

## Membership Promotion #1 | July 2022

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2022-2023 National Membership Ambassador

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My name is Jason Estell from the Department of Florida and it is truly an honor to have been appointed National Membership Ambassador. I am excited to get the chance to work with so many of you throughout the country as we **Invite, Include** and **Invest** in the members and future of our organization. Since joining the Auxiliary, I have held many positions at the Post, District and Department levels and was the first male National Ambassador in 2019-2020; I have loved doing all of it. I am a small business owner which has placed me in many situations that are new to me. I love challenges and am always proving to myself that nothing is impossible to achieve without hard work and dedication, and a little bit of fun.

As the proud son of a Vietnam veteran with many family members in the service, I have a strong passion for our veterans. I can think of no better way of honoring our veterans and country than belonging to an organization with the sole purpose of assisting veterans and their families.

Membership is priority number one. Without members we would not have the voice we have nor could we do the great thing we do. The Conference Coaches and Department Membership Chairmen throughout the country will work to ensure that our organization continues the **Mission Possible** and grow this Organization to new heights with new younger members Investing in our future. We want to keep the Auxiliary around for another hundred years.

### **Our Mission goals are simple:**

- **Invite:** Everyone. Anybody can be a potential member.
- **Include:** Current Members. Don't let continuous members slip away.
- **Invest:** Investing time in members or potential members means investing in the future of the organization.

I look forward to working with you and wish all of you the best as we focus on a year long mission to grow and expand our **Unwavering Support for Uncommon Heroes®**. With **Hands that Serve, Hearts that Care** we will prevail as true top agents in the great expansion of the VFW Auxiliary.

Department Chairmen, please do not hesitate to contact me for any assistance you may need this year. I am excited and want to see all of you succeed in having a wonderful year!

Remember to have fun and **include** everyone in the projects we do this year. Utilize all your members and get outside of those four walls and take the organization out into the community.

Together, with all our differences and multitude of talents, we will complete this mission before us and become the hands that carry this organization to an unreachable level of success.

## **Mission Possible: New Recruits**

Our organization has been working for more than a hundred years to **Invite, Include and Invest** in our members while working toward the future of the Auxiliary. As I travel from Department to Department, I see one unfortunate thing happening to this great organization – I call it “aging out.” Several Auxiliaries are having problems since they never invested in new younger members. Now they are getting older and can’t do all the things needed to keep the Auxiliary viable. We need to **invest** in our organization by inviting new, younger members that can eventually fill the potential age gap and continue to move the Auxiliary forward for another 100 years

How are we going to reach the community and tell our story? Virtually all people have their face planted in their phones searching social media like YouTube, Facebook and TikTok. Today’s world is all about social media and technology. 80 percent of Americans have a smart phone and utilize social media. This makes it easy to reach millions of people. The Auxiliary has been doing great things for a hundred years, Now it’s time to tell our story and get the word out on social media about what we do for our veterans and all the great Programs we work in our communities. **The more they know, the more we grow!**

By uploading **Auxiliary recruitment videos** on social media, we can use our unique perspectives to tell our own personal stories to millions of potential eligible members. Now is the time to take advantage of these platforms and take membership to a whole new level. Please check out my video on YouTube as an example at <https://www.youtube.com/watch?v=Qlj8LI4ajmA>.

### **Recruitment tips include:**

- Smile.
- Create your own recruitment speech that is from the heart to make it personal and relatable to potential members.
- Always, and I mean always, have membership applications handy and/or a brochure to help explain what the Auxiliary does day-to-day.
- Tell people why you joined the Auxiliary.
- Have the “8 Ways You Can Help Veterans” cards with you to hand out. These are available resources that will be available in the weeks following National Convention by logging into your MALTA profile.

Every Auxiliary will get the chance to submit an Auxiliary recruitment video and a chance to win the most Outstanding Video Award.

Most everyone is on a social media platform. Now is the time to take advantage of these platforms and take membership to a whole new level. It is my sole mission to grow this organization so it will be around for another 100 years. With **Hands that Serve, Hearts that Care** we will complete this mission and take our organization to new heights.

I know some of you are scared about making a video, but don't be. It is easy to produce and make short, self-made clips right from the palm of your hands. Your smart phone will be your best tool in this part of the mission. I want to give you some advice to help you along the way:

### **Video Tips**

- Always hold your phone horizontally when taking a video. This will ensure your video is in full-screen mode.
- Your video should be approximately one minute long. If it is too long, you'll lose your audience.
- Be clear and to the point to get your information across.
- Include younger members as they likely know all the tricks of the trade.
- Video must be no longer than 1.5 minutes.
- Describe who we are.
- Include the VFW Auxiliary logo.
- Talk about community involvement.
- Direct viewers to links or explanation how find out more about us.
- Tell others what we do for our veterans and community.
- Make it visually appealing. No clutter in background.
- Try holding your phone horizontally.
- Indicate why you're passionate about the Auxiliary.