

## **Tips for Making Membership Work**

### **2024-2025 National Membership Ambassador Linda Roloff**

*From Our Roots to Our Branches, Extending Service to Our Veterans* begins with a positive and proactive step towards:

- Finding
- Engaging with
- And Activating

All qualifying individuals. Most often we will find these potential members within our own family, certainly within our own community, almost always within our house of worship and even within our “Social Network.”

### **Tips for Making Membership Workable:**

Create a recruiting committee:

- Suggest two committees per Auxiliary/District
- Suggest two events per year per committee
  - Make it a competition

Demonstrate the value of membership on social media

- Place the VFW Auxiliary Membership QR Code on EVERYTHING
- Chamber of Commerce
- Community blogs / pages

Partner with similar organizations:

- Farm other VSO's (I'll join yours if you'll join mine...) SWAP
- Connect with “Student Veterans”
  - network on university & college campuses

Offer memberships by donation:

- Using flyers and local media (use the QR Code)

Create a “Phone-Tree” to activate members:

- Active membership is the “Anti-Isolation Fixation”

Farm your own field:

- Give memberships as gifts to qualifying relatives
- Commit to keeping these membership gifts up! Step into the G.A.P.
  - (Great Aunt Patsy method)

When one thinks about the best way to eat an elephant...really, the best way is **“one bite at a time.”**

If everyone within this organization gets **Just One** member, we will **DOUBLE** the size of our organization overnight. We are not responsible for eating the entire elephant...but each of us needs take our bite.