

**MEMBERSHIP PROGRAM
DEPARTMENT OF PENNSYLVANIA
2024-2025**



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“Together Helping Veterans”

**Like “76 Trombones that led the big parade”, LET’S MAKE SOME NOISE THIS YEAR!
Keep those numbers rockin’ & rollin’ all year long!
“Blame it all on our roots” as “we are family”VFW family!**

Membership should be FUN....so let us “*unchain the melody*” and GROW!!!

- **Keep your “WHY” close by!**
 - Revisit WHY you joined, why you still belong; Jazz it up, sing it to the choir! 😊
- **Prepare your “ASK.”**
 - What’s your Purpose?
 - Preserve/Strengthen Camaraderie
 - Assist Comrades and their families
 - Honor the memory and history of those that sacrificed
 - Promote True Patriotism, maintain our Freedoms
- **Get your “ASK” in gear!**
 - Our potential members are not connected just yet...but they could be!
“We’re gonna rock down to Electric Avenue then we’ll take it higher!”
 - They are online, on their phones, DMs, PMs, Emails.... GO BEYOND traditional meeting rooms! Embrace social media, *“that’s LIFE”* these days!
 - We ALL make major decisions the quickest way...the ‘swipe right’ mentality.
“Get your motors runnin.” and “meet in the middle!”
 - Keyboard Communication is where it’s at.... USE it to our advantage!
Make Lists (List 1-people you KNOW will join, List 2-people who MAY join)
“ONE is the loneliest number” but is it???? NOOOOO!
If every current member recruited JUST ONE potential member,
we’d top *Kasey Kasem’s* MEMBERSHIP charts!!! 🎵





- **“Light my fire!” Put some spark in your “ASK!”**
 - Explore social media, leave no stone unturned! 😊
 - Post fun videos/reels/stories, not just a picture.... Spice it up with *Salt-n-Pepa!*
 - Create Instagram, Tik-Tok, Facebook, and whatever else in Cyberspace! 😊
 - Reach out to ALL ages.... stay connected!



NEW THIS YEAR!!! We will have a QR Code, see below!

- This will link us to information to share with potential members.
- No more hard copies.... It will be quick and easy, right at your fingertips!
- It shows us how to be tech savvy, modern and adaptable.
- Less paper, more in tune with technology.

LAUNCHING SOON!



Behind the QR Code, you will find things like:

- Fact Sheet
- Membership Application
- What We Do Sheet
- Auxiliary Locator
- Programs & MORE!

INVEST, INVITE, RECRUIT, INCLUDE, RETAIN, ENCOURAGE, FOLLOWUP

“What’s the Plan, Stan?”

- Contact current members AND former members to rejoin.
- Recruit and Mentor potential new members.
- Encourage members to use MALTA to renew online...painless, and EASY!
- Offer incentives for early deadlines and/or to become LIFE members.
- Promote ‘paying it forward’ to struggling members.
- Ask for participation, Assign Tasks...if he/she says no, ASK again.
- Meeting incentives/drawings to increase attendance.

Membership Packets suggestions, but not limited to:

- Fact Sheet, Program Overview.
- Officer Contact Information, Upcoming Events.
- MALTA instructions, links and resources.
- QR Code, Date and Time of Meetings.
- Interests/Hobbies Survey – Looking for individual strengths.
- Membership Pin and/or Ritual Book.
- Auxiliary Traditions Sheet.
- Thank you and/or Welcome Note.



Membership Theme ~ "STRIKE UP THE BAND"

Department President's Theme ~ "TOGETHER HELPING VETERANS"

President's Colors ~ RED, WHITE & BLUE

National President's Theme

"FROM OUR ROOTS TO OUR BRANCHES EXTENDING SERVICE TO OUR VETERANS"

NEW!!!! MEMBERSHIP PROGRAM AWARDS/DIVISIONS

DIVISION I	AUXILIARIES WITH	10-45	MEMBERS
DIVISION II	AUXILIARIES WITH	46-70	MEMBERS
DIVISION II	AUXILIARIES WITH	71-90	MEMBERS
DIVISION V	AUXILIARIES WITH	91-120	MEMBERS
DIVISION VI	AUXILIARIES WITH	121-165	MEMBERS
DIVISION VI	AUXILIARIES WITH	166-240	MEMBERS
DIVISION VII	AUXILIARIES WITH	241 +	MEMBERS

NATIONAL MEMBERSHIP PROGRAM AWARDS

Membership Awards for Departments, and Conferences will be based on the paid total listed on the CMR-Paid, Canceled & Deceased Report in MALTA.

AWARDS FOR MEMBERS

1. Recruiter pin to each VFW and Auxiliary member who recruits 5 new and/or rejoined members to the VFW Auxiliary from July 1, 2024, through May 31, 2025. Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2025. Recruiter pin will be mailed directly to the member from National Headquarters.
2. National Membership Achievement Award to each VFW and VFW Auxiliary member who recruits 20 new and/or rejoined members to the VFW Auxiliary from July 1, 2024, through May 31, 2025. Department Treasurer must enter membership in MALTA with credit given to the recruiter by June 10, 2025. VFW Auxiliary Treasurers on all levels are not eligible for this award. Winners will be announced, and awards presented at the 2025 VFW Auxiliary National Convention in Columbus, Ohio. If the winner is not in attendance, award to be mailed directly to winner from National Headquarters after National Convention.
3. Top Recruiter award to the one recruiter in each of the 4 conferences who recruited the most new and/or rejoined members in their conference. VFW Recruiters and VFW Auxiliary Treasurers on all levels are not eligible for this award. Winners will be announced, and awards presented at the 2025 VFW Auxiliary National Convention in Columbus, Ohio. If the winner is not in attendance, award to be mailed directly to winner from National Headquarters after National Convention.
4. VFW Auxiliary Recruiter Drawing for each VFW Auxiliary National Membership Achievement Award winner. Winners will be entered into a drawing to receive one \$500 Visa Gift Card. VFW Recruiters and VFW Auxiliary Treasurers on all levels are not eligible for this award. Winners will be announced, and awards presented at the 2025 VFW Auxiliary National Convention in Columbus, Ohio. If the winner is not in attendance, award to be mailed directly to winner from National Headquarters after National Convention.

Recruiter Award Forms are no longer needed for VFW Auxiliary members. Reports are compiled by VFW Auxiliary National Headquarters from information entered into MALTA.

VFW Members who recruit new and/or rejoined VFW Auxiliary members will need to fill out the required VFW members only form that is available in MALTA Member Resources. Completed form must be received at VFW Auxiliary National Headquarters and Department Treasurer must enter membership into MALTA by June 10, 2025.

AWARDS FOR AUXILIARIES

1. \$50 to each Auxiliary that reaches 100% Plus in Membership by June 30, 2025. *
2. VFW Auxiliary Drawing. Each VFW Auxiliary that reaches 101% Plus by June 30, 2025, * will be entered into a one-time drawing to receive \$500.

DEPARTMENT OF PA AUXILIARY MEMBERSHIP AWARDS

1. **“RHYTHM” AWARD** -- All VFW Auxiliaries in each membership division reaching 100% Plus in membership by November 30, 2024 will be entered into a drawing for a chance to win a \$100 VFW Store Gift Card.
2. **“ALL ABOUT THE BRASS” AWARD** - In each membership division, the top VFW Auxiliary who has the most increased **LIFE** Members by April 30, 2025, will receive a \$50 VFW Store Gift Certificate.
3. **“REFRAIN” RETENTION AWARD** - In each membership division the member who has gone above and beyond to retain members will receive a \$50 VFW Store Gift Certificate. **Auxiliary President must submit the nomination in writing** to the Dept. Membership Chairman by March 31, 2025. (In the event of a tie, a drawing will be held.)
4. **“PREACH TO THE CHOIR” RECRUIT AWARD** - In each membership division, the Auxiliary that recruits the most new and/or rejoined members, from July 1, 2024 through April 30, 2025, will receive a \$50 VFW Store Gift Certificate.
5. **“BIG BANG BAND” AWARD** - The first District President reaching **100% PLUS** in membership shall be given TWO complimentary banquet tickets to the Department President Testimonial (Saturday.)
6. **“STRIKE UP THE BAND” AWARD** - Auxiliary Drawing. Each Auxiliary that reaches 101% Plus by May 31, 2025, will be entered into a one-time drawing to receive \$250 Store Gift Card.

ALL OBLIGATIONS INCLUDING AUDITS, BONDS, DELEGATE FEES, PLEDGES, SUPPLIES, ETC. TO NATIONAL, DEPARTMENT HEADQUARTERS AND DISTRICT MUST BE MET FOR YOUR AUXILIARY/DISTRICT PRESIDENT AND CHAIRMEN TO QUALIFY FOR AWARDS.

PENNSYLVANIA ALL STATE AWARD FORM
FOR AUXILIARY PRESIDENTS AND TREASURERS
2024-2025

DISTRICT# _____ AUXILIARY# _____
AUXILIARY NAME _____
AUXILIARY PRESIDENT _____
AUXILIARY TREASURER _____

PLEASE PRINT CLEARLY

Please attach all documentation and submit it no later than May 6, 2025.

Amy Peterson, 12 N. Bennett St, Bradford, PA 16701,
or email to thepetersons@breezeline.net

1. President & Treasurer bonded by **July 31, 2024. (NEW Date!)**
2. President, Treasurer and Secretary dues must be paid by **November 30, 2024.**
3. Current Membership is 100% Plus by **April 30, 2025.**
4. All Audits must be on file at Department Headquarters before **May 1, 2025.**
5. District Visit completed.
6. Voice of Democracy entry and/or donation to Dept PA VFWA, minimum \$10.00.
7. Patriot's Pen entry and/or donation to Dept of PA VFWA, minimum \$10.00.
8. Young American Creative Art entry and/or donation to Dept of PA VFWA, minimum \$10.00.
9. Health and Happiness donation to VFW National Home.
(Payable through MALTA) (\$0.25 per member)
10. Donation to Dept of PA VFWA for Department President's Special Project, minimum \$10.00.
11. Buddy Poppy purchase from Dept of PA VFW (Minimum 100 poppies.)
12. Donation to Dept of PA VFWA for all 15 VA hospitals **AND** Department Hospital fund, minimum \$10.00 each.
13. Donation to Dept of PA VFWA for the Christmas Canteen fund, minimum \$10.00 donation. **(MUST BE RECEIVED AT Dept HQ by October 31, 2024)**
14. Auxiliary must be represented by one or more members at **EACH** District Meeting with Auxiliary President in attendance at least **ONE** District meeting.
15. Promoted **VFW Auxiliary QR Code** via newsletter/social media (Attach promo.)
16. Submit a "New Member Welcome Packet" **(Must be submitted by Nov 17, 2024)**

***To qualify for the All-State Award,
ALL Auxiliary Obligations must be met by May 1, 2025.**