

## **Promote your Awesome Members as Willing Community Volunteers** **2024-2025 National Auxiliary Outreach Ambassador Bambi Johnson**

In every community there are other organizations that are working to enhance the lives of others. These are the organizations that you are looking to partner with. The most successful Auxiliaries in this Program are those that are actively growing their network of outside organizations.

What are some of the ways to build your network? Here are some tips for how to accomplish that.

**Write a press release**, which you can send to your local media outlets or post on social media with a title such as “Our members can be your volunteers to help your project win big!” Headlines like that with an article about how this Program is helping the community and citizens can go a long way to invite organizations to call you and ask for help. Be sure to include in the article contact information of someone who will answer promptly.

**Make and distribute flyers** by mail and by posting in public areas about the Auxiliary Outreach Program. Public Libraries and local group Facebook pages are an excellent location for these. Also send your information to groups such as sports booster clubs and teacher associations, as their members are often members of other groups.

Remember when you are doing these information pieces to include some pictures of past events showing your members happily serving as volunteers in their VFW Auxiliary attire. A picture is worth 1,000 words not only when you report to our organization, it also makes an impact on those groups you are trying to gather into your network of partnerships.

I am pleased to share with you a resource I received from Gennie Pickens, the Auxiliary Chairman of the Department of Indiana. The web address is [www.volunteermatch.org](http://www.volunteermatch.org). When you enter your zip code and fill in your interests, you get a response back of a list of places in your area to reach out to, such as church-run soup kitchens, food banks, disaster relief, heart associations, etc.

Be sure to utilize our hashtag #Auxiliaryoutreach for everything you post on social media.

### **This helps two ways:**

1. When you share that with potential new partner organizations, they can *see* the Program in action.
2. Your members can get ideas for the Program by seeing what other Auxiliaries have been successful at.

Our members DOING Auxiliary Outreach is the BEST advertising we can have within our communities for potential new members and for city officials to see us as a vibrant and essential organization. Let's let our light shine throughout our communities!

