

2024-2025 California Membership - Promotion #1

We are the Branches of the Tree of Life for our Veterans!

National Ambassador: Linda Roloff

Department President: Sharonda Lewis

California Membership Chairman: Mary Ryser



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!

Great!! Now New Changes Are Coming And We Are Growing! Read Below!

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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, "What 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.
- . **Secretaryies** 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 to the next meeting and to be initiated and given a pin and a Bylaws book -- call and check back with them.
- . **Invite them to functions.** Ask if there is something that they would love to help in. 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.



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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, try to "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!

INSERT QR CODE HERE:



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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 15th.



Our Roots are Stronger Together!

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

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