

VFW Auxiliary Membership Moment

Cultivate Engagement by Asking “How Would You Like to Contribute?”

UNWAVERING SUPPORT



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As we recruit new people into the VFW Auxiliary, make sure to ask them "**How would you like to contribute?**" instead of "Do you want to volunteer?" Often, we treat our members as if only some of them might want to contribute to our programs and activities. We are better served to assume that **everyone** might like to contribute to the organization's work **if it lets them act on what they care about.**

Think of it as a potluck. We just need to learn what dish a member would like to bring. At a minimum, we need to gain insight about how a member might like to contribute in four key areas:

- The expertise or capability members have to contribute
- The type of contribution they want to make: write, speak/present, mentor, cook, etc.
- The way they want to make the contribution: working on their own or as part of a group, face-to-face effort or virtual volunteer, etc.
- The time associated with their contribution: one-time or on-going (weekly, monthly, quarterly) and the length of each contribution (one hour, a couple of hours, etc.)

Make sure to ask this question “How would you like to contribute?” during the VFW Auxiliary membership application process. Why? Because doing so sends a message from the very beginning that **this is a community where people make contributions.**