

Membership Promotion #1 | July 2023
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Greetings all you movie buffs!

My agent has put together a little blurb about me and I would love to share it with all of you. I have been involved with VFW Auxiliary for many years. I am a Life Member of Robert E. Bottles Auxiliary 2673 in Cody, Wyoming and joined under the eligibility of my husband, Gene Lansing. He served in the U.S. Navy during the Vietnam conflict from 1961 to 1966. I started out as a little mouse in the corner before I realized what the Auxiliary is all about and then, Bazinga! You couldn't hold me back!

I have served the organization in many capacities including Auxiliary, District and Department President (twice!), National Banner Bearer and I am the National District Council Member #12. I currently also hold the position as Auxiliary Secretary.

Other than the Auxiliary, traveling is my other passion. I do try to go to the Netherlands two or three times a year to catch up with family and friends. I keep myself busy on my ranch with my wonder dog, Radar 4077, the rest of the time!

Lights, Camera, Action! Here we go for a fun-filled year of movies and mayhem! Let's look at what Membership means. It's the lifeblood of our organization. Think about it, without new and existing members, we will be just a memory. Who then will take care of our veterans? That is our main purpose as an Auxiliary!

We use the terms Invite, Recruit and Retain. You all need to attract new members. It's like a writer for a movie. If your approach doesn't sound strong, your prospect will give you the answer of "I'll think about it!" You need to show enthusiasm and really talk up what we are all about.

Invest while making this Program Year for Membership fun for everyone. We will be incorporating movies into our Membership Program and you are all included in making this premier movie event. Can you visualize yourself as a scout, cameraman or a makeup artist? These are all important parts of any movie. So as an Auxiliary member, it falls on each one of us to get the job done.

Invite and Recruit all up-and-coming stars for your movie (Auxiliary). You all know that that IS the cornerstone of our Auxiliary mission. Scouting for the talent in your new members is extremely important to keeping your Auxiliary fun and alive with new ideas. Have the members who have been in the organization for some time take the "new starlet's" under their wing and make them feel wanted and needed. It's up to all of us to make this movie happen and win the coveted Golden MALTA – see Program Book, Membership at vfwauxiliary.org/officer-tools

Make sure you include all your cast and crew members. Keep everyone involved in what Programs or events you will be having. There is always that person who excels in something and

could make that event a WOW. There is always something for everyone to do, and make all new members feel welcome.

Please don't shoot an idea down because you have tried it before. Keep an open mind and try it at a different angle and just maybe it could work.

Every Department and Auxiliary should have a Membership plan in place.

This should include:

- Contacting current members
- Outreach to former members
- Recruiting events
- Pick a mentor of each new member
- Set your calendar for members to renew their dues on MALTA.
- Plan at least four fun events for recruiting at community events.

I'm excited to have on the team, four "Directors" who will be making movie history with each of their prospective Conferences.

Big Ten's Director for the Movie "The Incredibles," Michael Maruszak

Southern Conference Director for the Movie "Grease," Evan Smiley

Eastern Conference Director for the Movie "Million Dollar Baby," Cynthia Davis

Western Conference Director for the Movie "True Grit," Valorie Wrinkle

These Directors will help you make movie history and one of these Conferences will receive the coveted Golden MALTA Award. This award will be presented at the 2024 National Convention in Louisville, Kentucky. If you think the Oscars are exciting, just wait until the National Convention!

Awards, awards, awards! Lights, Camera, Action Award for Members, Auxiliaries, Department Chairman, Departments, Conference Directors and Conference vs. Conference. I will be talking about that in future Promotions, so watch your emails or mailbox for upcoming blurbs about the movie industry and how Membership is progressing. I am looking forward to hearing from each of the cast members who oversee Membership from each Department on ideas and thoughts. I hope to share some fabulous ideas that I have from other Departments to help you get that 100% plus for your Conference Movie.

Please keep in mind that I would love to hear your Promotion and introduction this July. I already have heard from some of you, and it looks like the competition is "ON!"

Remember, by investing in the future of your Auxiliary, you will grow a successful franchise. With Lights, Camera, Action, not only are we having fun, but we are also ***Banding Together for Our Veterans.***