

New Member Engagement Guide

(For Officer Use)



New member engagement is a critical component to retain a member after their first year. It is important new members understand the value of their membership and that they feel they are getting value from their membership.

Listed below are resources and best practices to assist local Auxiliary Officers in welcoming new members. (All of the materials listed below are available for free at www.vfwauxiliary.org behind Member Login.)

For Auxiliary Officers

- New Member Orientation Checklist
- New Member Welcome Letter/Email Template
- VFW Auxiliary Eligibility Wheel
- Member Benefits One-Sheet
- Facts Leaflet
- Strengthening Auxiliaries Calendar (both filled out and blank)
- Membership Moments
 - Orienting New Members
 - Cultivate Engagement by Asking “How Would You Like to Contribute?”
 - Matching Member Talents to Leadership Success
 - Engaging Existing Members
- *Mentoring at VFW Auxiliary: Relationship Building for the Future*
- Online Auxiliary Academy: Engaging Your Auxiliary’s Existing Members

For New Members

A new member is an engaged member, but often someone who needs to have an orientation to the VFW Auxiliary. It’s best to hand the New Member Packet to them personally at a meeting or social gathering, but it can be mailed as well. It’s important that the new member feels welcome and appreciated as they are often eager to volunteer and help veterans and their families.

Listed below are materials to include in a New Member Packet. (All of the materials listed below are available for free at www.vfwauxiliary.org behind Member Login.)

- New Member Welcome Letter/Email Template
- Connect with Us (Auxiliary Officer and National contact information)
- Member Benefits One-Sheet
- Create and Manage your MALTA profile
- Know Your Bylaws
- Understanding Auxiliary Traditions
- VFW Auxiliary Acronyms and Common Terminology
- VFW Auxiliary National Programs: An Overview
- Facts Leaflet
- VFW Store Flyer