

Extension and Revitalization Program

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Promotional

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Growing Our Auxiliaries. Strengthening Our Members. Developing Tomorrow's Leaders.

Every strong VFW Auxiliary begins with members who believe in our mission and are willing to work **together** to serve veterans, their families, and our communities.

The **Extension & Revitalization Program** is about more than increasing membership. It is about building strong, healthy, active Auxiliaries where members feel welcomed, valued, supported, and prepared to lead.

EXTENSION — GROWING OUR REACH: Look for opportunities to establish new Auxiliaries in communities where the VFW is serving veterans but an Auxiliary has not yet been chartered.

Invite others to become part of our mission and help build the next generation of VFW Auxiliary service.

One new Auxiliary can open the door to a lifetime of service.

REVITALIZATION — STRENGTHENING WHAT WE HAVE: Sometimes an Auxiliary doesn't need to be rebuilt, simply needs encouragement, mentorship, new ideas, and someone willing to help.

Reach out. Listen. Encourage. Reconnect members with the reason they joined.

A strong Auxiliary doesn't happen by accident. It happens when members work together, communicate, welcome new ideas, and support one another.

MENTORING FOR LEADERSHIP — PREPARING OUR FUTURE: Today's member can be tomorrow's leader—but someone has to give them the opportunity.

Leadership development begins long before someone is elected President.

Look around your Auxiliary. Who has potential? Who asks questions? Who has new ideas? Who is willing to help but maybe waiting for someone to invite them to do more?

Be that person.

Mentoring means sharing what you know while giving someone else the confidence and opportunity to grow.

Invite a newer member to work beside you. Explain not only what you are doing, but why you are doing it. Encourage them to chair a committee, participate in a program, attend a District meeting, learn our traditions, or consider an elected position.

Most importantly, allow new leaders to bring their own ideas and talents to the Auxiliary.

Great leaders don't create followers. They help create more leaders.

EVERY MEMBER CAN MAKE A DIFFERENCE: You don't need to hold an office to strengthen an Auxiliary or mentor another member.

Invite someone to a meeting.

Welcome a new member.

Ask someone to serve on a committee.

Teach a member something you have learned.

Encourage someone to take the next step in leadership.

Reach out to a member we haven't seen lately.

Recognize someone's talents.

Share why the VFW Auxiliary matters to you.

*When members feel that they **belong**, they stay.*

*When members are given an opportunity to **serve**, they grow.*

*When members are encouraged to **lead**, our organization has a future.*

TOGETHER WE CAN

REACH. • RECONNECT. • MENTOR. • REVITALIZE. • LEAD. • GROW.

Our history was built by members who stepped forward to serve. Our future depends on preparing others to step forward after us.

- Don't just fill a position.
- Develop a leader.
- Don't just recruit a member.
- Give them a reason to stay.