

MEMBERSHIP PROGRAM

Teri Keith-Torres

Hey Auxilliary! We are local! Stand up proud! And make it vocal!

Get your Post! Without fear! To make this our 100 Membership year!

100! 100! 100%

Auxiliaries, I am here to **“cheer you on!”** It is now time to send out your renewal letters to annual members. Vote at your auxiliary to pay for 1 **Life Member** conversion! Send your letters out stating that you are having an **Early Bird Contest**, if they pay early, their name will be put into a drawing to win a free **Life Membership** conversion. You will be amazed by how many will send their dues early!! It is up to the **Auxiliary**. To make it as easy as possible for members to renew their dues, let them know they can renew online via **MALTA**. Remember there are Awards from **Department** and **National** if you are **100%**! We can do it!!



In each auxiliary there are **All Stars!** We all know someone in our auxiliaries who are those **“Bench Coaches.”** Someone who took food to a Veteran, someone volunteered at the VA, someone who gave care packages to active-duty, someone volunteered for the Community, some wrote legislation to help veterans, and so much more! In all we do, we honor veterans and that makes you an **“All Star!”**

All-Stars cannot do it alone. It takes **Teamwork** to **“cross the goal line”** to 100% and it takes **Teamwork** of **Rallying** for new Members to join our **Team!** It is a continuous **Circle of Excellence!** The more members we have, the more **All-Stars** we have to fight for our Veterans! To help you re-ignite your passion for the **VFW Auxiliary**, remember **“Who’s your Whooo”** is why do what we do. Once others see our passion, they will want to be a part and share in the good work.



The 3 Rs, (*Recruit, Retain, Rejoin*) have been our **Battle Cry** of **Veterans of Foreign Wars Auxiliary** for many years. Having a strong **Membership** base is extremely important to the organization. It is what keeps us going. Our **National Ambassador**, Kristin Digiacomu, reminds us that “Our **Membership** is as strong as its core.” How can we take those “**Three Rs**” and turn them into action and engagement for our members? As members, you are the **scouts** for your Auxiliary. It is up to you to chat up a storm about our organization and show enthusiasm about who we are, what we do and why we do it. We all have various positions to play on the field.



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

Investigating Committees need to make sure our new heroes qualify and that the applications are filled out correctly with their “**Whoo’s**” their eligibility information, their birthdays, and their signatures.

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

Presidents should call and invite the new members within a week of the next meeting, to be initiated and given a pin and a **By-laws Book**, call and check back with them.

Give them a “**Welcome Packet**” located in **Malta** under **Resources** and click on **Membership**. You can get information on **New Member Welcome Kits, VFW Auxiliary Traditions**, and much more helpful tips.

Invite our new members 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**.

Have a Plan. Every Auxiliary should have a **Membership Plan**. This plan should include:

- Contacting current members
- Outreach to former members

- Recruiting events for new members.
- Picking a mentor for a new member.

Before a membership year begins, set your calendar for these events. Plan at least four recruiting events in your community each year.

Let us be our Post's "Sixth Man" to our veterans, Every Team has a great "Bench Coach" to remind the team how far they have come and of the hard work they have put in so far. That is who the Auxiliary are!



Awards:

Member Awards:

5 Member Recruiter Pin: Each **VFW** and **VFW Auxiliary** member who recruits five (5) new and/or rejoined members to the **VFW Auxiliary** will receive a **5 Member Recruiter Pin**. **5 Member Recruiter Pin** will be mailed directly to the recruiter from **VFW** and **VFW Auxiliary National Headquarters** approximately every 2 months after the goal is met.

5 Member Recruiter Drawing: Each **VFW** and **VFW Auxiliary** member who recruits five (5) new and/or rejoined members to the **VFW Auxiliary** will be entered into the **5 Member Recruiter Drawing** to receive a \$100 Visa Gift Card.

National Membership Achievement Recruiter Award: Each **VFW** and **VFW Auxiliary** member who recruits twenty (20) new and/or rejoined members to the **VFW Auxiliary** will receive a **National Membership Achievement Recruiter Award**. *VFW Auxiliary Treasurers on all levels are not eligible for this award.*

National Membership Achievement Recruiter Drawing: Each **VFW** and **VFW Auxiliary** member who recruits twenty (20) new and/or rejoined members to the **VFW Auxiliary** will be entered in the National Membership Achievement Recruiter Drawing to receive a \$400 Visa Gift Card. *VFW Auxiliary Treasurers on all levels are not eligible for this award.*



Every **Council Meeting** we will be handing “bragging rights” to the **Top 3 Members** who have recruited the most **New/and or Rejoined Members** by awarding them with **Red** (1st Place), **Blue** (2nd Place), and **White** (3rd) **Pompoms**. Watch out though, someone at the next **Council Meeting** might have recruited more **New/and or Rejoined Members** and would have more “bragging rights” and they would be awarded those Pompoms! The **Auxiliary Member** who has recruited the most **New/and or Rejoined Members** at the end of the year will awarded the **Grand Gold Pompoms!**

*New and/or Rejoined Members must be recruited to the VFW Auxiliary from July 1, 2026, through May 31, 2027. The Department Treasurer must enter membership in **MALTA** with credit given to the recruiter by June 10, 2027.*

*VFW recruiters must complete the **VFW Members Only Recruiter** form and submit it to **VFW Auxiliary National Headquarters** by June 10, 2027.*

Membership Award winners NO. 2, No. 3 and No. 4 will be announced and the awards will be presented at the **2027 VFW Auxiliary National Convention**. If the award winner is not in attendance, the award will be mailed directly to winner from **VFW Auxiliary National Headquarters** after the **2027 VFW Auxiliary National Convention**.

Auxiliary/District Awards:

Auxiliary Awards: \$50 will be awarded to each Auxiliary that reaches 100% Plus in Membership by June 30, 2027. Money will be deposited into the VFW Auxiliary account after the 2027 VFW Auxiliary National Convention.



As for *District Presidents*, check to see if you are in the same **Divisions** as some may have changed.

At each **Council Meeting** you will have a chance at your own “*bragging rights*” and receive the “*Coach’s Medallion*” for you to wear and present at your *District Meetings*.

Coach’s Medallions are earned by the **Districts** that have reached 75% by the first **Council Meeting**. And by reaching 90% by the second **Council Meeting**. And **by** reaching 100% by the third **Council Meeting**.

Districts that reach **100% Plus Membership** by the last **Council Meeting** will be awarded the “*Golden Megaphone*” for the ultimate “*bragging rights!*”

Awards for Departments:

1st Down Department Award #1: \$400 to each Department that reaches 95% Plus in paid membership by November 30, 2026.*

2nd Down Department Award #2: \$450 to each Department that reaches 98% Plus in paid membership by February 28, 2027.*

3rd Down Department Award #3: \$500 to each Department that reaches 100% Plus in paid membership by April 30, 2027.*

Touchdown Department Award #4: \$600 to each Department that reaches 102% Plus in paid membership by May 31, 2027.*

Departments are eligible to receive all four levels of awards for a combined total of \$1,950 for this Program year. Money will be deposited into the VFW Auxiliary Department account the following month after each completed goal.

**Based on June 30, 2026, year-end membership numbers.*

Remember there are many tools in **Malta** our **National Website** under **Resources: Membership**.

Each auxiliary can order new membership applications from the **National Headquarters** at this link <http://vfwauxiliary.org> and **Fillable Membership Applications** are available via the

Department of California Website at <http://vfwauxca.org> under **Programs: Membership**.

Fact Sheets you can order for a fee from **Malta**, <http://vfwauxiliary.org> .

Order business cards with contact information from **VFW Store**.

I am here to “**cheer you on**” across the goal line to 100% by October 2026.

Teri Keith-Torres

Department of California

Membership Chairman

510.604.3648 terikeithtorres@gmail.com