

VFW Auxiliary Membership Moment

Creating a Successful Membership Committee at Your Local Auxiliary

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

How can your Auxiliary ensure that its membership development plan gets off to a great start each year? One way is to work with your incoming Auxiliary President to assemble a top-notch membership committee. As stated in Section 810A of the VFW Auxiliary Bylaws, the Auxiliary President shall appoint a committee of not less than five (5) members, including the Treasurer, to contact all members during the year for payment of dues.

The role of your Auxiliary's membership committee is to develop and implement an action plan for membership recruitment and retention. To be effective, an Auxiliary needs members. Your Auxiliary's ability to serve the community is directly related to the size and strength of its membership base.

Here are some suggested responsibilities for your Auxiliary's membership committee:

- Develop committee goals to achieve Auxiliary membership goals for the coming year.
- Educate and train Auxiliary members about the importance of recruitment and retention of members; the National Certified Recruiter Trainer for your Department is a great resource.
- Develop a plan to improve member satisfaction that involves surveying members and initiating changes in response to their feedback to ensure that the Auxiliary remains relevant to its members.
- Work with the members to create a positive Auxiliary image that is attractive to prospective and current members.

When selecting members for the membership committee, please consider the following characteristics:

- Thorough knowledge of the VFW Auxiliary, its programs, benefits, and services.
- Outgoing and sociable personality.
- Great follow-through skills, and a commitment to the position.

If you have questions about how your Auxiliary's membership committee can start the year strong, please call us at 816.561.8655 or e-mail us at membership@vfwauxiliary.org. We are happy to help!