

New Member Orientation Checklist

(For Officer Use)



The key to retaining new members is to ensure they are receiving value from their VFW Auxiliary membership, and that they are aware of the value they are receiving. Engaging with your members on a regular basis to communicate this value to them helps keep it fresh in their minds, and reminds them of why they became members in the first place. Studies on new members of any organization show that the first three months are critical to engaging that member and keeping that member.

Here is a suggested checklist to help you and your Auxiliary engage its new members during the first three months:

Within The First Week

- Call or email the new member to introduce yourself. Offer your contact information should that new member have any questions. If your Auxiliary has a website or Facebook page, tell them about it so they can see what's going on. Provide a calendar of upcoming events.
- Encourage them to create a member profile in MALTA.

Within The First Month

- Invite the new member as soon as possible to whatever Auxiliary event is coming up next, whether it be a meeting, a community service project, or something else. Offer to pick them up if they need a ride. Or if it's a family event, be sure to let them know that anyone can come. They might feel more comfortable coming with a family member or friend. Be sure to send them a reminder at least three days out from the event. And immediately following the event, send an e-mail or handwritten note saying that you're glad they came.
- Give them a New Member Packet with the items available on MALTA.

Within The First Two Months

- Your Auxiliary will most likely have a meeting within this time period. Specifically invite the new member and save them a seat. Have a copy of "Understanding VFW Auxiliary Traditions" printed out, and make time to explain each of the items on it. Much of it will be entirely new to them.

Within The First Three Months

- Scheduling is difficult, but try to meet up for coffee, and see if the new member has any questions about what they have been involved with so far. Have a copy of the VFW Auxiliary Bylaws and Ritual available in case a question comes up that you can't answer.

The goal with each of these steps is to maintain contact with the new member in order to engage them in your Auxiliary as soon as possible. Engaged members actively participate in Auxiliary meetings, events, special projects and leadership opportunities. Once you have engaged that member and extended that hand of friendship, continue to nurture that relationship. An engaged membership equals a healthy Auxiliary!