

Membership



DIRECTOR

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As this year begins, the Ladies Auxiliary VFW marks 95 years of caring about veterans and their families; a tremendous amount of time that has been given by our members. Today, we have troops deployed from all over the United States. We are seeing many more women leaving their families behind to serve their country on foreign soil. To continue the commitment we have made to every veteran, past and present, and their families we need many more caring Ladies Auxiliary members. We need these new members now! Membership is the backbone of this organization; it keeps it upright and strong and helps us to move forward. We cannot afford to lose one member, we must retain each and every member and recruit new members. Begin collecting 2010 dues early, send out those dues reminders now, contact those members by telephone who did not pay their dues last year. Do not wait until December 31 to begin your membership drive. New members bring new ideas and energy that each Auxiliary can use to regenerate their base. The time to begin your Membership Program for 2009-2010 is NOW!

The future of our organization lies with the troops that have been deployed, in many cases repeatedly, to face conflict in other countries. These troops are Reserve and National Guard Units that originate from all across our country. With each unit comes an organization of family members called the Family Readiness Group (FRG) or on military bases/posts this group is referred to as the Family Support Program. These organizations have Presidents/Chairmen who head their activities. I want to urge you to contact these groups. These organizations are made up of wives, daughters, mothers and grandmothers. We have so much in common with all of these ladies...our love of veterans. This is a wonderful recruiting opportunity. Get involved with these groups, help them organize a Deployment Party or

better yet assist with that wonderful Welcome Home Party when the troops return home. The programs and services you can offer these groups is unending. Without members our other programs will not succeed. This program is the foundation for everything in this organization. Do not let it crumble!

This is the year – *It's Time for America's Military Heroes*. To properly serve these heroes, we need more members. This is the year we will reach 100% in membership! Let's make this a reality and bring our membership to a goal I know we can reach. It is time for our heroes and it is time for our organization to soar ahead.

November will be **National Recruiting Month**. This will be the time to organize a systematic campaign to collect dues. Remember that member who was active for years but you have not seen since last fall? Now is the time to make every effort to make contact with her, reinstate her, make her feel welcome, get her involved and make her feel needed. Do not underestimate personal contact, be it on an individual basis or in a large group setting.

Each Department will plan a campaign to recruit new and reinstated members in November. Set up a recruiting booth at retail areas, military bases, National Guard/Reserve weekend events, sporting events. Organize telephone and door-to-door campaigns. Take advantage of any venue to sign up those members. Set some realistic membership goals and work hard to meet them.

STEPS TO A SUCCESSFUL RECRUITING CAMPAIGN:

1. Select and organize a membership recruitment committee.
2. Set realistic goals.
3. Develop a recruiting plan and the implementation.
4. Plan your activities and assign responsibilities.

Begin collecting 2010 dues early. Encourage Auxiliaries to send out dues reminders immediately following National Convention. Conduct your dues "round-ups" before December. Organize committees to handle delinquent dues. This cannot wait until January 1, 2010! This committee can begin contacting those who have not paid their dues beginning December 1, 2009. To be successful **you must start your recruitment efforts early!**

**This year is time for us to achieve
100% in membership, and in accomplishing
this goal, we will have given the time needed
to honor our military heroes.**

MEMBER AWARDS:

1. ***“National Aide-de-Camp” Award:** Each Ladies Auxiliary or Post member who secures 20 new or reinstated members from July 1, 2009, through April 30, 2010, must be received at National Headquarters by May 31, 2010, will be named National Aide-de-Camp to the National President and will receive a special gift from the National President at National Convention. The Ladies Auxiliary members will be entered in a drawing for 15 awards of \$100. VFW Post members will be entered in a drawing for 10 awards of \$50. Organizers of new Ladies Auxiliaries are eligible for this award. The drawing for winners will be held after July 1, 2010.
2. ***\$500 Award toward trip to National Convention** in Indianapolis, Indiana. This award will be presented to the Ladies Auxiliary member who secures the most new or reinstated members (must be 40 or more to qualify). If there is a tie, a drawing will be held. If the winner is unable to attend National Convention, \$250 will be awarded. Form must be received no later than May 31, 2010. Completed National Aide-de-Camp forms will be used for this award.

AUXILIARY AWARDS:

Based on June 30, 2009 membership. Foreign-based Ladies Auxiliaries are eligible.

1. ***“Heroes” Award.** Two drawings of \$250 each for achieving 100% membership with transmittals to be **received** at National Headquarters by August 31, 2009.
2. ***\$75 to each Auxiliary with 10-75 members** that achieves 100% and must be **received** at National Headquarters by September 30, 2009.
3. ***\$75 to each Auxiliary with 76-150 members** that achieves 100% and must be **received** at National Headquarters by October 31, 2009.
4. ***\$75 to each Auxiliary with 151-250 members** that achieves 100% and must be **received** at National Headquarters by November 30, 2009.
5. ***\$75 to each Auxiliary with 251 or more members** that achieves 100% and must be **received** at National Headquarters by December 31, 2009.
6. ***National President’s “Special Pin”** to each Ladies Auxiliary President achieving 100% paid-up membership for 2010 and **received** at National Headquarters by December 31, 2009. Award No. 6 - We will mail the pins to the Department Presidents for presentation and will announce the total number of awards received by Auxiliaries at the Mid-Year Conference.
7. ***Bonus Drawing: All Auxiliaries obtaining 100% and received at National Headquarters by June 30, 2010,** will be entered in the Bonus Drawing for ten \$100 awards.

8. ***\$50 to each Auxiliary that increases NEW Life Memberships (Transfers do not apply) by 10%** of their June 30, 2009 total membership between July 1, 2009 and April 30, 2010, and **received** at National Headquarters by May 30, 2010. Auxiliaries with membership of 300 or more will only be required to secure 30 new Life Memberships to qualify.

DISTRICT AWARDS:

1. ***“America’s Pride” pin** to District President and Membership Chairman whose District attains 90% and **received** at National Headquarters by December 31, 2009.
2. ***\$100 to the District and an “It’s Time For America’s Military Heroes” Plate** to the District President and Membership Chairman of each District obtaining 100% in membership and **received** at National Headquarters by April 30, 2010. Award plate(s) and checks will be mailed to the Department President to be presented at Department Convention.
3. ***\$200 to the District obtaining 105%** in Membership **received** at National Headquarters by May 31, 2010. Award check will be mailed to the Department President for presentation at Department Convention.

DEPARTMENT AWARDS:

1. ***\$100 to each Department with 60%** of its 2010 Life, New, Reinstated and Continuous Members **received** at National Headquarters by August 31, 2009.
2. ***\$100 to each Department with 70%** of its 2010 Life, New, Reinstated and Continuous Members **received** at National Headquarters by September 30, 2009.
3. ***\$100 to each Department with 75%** of its 2010 Life, New, Reinstated and Continuous Members **received** at National Headquarters by October 31, 2009.
4. ***\$100 to each Department with 85%** of its 2010 Life, New, Reinstated and Continuous Members **received** at National Headquarters by November 30, 2009.
5. ***\$500 to each Department with 100%** of its 2010 Life, New, Reinstated and Continuous Members **received** at National Headquarters by December 31, 2009. Winners will be announced at the Mid-Year Conference.
6. ***Department Membership Chairman Award;** a special keepsake from the National President for all Department Chairmen reaching 90% of 2010 membership by December 31, 2009. This award will be mailed to the Department Membership Chairman.
7. ***“Heroes” Awards** to be awarded to Department Presidents, Department Treasurers and Department Membership Chairmen as follows:
 - a. **“March Through Time” pin** for a transmittal **received** at National Headquarters by August 14, 2009, to be awarded at National Convention. No transmittals will be accepted at National Convention.
 - b. **“American Flag” Charm** will be mailed when 60% of 2010 membership is **received** at National Headquarters.

- c. **“POW/MIA Flag” Charm** will be mailed when 90% of 2010 membership is **received** at National Headquarters.
- d. **“Ladies Auxiliary Emblem” Charm** will be mailed when 100% of 2010 membership is **received** at National Headquarters.
- e. **“It’s Time For America’s Military Heroes” Plate** for Department Presidents, Department Treasurers and Department Membership Chairmen who attain 100% by June 30, 2010.
- 8. ***\$1,000 to each Department** with 105% of its Life, New, Reinstated and Continuous Members **received** at National Headquarters by May 31, 2010.
- 9. ***\$300 to each Department with 103%** of its Life, New, Reinstated and Continuous Members **received** at National Headquarters by April 30, 2010.
- 10. ***\$250 to each Department who attains 100%** of 2010 membership **received** at National Headquarters by March 31, 2010.
- 11. **Outstanding Performance Award** in each Membership Group as based on criteria listed on Page 1.

AWARDS FOR DEPARTMENT PRESIDENTS:

- 1. Beginning with the August membership totals through May, the Department President whose Department has the greatest percentage of paid-up members within its Membership Group will have the honor of having her photo in the Ladies Auxiliary VFW Magazine and on the Web site each time she receives the honor.

SPECIAL AWARDS FOR DEPARTMENTS:

Check will be mailed to the Department Treasurer and **MUST BE USED** to defray cost of Department President’s trip to each respective event or Membership/Recruitment expenses. Includes New, Continuous, Reinstated and Life Memberships.

- 1. ***\$500 to each Department attaining 65%** membership **received** at National Headquarters by August 31, 2009. (Must be used toward Department President’s participation at the Statue of Liberty Celebration.) Presidents to have the privilege of being presented on Liberty Island. If the Department President is unable to attend the Statue of Liberty Celebration, the Department may retain \$250 of the Membership Award for its treasury. The remaining \$250 must be returned to National Headquarters.
- 2. ***\$300 to each Department attaining 80%** membership **received** at National Headquarters by October 31, 2009. This entire award is to be used by the Department treasury to defray membership/recruitment expenses. Should the Department attain the 80%, Department Award #3 will not be awarded.
- 3. ***\$500 to each Department attaining 90%** membership **received** at National Headquarters by December 31, 2009. (Must be used toward Department President’s participation in the 2010 Mid-Year Conference). Presidents of winning Departments are invited to join our National President for a special **“Gift of Time Party”** and medallion presentation. A special reception for all members attending the Mid-Year Conference following the return of the Department Presidents from their **“Night on the Town.”** If the Department President is unable to attend the Mid-Year Conference, the Department may retain \$250 of the Membership Award for its treasury. The remaining \$250 must be returned to National Headquarters.

AWARD FOR NATIONAL CHAIRMAN:

“It’s Time For America’s Military Heroes” Plate to the National Chairman based on quality and timeliness of material.

***NOTE:** Winners will be published in the *Year-End Officers’ and Directors’ Report* and awards will be mailed to the 2009-2010 Department Presidents for distribution.

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