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Promoting Membership and Establishing Eligibility

* One fundamental difference between the VFW Auxiliary and other VSOs is our eligibility requirements—Must have familial relationship within two generations of an eligible veteran (Eligibility Wheel)
  + Honorable service in US Armed Forces (Army, Navy, M C, A F, CG)
  + Must have served in a Foreign War, Insurrection or Expedition as documented by one of the following:

VFW authorized campaign or service medal of the USA

* + - Receipt of Hostile Fire or Imminent Danger Pay, as verified by a copy of a Leave and Earnings Statement (LES) issued by the US Armed Forces
    - Serviced in Korea for 30 consecutive or 60 no-consecutive days after 6/30/49

Whose responsibility is it to provide proof of eligibility? (The applicant)

National Archives and Records Administration: 1-866-272-6272 or on-line at [www.archives.gov/veterans/military-service-records/](http://www.archives.gov/veterans/military-service-records/)

Whose responsibility is it to assure the eligibility of every person accepted for VFWA membership? (outlined in Section 102-the Investigating Committee)

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Description automatically generatedThis year’s Membership Program emphasizes CONNECTIONS—Making connections, fostering connections, re-enforcing connections and maybe even re-establishing connections. So important if we are going to reverse the decline in our membership over the past 10-20 years.

* HOW?
  + Membership Committee—Section 810, how many members should the Auxiliary President appoint? (minimum of 5)
    - Develop a plan for the year
    - Educate members on importance of recruitment and retention
    - Create a positive image, which will attract current and future members
    - Members should be outgoing, knowledgeable, committed to follow-up
* RECRUITMENT
  + Smart recruiting, which is with high-pressure or hard cell
  + Begins with a single Auxiliary Member
  + Planned Events or happens by chance
    - Upbeat attitude, smiles
    - Listen to what they say
    - Be ready to share meaningful information/stats or a short story that shows how your Auxiliary made a difference in the lives of a veteran or their family (National Talking Points)
    - Share what the VFW Auxiliary means to you (Attracting Younger Members)
    - Carry an application and offer help to complete
    - If they need time, give it to them, but always follow-up
* RETENTION
  + Be Positive
  + Welcome New Members and Introduce them to others
  + Get new members involved in fun activities, asap
  + Keep all members informed (what ways do you do this?)
  + Help members, don’t assume they know what to do, listen to their ideas
  + Provide mentors, appoint them assistant to a position in order to learn
  + Treat all members with respect
  + Keep the Auxiliary VISIBLE through community involvement