



VFW Auxiliary

Welcome!



Unwavering Support for Uncommon Heroes tm



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Engaging your Auxiliary's Existing Members





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Attracting new members to your Auxiliary is critical, but do not underestimate the importance of keeping existing members.



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**What if you thought of your existing members
as your best customers?**

What keeps them coming back?



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Our Members are Our Customers

Think of your Auxiliary's members as customers and work hard to deliver **an experience** that keeps them excited and engaged.



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Engaged Membership = A Healthy Auxiliary

- Engaged members participate in Auxiliary activities, meetings, events, special projects, and leadership opportunities.
- They also feel a strong attachment to their Auxiliaries because they enjoy the friendships, fellowship and fun that come with being an Auxiliary member.



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Engaged Membership = A Healthy Auxiliary

- Engaged members are motivated to put extra effort into Auxiliary activities and service projects, and are proud to tell others about the great work their Auxiliaries are doing.
- They are also **more likely to stay members of your Auxiliary**, so make sure they have a variety of ways to get involved and stay active.



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Member **engagement** will increase member **satisfaction**, which will increase member **retention**, and in turn, boost new member **recruitment**.





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Why Do Engaged Members Stay?

Members are retained when the **value** of VFW Auxiliary membership exceeds the **cost** of membership.





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Auxiliaries **thrive** when the local leadership:

- Is aware of what members want; AND
- Gives members what they want; AND
- Makes changes to keep members involved and excited.





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Communication with your Auxiliary's Members

- Keeping members informed and up-to-date on activities and events can increase an Auxiliary's overall retention rate.
- Establish a communication plan for your Auxiliary to determine what you want to share with members and how.



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Communication with your Auxiliary's Members

- Recognize that different members use different communication tools. Try to offer Auxiliary information using more than one method.





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Topics for Communication with Auxiliary Members

- Opportunities to take on leadership roles, to attend upcoming meetings, and to participate in District-level training workshops
- How to get involved in Auxiliary programs and projects
- Special Auxiliary events, including Department Conferences, the Mid-Year Conference, and the National Convention
- Strategies for recruiting members
- Progress toward Auxiliary membership goals
- Membership awards, and how to achieve them



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Tips for Engaging Existing Members

- When you know that a member is celebrating the birth of a child, a new marriage, an anniversary, a birthday, or a work promotion, go “above and beyond” and call them to extend your genuine good wishes. Don’t let good news be a missed opportunity to engage members. They will remember your call!



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Tips for Engaging Existing Members

- Develop a mentor program for involved members to support less active or new members. Offer formal and informal ways for mentors to educate their mentees on the benefits of membership, and the opportunities for Auxiliary service in the community.



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Tips for Engaging Existing Members

- Receive regular feedback from your members to confirm that they are experiencing the benefits they were promised when they joined.





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Tips for Engaging Existing Members

- Encourage members to serve on committees that suit their interests and skills. Don't assume that a member will be interested in a role that is related to his or her profession. He or she may be looking for a different volunteer experience.



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Tips for Engaging Existing Members

- Invite members to attend a District or Department meeting or training event.





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Tips for Engaging Existing Members

- Keep an up-to-date list of service projects, and have members take turns leading projects that interest them.





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Tips for Engaging Existing Members

- 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.





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Tips for Engaging Existing Members

- Give members a clear sense of your Auxiliary's vision and short- and long-range goals. Update members regularly on progress toward those goals as a way to build loyalty, pride, and an understanding of the need for long-term involvement.



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Tips for Engaging Existing Members

- Send a “We Miss You” card or note to members who have missed two or more meetings in a row, even if you know why they’ve been away. No matter why they’ve been absent, send a note telling them they are important and missed.





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Member Engagement: The Heart of our Organization

- The vitality of the VFW Auxiliary depends on your efforts to stimulate, sustain, and grow the number of engaged members in your Auxiliary.





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- By keeping Auxiliary members engaged, we can serve as a stronger, clearer, and more unified voice in support of all veterans, active-duty military, and their families.





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Thank You!

Do you have questions about membership?

Please call (816) 561-8655, e-mail at
membership@vfwauxiliary.org, or visit
www.vfwauxiliary.org.