

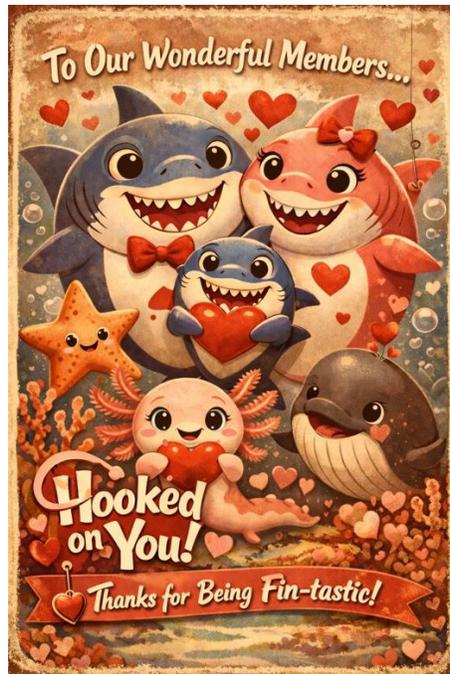
♥ February: Love in Action ♥

February reminds us that love is more than words—it's what we *do*. As members of the **VFW Auxiliary**, our love shows up every time we serve our veterans, support their families, and stand beside one another.

When we grow our membership, we grow our impact. An ever-increasing membership gives us a stronger, louder voice with our government leaders—and that matters when we're advocating for our nation's heroes. Just as important, growth starts at home. Continue working with your current members. To grow, we must *show the love*: check in, invite them to participate, and remind them why they belong.

This month, we'd love to **see love in action**. Please email photos of your Valentine projects—whether they're at VA facilities, nursing homes, or within your local communities. Don't forget to carry our message of care and gratitude everywhere you go.

We'd also love to hear about any **sweetheart dances, dinners, socials, or fun activities** your Auxiliary is hosting. These moments build connection—and connection builds strength.



♥ Looking Ahead: Growing Leaders, Keeping Members ♥

As we approach **upcoming elections**, this is a great time to tap into your membership and think intentionally about **engagement and retention**. Members who feel valued, trusted, and given responsibility are far more likely to stay involved — and to grow within our organization. ♥

Look for members who show interest, ask questions, volunteer consistently, or soak up every lesson offered. These are often the members who are ready for the next step, even if they don't realize it yet.

By encouraging responsibility and focus, we strengthen not only our leadership pipeline, but our **membership as a whole**. Strong involvement builds strong commitment. 🌱

If you — or someone you see potential in — may be interested in a position at **any level**, be sure to reach out to your **District or Department leadership**. Those conversations help create confident leaders and a connected, thriving organization for the future. us ❤️

Thinking Ahead: St. Patrick's Day 🍀 (Think Outside the Box!)

- **“Lucky to Serve” Notes** – Have members or community kids write short notes to veterans about why we’re lucky to have them. Deliver them with green treats or pins.
- **Green & Gold Community Pop-Up** – Set up a small table at a local coffee shop, senior center, or event with green goodies, Auxiliary info, and a friendly invitation to learn more about who we are and what we do.
- **Share the Luck Bring-a-Friend Social** – Invite members to bring a friend to a casual gathering—coffee, dessert night, or short social - and share why they feel *lucky* to be part of the Auxiliary. Each member shares one favorite project, event, or moment that keeps them involved. Talk to the guests about how they can join and get involved.

Let’s keep sharing the love—within our Auxiliaries, throughout our communities, and always with our veterans at heart. ❤️