



DEPARTMENT OF MISSOURI MEMBERSHIP

November/December 2024

Promotional Material

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MEMBERSHIP AT DISTRICT MEETINGS

Ideas to incorporate the membership program into your district meetings:

1. New member bags – have all participating auxiliaries bring items to put into these new member bags to assembly during the district meeting. All auxiliaries would bring a few bags with them to give to their new members.
2. QR Code Posters – Create posters during the district meeting that would highlight the Membership QR Code. These posters can be displayed at any event or at the post. Create laminated business card size versions of the QR code for members to carry with them.

NATIONAL MEMBERSHIP AWARD CLARIFICATION

- PRESIDENTS are NOT limited in number of new recruits and are eligible for the national recruiter awards.
- TREASURERS on all levels are NOT eligible for the national recruiter awards.
- Recruiter number is NOT a required field on a member application. It will not be rejected if left blank.

OFFICER DUES BY DECEMBER 31, 2024

Please make sure that your auxiliary officers have their dues paid by December 31, 2024. If an officer's membership lapses they are no longer eligible to hold office and will be removed.

MEMBERSHIP GOALS

**95% BY NOVEMBER 15 * 98% BY MARCH 1 * 100% BY MAY 15 *
101% BY JUNE 30**

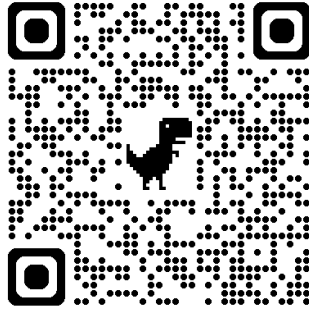
G.A.P. MEMBERSHIP METHOD

Our National Membership Ambassador has asked us to “Get our Ask In Gear” and implement the G.A.P. Method of Membership recruiting. The Great Aunt Patsy method asks us to consider purchasing VFW Auxiliary Membership for our family members in lieu of Birthday gifts, Christmas gifts, Anniversary gifts, etc. If every member would sign up just 1 family member just think how we would grow. Increasing our ranks helps us to help our veterans even more!

MEMBERSHIP QR CODE

National has created this QR code to simplify recruiting. This QR code can be used anywhere for anything with no restrictions. Consider making a poster with the eligibility wheel and the QR code to have at a membership drive table. The poster can also be displayed at the post or at other events.

This QR Code directs the user to the national website page that tells them about the history of our organization and what we do. There is also a link to our Fact Sheet, Membership Application and Membership Brochure. You no longer need to print out all this information or carry it around with you! If you would like me to send you an electronic version of the QR code, just sent me a request via email.



#JUST1

Let everyone know how you are doing in recruiting new members. Any time you have a membership drive or event post it on social media. Be sure to use the hashtag #just1. If each of us would pledge to recruit just 1 new member this coming year our organization would double in size. Make use of the Just 1 Pledge Cards in your meetings. Have each member fill one out pledging to recruit at least 1 new member.

EVERY TREE HAS IT'S PURPOSE

Our National President's Theme is "**From Our Roots to Our Branches: Extending Service to Our Veterans.**" Just like there are different types of trees with different purposes; so is it that our membership serves all different purposes. Each type is no more or less important than the others and it takes them all to be "**Helping our Veterans by Bridging the Gap**".

Fruit Trees – Feed the members, these are the doers. These are the mentors and all that step up all the time to lead.

Nut Trees – Bring the energy and fun! Often challenging people but they are the ones that bring the great ideas!

Ornamentals – The NUMBERS! They may not attend any meetings but they may make occasional donations. All these numbers are important to the IRS and Congress when it comes to hearing our voice in our state and federal government when bills are introduced that pertain to veterans.

Shade trees – we all have them.

Evergreens – Our "Legacy" Members – they provide consistency and institutional memory.