



# VFW Auxiliary Membership Moment

## *Recognizing Your Auxiliary's Members*

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A simple “thank you” can go a long way. Recognizing your members’ contributions to your VFW Auxiliary’s success is the first step to positive membership retention. Auxiliary members are volunteers who juggle multiple daily responsibilities and still manage to give their time and/or membership dues to support the efforts of the Auxiliary. Show them you appreciate their dedication to creating the most powerful national network of voices on behalf of veterans, active-duty service members, and their families.

Here are several “sure-fire” ways that your Auxiliary can recognize its members:

**Send press releases to newspapers when groups of new members join; include photos when possible.**

In smaller communities, there are likely opportunities to get members’ names and photographs in the local paper when they join. A group photo of a number of new members holding their membership applications or cards might very well be picked up by a local paper in the community where the members live or work.

**Feature a “Member of the Month” in your Auxiliary correspondence.**

Highlighting an individual member on a regular basis is one way to ensure that members who are featured will renew, as well as getting members who would like to be featured to renew. Be sure that the “members of the month” are not only current or past Auxiliary leaders. It is important to also highlight members who do nothing more than support the Auxiliary by paying their dues on time and participating at a level that is comfortable for them.

**Host a member appreciation event at least once a year.**

Organizing a member appreciation event helps your Auxiliary to recognize and thank members who have participated in its activities and events, and championed our organization’s mission.

**Treat each other with respect and humility.**

As Auxiliary members, we value the strengths, experiences and perspectives of others, and we also recognize our own limitations. By treating each other with respect, we show our appreciation and thanks for the special gifts, talents and contributions of every individual within the VFW Auxiliary family.