

VFW Auxiliary Membership Moment

Engaging Existing Members

UNWAVERING SUPPORT



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Attracting new members to your Auxiliary is critical, but never underestimate the importance of engaging existing members. What keeps them coming back? Think of your members as your best customers, and work hard to deliver an experience that keeps them engaged and excited about the VFW Auxiliary. Engaged members are more likely to stay with your Auxiliary, so be sure to show your appreciation regularly. Also, make sure that they have a variety of options for getting involved and staying active.

Here are some suggestions for engaging existing Auxiliary members:

- Make members feel appreciated by recognizing their achievements and celebratory occasions such as membership milestones (for example, a 10-year member), work promotions, anniversaries, or birthdays.
- Develop a formal mentor program for involved members to support less active or new members.
- Receive regular feedback from members to confirm that they are experiencing the benefits they were promised when they joined.
- Encourage members to serve on committees that suit their skills or interests.
- Give members a clear sense of your Auxiliary's long-range goals and vision.
- Invite them to attend a District or Department meeting or training event.
- Keep an up-to-date list of service projects, and have members take turns leading projects that interest them.
- Feature photographs of your members at recent Auxiliary service projects and events on your website, Facebook page, and in newsletters in order to recognize their contributions.
- Update members regularly on progress toward Auxiliary goals as a way to build loyalty, pride, and an understanding of the need for long-term involvement.