of Verification \_\_\_\_\_