



# Department of Missouri Membership

## 2024-2025 Program Book

**Vicki Garcia – Membership Major (Chairman)**

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Attention squadron members! I am **Major Vicki Garcia**, your new **Membership Major**. My mission is to ensure our squadrons are cohesive, motivated, and mission-ready. Let's work together to strengthen our bonds, enhance our capabilities, achieve excellence and live out daily our Membership Squadron Mission Statement. Remember, teamwork makes the dream work!

### MEMBERSHIP SQUADRON MISSION STATEMENT

"Our mission is to **soar to new heights in recruiting new members** by **bolstering our squadron of current Auxiliary members** with **battle-tested skills** while **fortifying the resolve** of our **squadron by enlisting new members to ensure our organization's legacy lives long into the future**. We pledge to **execute precision maneuvers in membership drives, forge unbreakable bonds in mentoring new members** and **unleash our recruiting skills** in every endeavor. Together, we'll **dominate the skies, ignite camaraderie** and **propel our legacy** forward. Aim high, embrace the challenge and let our collective wings carry us to victory!" We are bold, resilient and unwavering! We will **pledge** to join forces with our counterparts in the VFW. Together we can bring forth the vision of "**Helping our Veterans by Bridging the Gap**".

This year our focus will be on meeting our membership goals using an Auxiliary's current membership quota. What does that mean? That means that to meet the goals set forth by our Queen Ant, each Auxiliary will need to get to **100%+ to be considered a growing Auxiliary**. We want to award growing auxiliaries! This percentage will be based on the current years' membership quota as of July 1, 2024. How do we do that? **Recruit, Recruit, Recruit**. With that in mind there will be various Department awards this year based on recruiting new members and rejoins.

The current make-up of our organization has most of our members over the age of 75. There is just no easy way to say that we are losing more and more members to death each year. While it is sad, the truth is that we need to gain new members each year just to maintain our current membership levels. To grow we must double our efforts to focus on recruiting. I know we all love this organization and joined for our own reasons, but our common reason is our love for veterans. Let's remember that as we concentrate this year on **growing** our organization so that our mission can last years into the future.

In dwindling ranks, our strength declines, a legacy fading, like whispered winds. Future veterans await our care, yet empty chairs remain, unoccupied. Don't let this be our organization's legacy. More than any other year, please make this year the year to focus on recruiting new members. If we all just pledged to recruit or rejoin 1 new member our Department would grow by over 12,000 members! Can you imagine it? I can.

And without further ado, I will now introduce this year's membership squadrons along with the goals to meet to be considered for awards.

# DEPARTMENT OF MISSOURI – MEMBERSHIP SQUADRONS

## Fearsome Fighters Squadron

Team Captain Meghan McGrath

Districts 6 & 9



## Aim High Squadron

Team Co-Captains: Joanne Hammuck & Judy Northcutt

Districts 2, 5, 12, 17



## Recruiting Raptors Squadron

Team Captain Jennie Rosales-Wolfgeher

Districts Non 1, 7, 15, 18



## Unity Flyers Squadron

Team Captain Melinda Ross

Districts 3, 8, 14



## **Airfield Operations Officer Captain Jackie Davis - Members At Large**

Our first exercise of endurance and fortitude will be to meet the orders given by our Queen Ant. It is my job as your Membership Major, along with my captains to make sure we follow her orders at each stage of our campaign to the "T". All Auxiliary orders for membership goals are as follows:

**85% + by August 15, 2024**

**90% + by September 30, 2024**

**95%+ by November 15, 2024**

**98%+ by March 1, 2025**

**100% + by May 15, 2025**

**101% + by June 30, 2025**

Remember, that Department membership goals are based on your current membership quota NOT paid membership. For the Department to reach the goals set forth by National we must reach above and beyond. If we meet the above goals then **WE WILL** not only meet National's membership goals, but **WE WILL** exceed National's membership goals! How exciting would that be?

It is imperative to meet these goals to increase our squadron's strength to meet the current and future challenges our veterans will combat. Every increase in membership is one more voice we have in Washington to make sure bills are passed that benefit our veterans.

## **DEPARTMENT MEMBERSHIP AWARDS**

Good news auxiliaries! This year there will be **NO online reporting necessary for the membership program!** Which also means there will be **no year-end awards. What?** Instead, I will be giving out awards **all year long! YOU** get an award, and **YOU** get an award, everyone gets an award...well probably not but I can hope! The following awards will be presented at each of the fall and winter conference meetings and at the June 2025 convention meeting.

### **AWARDS FOR MEMBERS**

**Recruiter's Wings Award** – given to the Auxiliary member who recruits the most new members or rejoined members since the last meeting. This outstanding recruiter will receive \$25 and a citation. **Auxiliary treasurers are not eligible for this award.**

**VFW Recruiter's Wings Award** – given to the VFW member who recruits the most new Auxiliary members or rejoined members since the last meeting. This outstanding recruiter will receive \$25 and a citation.

### **AWARDS FOR AUXILIARIES**

**Top-Flight Ace Award**- given to the Auxiliaries that meet all Department membership goals since the last meeting. All eligible Auxiliaries will receive a citation and be put into drawings for a chance to win \$50.

**Recruitment Star** – given to the Auxiliaries that have had at least one membership drive since the last Department meeting. Photos and documentation of the membership drive must be emailed to the Membership Major ("Chairman") at least two weeks prior to any Department meeting to be considered for this award. Eligible Auxiliaries will receive a citation and be put into drawings for a chance to win \$50.

## **Recruiting and Membership Tools**

### **BE PREPARED TO SHARE YOUR "WHY" NARRATIVE WITH POTENTIAL RECRUITS**

Recall your initial motivation for joining our organization and your ongoing commitment to service. Emphasize the bond of camaraderie and dedication to supporting veterans and their families.

Can you effectively communicate the value of our organization to potential recruits? Among various non-profit organizations, what sets us apart? Having clear 'who we are' information strengthens our case for why someone should join us. Remember, effective communication is essential in recruitment, and understanding our unit's purpose and mission helps convey its significance to prospective members.

#### **WHY should someone join our organization?**

- To contribute to the well-being of our veterans, service members and their families.
- To enhance one's skillset and professional growth.
- To establish valuable connections and foster camaraderie
- To access essential services and support, including insurance coverage, grants and discounts.

We've developed a fresh new QR Code for recruitment purposes. It's deployable at recruiting events and can be affixed to recruitment posters. This allows potential members swift and convenient access to membership resources. No longer do you need to generate hard copies of this information, which often end up discarded.

Remember, clear communication is essential, especially when conveying technical details to potential recruits.



Just some of the resources that can be found using this QR Code:

- Current Membership Application
- VFW Auxiliary Fact Sheet
- VFW Auxiliary Benefit Sheet
- Current VFW Priority Goals Brochure
- VFW Auxiliary Eligibility Wheel
- VFW Auxiliary Benefit Sheet
- VFW Auxiliary National Program Overview

### **ATTRACTING YOUNGER MEMBERS**

Attention Auxiliary members and Post members! Our mission: to enlist the next wave of Auxiliary warriors. There's a vast pool of eligible candidates waiting for our call to duty. The recent conclusion of the 20-year Middle East conflict has left us with staggering numbers of potential recruits, but, here's the challenge: it's not about a shortage of prospects; it's about igniting enthusiasm and understanding about our organization. We must adapt our approach to attract these young members. Think like our fellow veterans and their families.

Many juggle time constraints due to young children and busy schedules. So, how do we reach them? No longer can we rely solely on post events or community invitations. We must meet them where they are—conveniently and purposefully. Remember, they are the future of our organization. It's time to reshape ourselves, evolve and become something better.

Our continuing mission: to engage the next generation strategically. Young members could care less about a bake sale, a blood drive, bingo night, or monthly breakfast at the post. So, where do they reside these days? They'd rather text than talk on the phone; they thrive in virtual events and meetings; and social media is their daily playground.

Our organization must adapt and meet them **WHERE THEY ARE**. Here's how:

1. **Innovate:** Break free from the old mindset—"that's how it's always been done." If we don't evolve, we won't endure as an organization.
2. **Tech Allies:** Tap into tech-savvy members or their tech-savvy offspring. Even if they're not eligible for membership, their support matters.
3. **Social Media Surge:** If we're not there already, establish a robust social media presence. Regular posts—minimum once a week—keep interest alive.
4. **Electronic Outreach:** Communicate events via text, email and social media. Let's bridge the gap and shape our future."\*

**Where** can we find these new, younger members? Most of them are related to current members of the Auxiliary and Post members.

Here's our plan:

1. **Member Intel:** Have your members compile a list of potential recruits.
  - o **Column A:** Family members you KNOW are eligible to join. Consider gifting them membership.
  - o **Column B:** Family members who MAY be eligible. This is a chance to reconnect.
2. **Doubling Down:** Imagine if each of us recruited just one new member—our organization would double in size within a year!
3. **The Power of ASK:** Don't underestimate the simple act of asking. When you meet someone new, inquire if they would consider joining our ranks. Find out if they share our passion for helping veterans.
4. **Eligibility Check:** Determine if they're eligible to join. Focus on finding passionate individuals who align with our cause. An engaged member is a valuable asset.
5. **Active Engagement:** Once they're on board, encourage their participation. Together, we'll shape our future.

How do we ensure active participation from our new recruits? Let's break it down:

1. **New Member Orientation Checklist:** Implement this essential tool. It's our compass for guiding fresh recruits through their initial steps.
2. **Talent Recon:** Identify their unique talents and skills. Each member brings something valuable to the table.
3. **Communication Channels:** Tailor our approach to their preferences. Whether it's email, text, or carrier pigeon, we'll meet them where they're most comfortable.
4. **New Member Packet:** Assemble a comprehensive packet. It's their induction into our ranks—a roadmap to understanding our mission, values and expectations.

When assembling new member packets, let's ensure they are well-equipped for their journey. Here's our checklist:

1. **Bylaw Briefing:** Include a concise updated bylaw book. It's their compass for understanding our rules and regulations.
2. **Acronyms & Jargon:** Demystify our language. Provide an Acronyms & Common Terminology guide—essential for navigating our conversations.
3. **MALTA Maneuver:** Help them create a MALTA login. It's their gateway to our digital realm.
4. **Welcome Dispatch:** Send a personalized "Welcome" email or letter. Make them feel part of our squadron from day one.
5. **Benefits Blueprint:** Detail their Membership Benefits. Show them the perks of joining our ranks.
6. **Tradition Transmission:** Share our Auxiliary traditions. These rituals bind us together.
7. **Officer Intel:** Provide contact information for Auxiliary officers, Department officers and National officers. They are their go-to allies.
8. **Program Overview:** Educate them on VFW Auxiliary National Programs by including a VFW Auxiliary National Programs: An Overview. It's our mission in action.
9. **VFW Store Recon:** Include the VFW Store Flyer/website/catalog. Gear up for duty!
10. **Recruitment Roll Call:** Attach a current membership application. It's their ticket to enlistment of other new members.

## **Create a membership team:**

Your mission: to assemble a dynamic membership squadron within your Auxiliary. The treasurer alone cannot shoulder the burden of recruiting new members or retaining our current ranks.

Your team must be strategic and comprehensive. Here's the blueprint:

1. **Dues Dispatch:** Contact current members about annual dues (Dues Notice). Keep the financial engines running smoothly.
2. **Reconnect Recon:** Reach out to former members. Encourage them to rejoin our ranks. Let's reignite their passion.
3. **Recruitment Rally:** Set dates for recruitment events—aim for at least four. These are our frontline engagements.
4. **Mentor Matchup:** Assign mentors within your Auxiliary. Active members guiding the next generation.
5. **MALTA Maneuver:** Conduct a MALTA training. Teach them how to pay dues seamlessly. Our digital arsenal awaits.
6. **Roster Revamp:** Clean up rosters—remove deceased members and correct bad addresses. Streamline our forces.
7. **Training Summit:** Hold a Membership Training Session. Equip them with knowledge and camaraderie.

Remember, our strength lies in unity. Together, we'll shape the future of our organization!

## **Encourage attending District and Department meetings:**

Let's rally our forces for District and Department meetings. The more intel our members gather, the more active and engaged they'll become.

Here's our battle plan:

1. **Lunch Recon:** Offer to buy lunch for first-time attendees. It's a gesture of camaraderie and ensures they feel welcomed.
2. **Carpool Convoy:** Extend the carpool invitation. New recruits need allies—they'll appreciate the friendly ride.
3. **Wingman Escort:** Stick with them during the meeting. Introduce them to members from other Auxiliaries. We're building bridges.
4. **District Deployment:** Remember, those who engage at the District level are more likely to soar to Department meetings and beyond.

## National Membership Awards

All National Awards for membership will be based on your membership percentage in accordance with the CMR - Paid cancelled & deceased on MALTA. The CMR-Paid, Cancelled & Deceased report can be accessed in MALTA under the reports tab.

### Awards for Members

1. **RECRUITER PIN:** For each VFW and VFW Auxiliary member who recruits five (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:** For 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.
3. **TOP RECRUITER AWARD:** For one recruiter in each of the 4 conferences who recruited the most new and/or rejoined members in their conference.
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.

Winners will be announced and awards presented at the 2025 VFW Auxiliary National Convention in Columbus, Ohio. If winners of 2 or 3 above are not in attendance, the award will be mailed directly to the winner from National Headquarters after the National Convention.

**Auxiliary Treasurers and VFW Recruiters on all levels are NOT eligible for membership awards listed in 2-4 above.**

To be eligible to win the **VFW Auxiliary Recruiter** drawing you **MUST** be present to win.

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

For more information, please refer to the National Program Book on the National Website.

### National Auxiliary Awards

1. **Fifty-dollar (\$50) Award** to each Auxiliary that reaches **100+% prior to June 30, 2025**.
2. **VFW Auxiliary Drawing** – Each Auxiliary that reaches **101+% prior to June 30, 2025**, will be entered into a one-time drawing to receive **\$500**.

Winners will be announced and awards presented at the 2025 VFW Auxiliary National Convention in Columbus, Ohio.