

Hook 'Em, Line & Keep 'Em!

"What do shark fins, surfboards, and \$50 checks have in common?"

They're all part of how we can make membership fun, creative, and rewarding!

The MIT weekend was absolutely amazing—thank you to everyone who brought their energy, ideas, and passion for our mission! As we keep the momentum going, let's not forget the 12 eligibility categories. Every eligible family member we connect with strengthens our Auxiliary and expands the impact we can have for our veterans, military families, and communities. Don't leave out the half, step and adopted family members but remember they have to have a direct line, in their *immediate* family, to the veteran.

Retention is just as important as recruitment. **Celebrate your current members**—recognize milestones (personal and within the auxiliary), highlight them in your *newsletters* and *social media*, and make sure they know how valued they are. These small actions attract new faces and help us keep the ones we already have.

Don't overlook lapsed members. Reach out and find out why they let their membership go. Was it cost? Timing? A feeling of being disconnected? Understanding *why* gives us the chance to fix it—and showing them how our Auxiliary is active, welcoming, and making a difference might be exactly what inspires them to come back. Sometimes, just knowing they were missed is enough to make someone want to rejoin.

Hosting a membership drive? Try something eye-catching like **shark fins or surfboards** printed with your Auxiliary's contact info and a QR code or use the printable business cards found on the Membership page in MALTA. These make a great display at membership booths, parades, or community events—and they'll definitely draw attention to your table!

And finally—don't forget! Submit your tracking sheet by the deadline to secure your \$50 check from Department. Every Auxiliary that completes the challenge will reel in a little extra support for their efforts. Information on the challenge as well as other goodies are found on the Membership page of our Department website.