

# MEMBERSHIP AMBASSADOR



KRISTIN DIGIACOMO

418 Edmond St.  
Pittsburgh, PA 15224-2012  
(412) 867-0021  
membership.2627@gmail.com

To succeed at Membership, we must remember to ignite our passion for the VFW Auxiliary. Once others see our passion they will want to join and share in all our good work.

## The Three Rs

The three Rs, (*Recruit, Retain, Rejoin*) have been our mantra, our battle cry, for many years as members of the Veterans of Foreign Wars Auxiliary. This is absolutely true in every sense. Having a strong membership base is extremely important to this organization. It's our lifeblood, our very essence in what keeps us going.

But the question that I pose to each of you is simple. Once we obtain the three Rs, then what? After we have our members recruited, retained or rejoined, what happens to them? How do you find ways to **engage** these members? Do we just get them in and then leave them?

Our Membership Program is strong at its core, but I want each of you to ask yourself this question: What is it that continues to draw me in? Think long and hard about this over the course of this year. Clearly, you've found something in this organization that continues to fuel you and what we do for our veterans and their families. What is it?

How can we take those three Rs, that are tried and true methods to bolster our membership, and then turn them into action and engagement for our members?

## Engagement

Membership is something that I am very passionate about, but what I am more avid about is figuring out ways to take our members and get them engaged in our Programs! The Auxiliary offers us a plethora of Programs to work throughout the year. So, let's find out what those newly recruited, retained or rejoined members have a passion for!

Perhaps there's a member who is uber crafty and loves to make things. Help them home in on a specific idea that they can present to your members. Then get your Auxiliary on board to help bring those crafts to life! It could be a simple door decoration or a lap blanket for our hospitalized veterans.

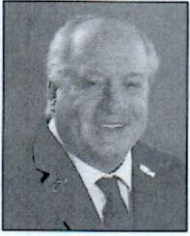
Is there a member that excels at social media? Do you see them snapping photos at all the events you hold? Ask them to help others who aren't so tech savvy and put their skills to use! Perhaps you're talking to your next Historian & Media Relations person for your Auxiliary!

Maybe there's a teacher who recently joined the Auxiliary. Do you think they know about the various scholarship opportunities we have for our high school-aged kids? Oh, they're an elementary school teacher? Then bring them up to speed on our Illustrating America art contest! It's a natural fit to get into the classrooms again.

## Resources for Success

Don't forget that we offer a multitude of amazing resources for our members on MALTA under Member Resources, where each Program has its own tab of helpful information. Under Membership we have everything from our Membership Eligibility Wheel to downloadable business card templates to our QR code and even our Membership application. Don't be afraid to use these tools to help you with those three Rs. But then direct your three-R members here so that they can find what sparks their interest and where their passion for our organization may lie!

## CONFERENCE COACHES



### **BIG TEN STATES**

DAVE SCOFIELD

#### **Running Backs**

59990 279th St.  
Litchfield, MN 55355-5129  
(320) 894-4246  
dave.scofield@outlook.com



### **EASTERN STATES**

DENISE BECKLER

#### **Quarterbacks**

12 Wright Ave.  
Stratford, NJ 08084-1128  
(856) 488-3501  
denise.beckler@aol.com



### **SOUTHERN STATES**

AMANDA PIPKIN

#### **Wide Receivers**

2504 Highway 13  
McRae, AR 72102-8032  
(501) 827-0065  
k9combat@outlook.com



### **WESTERN STATES**

TAMEE HAVRILLA

#### **Offensive Line**

PO BOX 518  
Fort Benton, MT 59442-0518  
(406) 622-3216  
tme1bogie@itstriangle.com

Our Position (Conference) Coaches have the responsibility to ensure our membership continues to prosper from state to state. These individuals have a passion for membership and will be responsible for working with each of their states Membership Chairmen. They will get to know them on a personal level so they can help to Ignite Our Passion in others to achieve our membership goals!

Coaches will work within and provide support to their states to strengthen our overall membership, whether that is through recruited members, retained members or rejoined members. They are here to help in whatever way is needed. Do not hesitate to lean on them.

For more information on awards for the Membership Program see page 40.

Remember, we are all one gigantic team so let's stand as one, united in ***Serving America's Heroes.***



# MEMBERSHIP PROGRAM

*Invite New Members • Include Current Members • Invest in the Future of the Organization*

The VFW Auxiliary started with a small group of women who wanted to serve veterans; it has grown exponentially and now includes both males and females as members. There is only one way to add members: ask someone to join. And once they join, ask them to participate.

## **Invite Someone to Join**

There are numerous places and times to ask someone if they want to join the VFW Auxiliary. Your approach will look different depending on who your audience is.

In all cases, the potential member should have some knowledge of what the VFW Auxiliary is and what we do before they ever receive an application.

Remember to reach out to your VFW Post members periodically to see if they have family members who may want to join.

## **What We Do**

Our Programs are designed to bring needed services, information and assistance to improve the lives of veterans, service members, their families and our communities.

**When someone joins the VFW Auxiliary, they will have the opportunity to:**

- Support veterans, service members and their families.
- Develop new skills.
- Network and develop friendships.
- Enjoy member benefits.

## **Follow Up!**

The first time you talk to someone new about the organization, that person may not be ready to commit. It's important to ask for their contact information and then follow up within a week.

## **Include Them in Meetings and Events**

The key to keeping members is getting them involved. Call or email a new member within a week with the next meeting date and time, or the next possible event or project. Offer to pick them up or invite them to get coffee before or after a meeting.

Put a team of members in charge of contacting new members or members who haven't been to a meeting recently. The team should be friendly and knowledgeable about the VFW Auxiliary.

## **Ways to Encourage Participation**

- Provide a monthly sign-up sheet for regular events.
- Send emails and make phone calls for special events.
- Public recognition of current volunteers. (Consider posters at your VFW Post Home, if permitted, that spotlight member involvement.)
- Be specific about what they will be doing, including the time commitment.
- Find out how that person communicates best, whether by phone, email, Facebook or texting.
- Have another member stay with them for the entire length of the activity or event.
- If they say "no" to the first invitation, be sure to ask again!
- Plan family-friendly events! Members with children in the home want opportunities to do things with their family.

## Invest in the Future

- New members can bring new life to your VFW Auxiliary.
- New members provide additional volunteers.
- New members bring new ideas!

## Have a Plan

Every Department and VFW Auxiliary should have a Membership Plan. This plan should include:

- Contacting current members.
- Reaching out 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:
  - o Make it as easy as possible for members to renew their dues. They can renew online in MALTA!
  - o Plan recruiting events in your community each year. This can be done by the Auxiliary or in conjunction with your VFW Post.

## Important Tools:

- Fact Sheet, available for free from National Headquarters.
- Business card with contact information/ Auxiliary keychains with Membership QR code. (Order yours from the VFW Store, [vfwstore.org](http://vfwstore.org).)
- MALTA Member Resources.
- Auxiliary Membership Information QR code:



# MEMBERSHIP PROGRAM AWARDS

MEMBERSHIP AWARDS FOR AUXILIARIES, DEPARTMENTS AND CONFERENCES WILL BE BASED ON THE PAID TOTAL LISTED ON THE CMR-PAID, CANCELED & DECEASED REPORT IN MALTA.

## Awards for Members:

- 1. 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 Auxiliary National Headquarters approximately every 2 months after the goal is met.
- 2. 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.
- 3. 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.
- 4. 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.

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.

## Awards for Auxiliaries:

1. \$50 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.

**Awards for Department Chairmen:**

1. Citation and \$25 to one Department Membership Chairman in each of the 10 Program Divisions for most outstanding activity and/or event training and promoting the Membership Program.

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 Chairman.

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.

**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.

**Awards for Conferences:**

1. \$50 to each Department within the Conference with the highest total percentage by June 30, 2027\*.

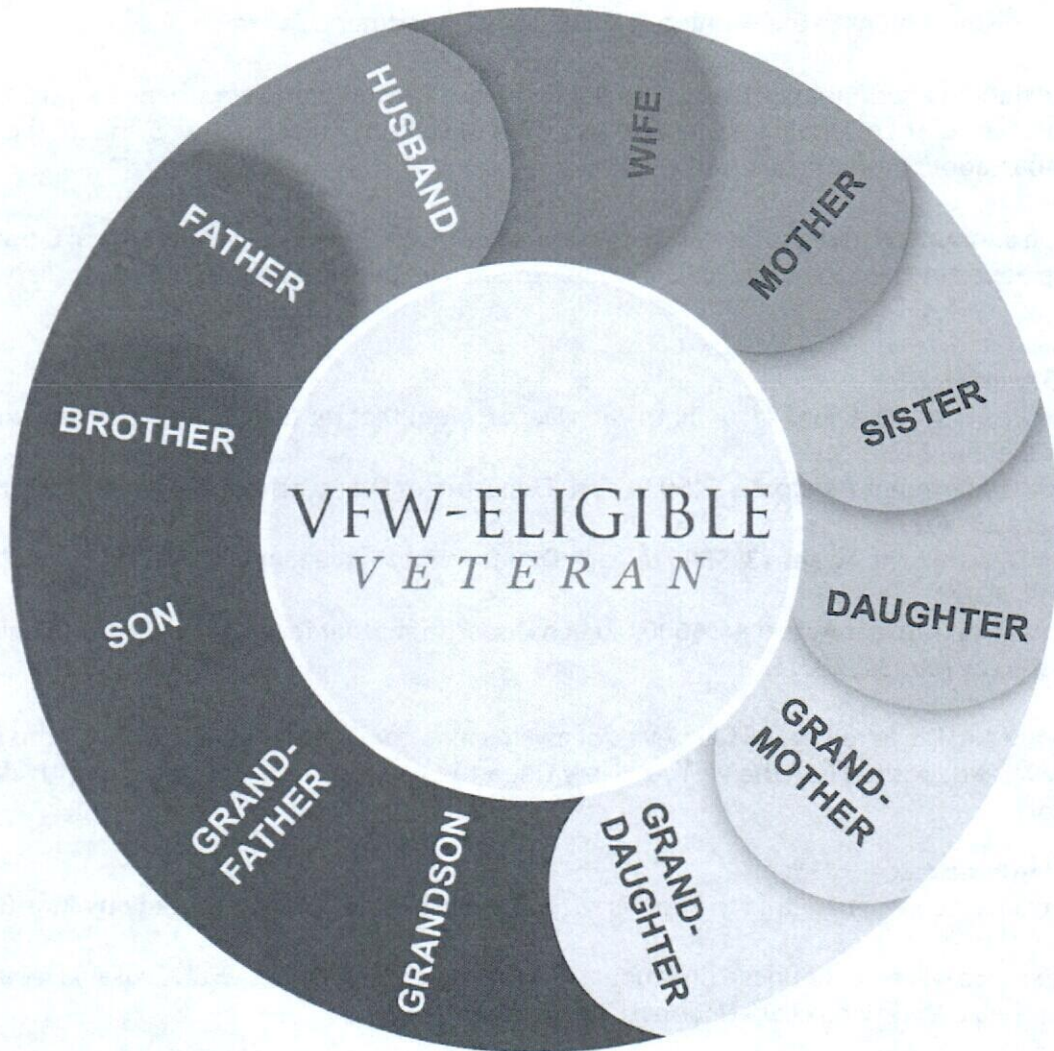
Winning Conference will be announced and money will be deposited into the VFW Auxiliary Department accounts after the 2027 VFW Auxiliary National Convention.

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

# VFW AUXILIARY ELIGIBILITY WHEEL



*\*Step- and adopted parents, children, siblings (and half-siblings), grandparents and grandchildren are considered the same as biological parents, children, siblings, grandparents and grandchildren and may join the VFW Auxiliary under their VFW-eligible veteran.*