

EXTENSION & REVITALIZATION AMBASSADOR, NATIONAL CHIEF OF STAFF



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So much more is accomplished working together. The National Chief of Staff and Extension & Revitalization Ambassador works to foster teamwork across the VFW Auxiliary. Like a football team moving down field, our focus should be on achieving the same goal. For the Auxiliary, scoring a touchdown is when we help veterans. No one can do this alone. We must work together to help new members and teach them about our Programs to help them better serve our veterans.

However, we always need to add these new teammates. The most important part of any nonprofit organization is to boost its membership.

How can we effectively do this? The Membership Program offers ideas and incentives to help with this. What can I, as the Extension & Revitalization Ambassador and National Chief of Staff do?

Chief of Staff Duties

When you are tasked with being a Chief of Staff you are an important part of an organization.

This is a position that fosters the ideas of service to our military, our retired and families of those who have served or are serving. How you manage this mission gives a public image of who we are and what we hope to accomplish. If you are ready to be a part of this organization, you should encourage others to follow. Your actions and words play a huge part in recruitment.

How do you speak to others about what do we do?

How do you outwardly treat potential members?
You are the key to recruitment.

As Chief of Staff, you should be aware of how recruitment takes place. Your head should be on a swivel! If ill will or poor treatment of others is brought to your attention, you need to be ready to enter the picture. How you manage these situations can affect the outcome.

There are many ways to carry out the goal of revitalization. The MALTA database offers the Performance Improvement Plan (PIP). This document is found under Duties/Officers Resources. Please pay close attention to how this vital tool is used. All the resources available for Extension & Revitalization and Chief of Staff duties found in MALTA Member Resources will be an integral component in making your Programs successful.

It is reasonable to hope that some issues can be resolved before other measures have to be used.

For a Chief of Staff, your main duty is to observe the issues surrounding troubled Auxiliaries and keep the Department President apprised of the issues. This is your specific task. Chief of Staff is a misunderstood appointment. We need to change the misconceptions.

The goal is to bring any yellow or red flags to green. Everyone should have a green flag indicating a healthy auxiliary. Should you meet an Auxiliary with some fixable issues, it will be indicated by a yellow flag.

The red flag indicates serious issues including a possible suspension. This is by no means a final action. With the proper course of action and a little effort, it may be possible to revitalize the Auxiliary and return it to active status.

This is a lot to digest, but with knowledge of the resources available to you, and putting them to effective use, you will be successful in maintaining healthy Auxiliaries and fostering the goals of the organization.

This year we want to use all our tools and resources to accomplish our goals and even help establish some new Auxiliaries. Strong teamwork will be acknowledged with awards for assisting the Chief of Staff. Learn more about this in the Extension and Revitalization awards descriptions on page 21.





EXTENSION & REVITALIZATION PROGRAM

Maintain and Strengthen Current Auxiliaries • Present to Unaffiliated Posts Establish New Auxiliaries

The Chief of Staff has a critical leadership role in our organization. One of the responsibilities of the Chief of Staff is to provide guidance and resources to the VFW Auxiliaries so they can ensure that they are healthy and successful.

Chiefs of Staff work with District Presidents and the Department President to maintain current VFW Auxiliaries. Chiefs of Staff also work closely with their Department President and organizers to establish new VFW Auxiliaries.

5 Essentials of a VFW Auxiliary

The National Organization requires only five (5) things of an Auxiliary:

1. Auxiliaries should have at least ten (10) business meetings per year. Five (5) members in good standing (of that Auxiliary) shall constitute a quorum for the transaction of business.
2. Dues should be paid by at least ten (10) members on or before February 1 of the current year.
3. Quarterly audits by Trustees must be submitted.
4. Officers elected, installed and reported to National Headquarters no later than June 30. This generates the bond application via email.
5. The offices of President and Treasurer MUST be bonded by August 31.

Establishing New VFW Auxiliaries

Whether a VFW Post decides on its own it wants a VFW Auxiliary or whether a VFW Auxiliary member or nonmember sees the potential for a new one, the steps for creating a VFW Auxiliary are the same.

1. A VFW Post must vote by 2/3 majority to have a VFW Auxiliary. (A VFW Auxiliary can never exist on its own without a Post and can never be started without that VFW Post's permission.)

2. The Department President appoints the official organizer of that VFW Auxiliary, and the organizer must be a member of the VFW Auxiliary.

- It would help to allow two others who are knowledgeable about VFW Auxiliary business and work well with others to be on an organizing team. They can answer questions and assist with training, educating and mentoring the new VFW Auxiliary once it is instituted. It is recommended that the organizer, the organizing team or someone else approved by the Department President work with the VFW Auxiliary and its members for at least a year, or until they are ready to proceed as a VFW Auxiliary in good standing.

3. A minimum of 15 eligible applicants must be on the Charter application. Transfers are accepted at the closure of the institution and just prior to the installation of the newly formed VFW Auxiliary.

The Department Chief of Staff could assist by providing the following tools for the organizer and organizing team:

- Talking points for the first meeting.
- A procedure for membership applications.
- When and how to collect dues.
- Assist in securing and filling out official and proper paperwork.
- See that deadlines and filings are met in a timely manner.

Recognize new VFW Auxiliaries

Recognize new VFW Auxiliaries at District and Department functions to help them feel welcome and important.

Maintaining Current VFW Auxiliaries

The National Organization has developed many resources for members to use, including tools available in MALTA Member Resources. These resources have proven to be valuable tools in helping VFW Auxiliaries be more productive.

1. The Healthy Auxiliary Tool Kit includes seven (7) resources to assist VFW Auxiliaries in identifying and solving issues including the Healthy Auxiliary Checklist, Auxiliary Meeting Clinic and more.

2. *Building on the VFW Auxiliary Foundation* makes every effort to educate members on all aspects of the duties of Officers at all levels, how to be a Chairman, the why of reporting and more.

3. Saving a VFW Auxiliary may be achieved by recruiting new members. Work with your Membership Chairman to help a VFW Auxiliary become Healthy.
(No new members = a true Red Flag)

Remember to use our additional Member Resources:

- "Understanding Auxiliary Traditions" video
- PowerPoint and PDF entitled "Why Having an Auxiliary Can Boost your Post"
- Top 10 Reasons for your Post to Have an Auxiliary Handout
- Good Job Certificates

Mentoring and Encouraging Members

- Mentoring helps broaden leadership skills and leadership provides guidance for mentoring members; they work hand in hand.
- A stronger membership on every level of our organization will be accomplished through mentoring.
- Through the mentoring process, extending the hand of friendship to a new member

or even a tenured member who has been inactive for a while can create a strong and vibrant organization. Providing a positive and organized meeting experience will leave members wanting to come back, especially when effective communication and respect for each other is demonstrated.

- Over time, a member may express interest in holding an office or chairmanship. Work with them to help them succeed. This will only make the VFW Auxiliary and the organization better. Choose the mentor carefully.
- The real goal here is to train your replacement and give them the tools they need to succeed.

EXTENSION & REVITALIZATION AWARDS

Awards for Members:

1. Citation to one member in each of the 10 Program Divisions for the best assistance to the Chief of Staff in establishing a new VFW Auxiliary with the approval of the VFW Auxiliary Department President.

Entry form is required and available in MALTA Member Resources.

The VFW Auxiliary Department Chief of Staff must sign and send a copy of the completed Department nomination form to the VFW Auxiliary National Chief of Staff by April 30, 2027 for judging.

Citations will be mailed directly to winning VFW Auxiliary members from National Headquarters after the 2027 VFW Auxiliary National Convention.

Awards for District Presidents:

1. Citation and \$25 to one VFW Auxiliary District President or Official Representative in each of the 10 Program Divisions for the best assistance to the VFW Auxiliary Department Chief of Staff with a struggling VFW Auxiliary by mentoring and maintaining a close relationship until the VFW Auxiliary becomes healthy, with the approval of the VFW Auxiliary Department President. Use of MALTA Healthy Auxiliary tools and mentor training is required.

Entry form is required and available in MALTA Member Resources.

The VFW Auxiliary Department Chief of Staff must sign and send a copy of the completed Department nomination form to the VFW Auxiliary National Chief of Staff by April 30, 2027 for judging.

Citations will be mailed directly to winners from VFW Auxiliary National Headquarters and money will be deposited into the VFW Auxiliary Department account after the 2027 VFW Auxiliary National Convention for disbursement to the winning VFW Auxiliary District President or official representative.

Awards for Departments and Department Chairmen:

1. Citation and \$25 to one VFW Auxiliary Department Chief of Staff in each of the 10 Program Divisions for the most unique promotion educating members about how to maintain healthy VFW Auxiliaries and to promote Extension while utilizing MALTA Member Resources.

Winners will be announced, and citations will be presented at the 2027 VFW Auxiliary National Convention. Money will be deposited into the VFW Auxiliary Department account after the 2027 VFW Auxiliary National Convention for disbursement to the winning VFW Auxiliary Department Chief of Staff.

2. The Outstanding Performance Award and Second-Place Outstanding Performance Award will be awarded in each of the 10 Program Divisions based on the criteria listed on page 5 and for the promotion of the Ambassador's Program goals.

Winners will be announced and awards will be presented at the 2027 VFW Auxiliary National Convention. Money will be deposited into the VFW Auxiliary Department account after the 2027 VFW Auxiliary National Convention.