

**Department of Wisconsin
VFW Auxiliary
February 2026
MEMBERSHIP NEVER ENDS**

Membership really is the life blood of an organization. Without them all the great ideas and programs have nowhere to go.

In 1866, the Union Veterans that fought in the Civil War formed an organization called the Grand Army of the Republic. This organization grew to over 400,000 members advocating for Veterans and also established Memorial Day. However, when the Spanish-American War Veterans attempted to join, they were told no the organization was just for Civil War Veterans. Therefore, in 1956 when the last Union soldier died the organization ceased to exist.

Let's stop the downhill slide and show growth this year in membership. We need to ensure the continuation of the VFW Auxiliary for the next hundred years; our Veterans and their families need us!

The Department is over 100% in paid members, but DON'T stop. Our goal is 7500 in current members, which would be an increase of 79 over last year's total members. For most of the Auxiliaries that just means recruiting or retaining 5 members. A few Auxiliaries would need a dozen members; all doable this spring.

Here are a few tips that may help you with your membership efforts (From MN Membership Letter):

- Create a recruiting / renewal committee
- Place the VFW Auxiliary Membership QR Code on EVERYTHING!
- Use flyers, local media and social media—with the QR Code. Letters to the Editor of your local newspaper are usually free.
- Create a phone tree to activate members.
- Gift membership to qualifying relatives.
- Get your Post roster and contact their spouses and family members who are not yet Auxiliary members. Many VFW members have children and grandchildren age 16 and older who were younger when the VFW member joined your Post.
- Ask your Post Commander to visit their meeting to talk about their Auxiliary and put an application and the QR Code in their hands. Be sure to leave your contact information.

Remember to have Auxiliary and VFW membership QR Codes, applications, and fact sheets at all your Post and Auxiliary events. Include them along with the scholarship information you distribute to your schools and area students. Work with your community organizations to include VFW Auxiliary and VFW information at book fairs, breakfasts, steak fries, vendor markets, and community celebrations. Leave membership information at your local Chamber of Commerce and Veterans Service office. Ask to hand out flyers and QR Codes along parade routes. All you need to do is ask; most are willing to include us.

Check out your Former Member report that is in MALTA under View Members. Reach out to these lost members (in person, if possible) and encourage them to come back onboard. Tell them about all the great work your Auxiliary is doing and the benefits of rejoining. If they do not want to rejoin, ask them why. You can use this information to improve your Auxiliary.

MEMBERSHIP NEVER ENDS! We need to ensure the future of our great organization by consistent, steady growth. Each one of our memberships need to be full, healthy and vibrant.

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