

## 2018-2019-Membership

National Officers

Past National Officers

Department President

Department Chairmen

I would like to take this time to introduce myself. I am 42 years old and have been married for 22 years to Matthew. We have a 19-year-old daughter who just finished her freshman year of college and 15-year-old son that is a sophomore in high school. We adopted two little girls in 2009, Gwen who is now 12 and in seventh grade and Aggie who is 14 and in the ninth. In 2014 my husband and I also adopted a boy named Maddex who is now 7 and in the second grade and his sister Ella who is 6 years old who is in first grade. The most important thing in my life is my family.

I am a very active person in my church and in the community. I am a Life Member of the Fred E Richards Auxiliary Post #3055 VFW. I am the current President of my Auxiliary; for District 9, I am the Treasurer, and Chairman for Scholarships and Youth Activities, and for Department of Michigan Auxiliary, I am the Treasurer. I help at my children's school when possible for field trips and different things. I finished my Masters in MSA in November 2013 from University of Phoenix. When I do have free time, I enjoy sports, and just playing with my kids.

This is my first time as a National Ambassador I was the Big 10 Conference Chairman for Youth Activities in 2014-2015.

I truly look forward to meeting so many of you and working with all of you to reach the ultimate goal for Membership. Please feel free to contact me or any of the Membership Coaches if you have any questions or concerns when it comes to Membership.

Please free to contact me by e-mail at [turtlelee@hotmail.com](mailto:turtlelee@hotmail.com). I check my email throughout the day. You can also call either phone number listed and I will return your phone call.

Loyally,

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# **Membership**

*July 1<sup>st</sup> 2018*

## **Auxiliary Members:**

We have a huge task in front of us this year. Together we need to get every Auxiliary involved to get their members' dues paid. First we need to fully understand the programs ourselves. Then, we must prepare to communicate this program to our members. The following are things you should share with your members for Membership. We want to make sure they understand the importance of getting members to pay their dues and to recruit new ones. We also want to give all our Members the tools to make this happen.

### **WHY IS MEMBERSHIP SO IMPORTANT?**

105 years of committed service to those who served us, and have given us our precious FREEDOM.....OUR VETERANS. Membership is the key. Without the membership, we could not successfully conduct programs that benefit our veterans, military and their families.

### **DOES MEMBERSHIP MAKE A DIFFERENCE?**

Millions of veterans, military and their families year after year have been touched by the good that we do. Membership gives us the power, strength and unity to truly make a difference. Each member counts! Each member...makes a difference! Your membership makes it happen.

## **GOALS**

- Recruit New Members
- Retain Current Members
- Grow the Organization

## **OBJECTIVES**

- Building on the VFW Auxiliary Foundation
- Maintaining the VFW Auxiliary Foundation
- Team Effort
- Training & Educating Program

## **START WITH A PLAN**

Team Effort

Training

Resources

Personal Auxiliary Fact Sheet/Brochure

Community Involvement/Booths/Events

## **ENCOURAGING PARTICIPATION**

Team Effort

Ways to Encourage Participation

Passion

Purpose

Recruiting - Retaining

Newsletters/emails/Facebook

## **IMPORTANCE OF COMMUNITY & FAMILY EVENTS**

We want to keep all the family involved making it more family-oriented.

## **RECRUITING**

Train members to be experts in recruiting

Keys to a successful recruiting campaign

Recruiting tools

- Social media
- Family and friends
- Power Points presentations
- 1-on-1 or small groups
- Newspaper / Radio
- Brochures

## **RETAINING**

1. Make them feel needed
2. Meet them where they are (find out what they're interested and then ask them what they can do)
3. Remind them why we joined in the first place

**Communication:** All of us need to make sure that we have open communication with our members. As the Chairman of each Department it is your job to make sure that every Auxiliary understands the Membership Program. So please continue to have frequent open communications with your membership. This could be through your bulletins, by emails, placing personal phone calls, posting on Facebook, or in any other way you can come up with. It is never too late to get your members excited to work with each other to get everyone to reach 100% plus in Membership.

**Nicole Koutz**

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