

VFW Auxiliary – Dept of Wisconsin (Membership)

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

07/19/24

Congratulations! Everyone pulled together and brought in those last few members to end the 2023-2024 year at 100.4%! As we head into the new year, we face the same challenges we face every year, enlisting new members. As of 7/9/24, we are sitting at a place where, as a department, we need to recruit new or retain annual members at the rate of 4.7 members per day. If we are able to **retain 80%** of the annual membership from the prior year, this means that we will need to **recruit**, at a minimum, **216 NEW** members.

Our National Membership Ambassador, Linda Roloff, and I are very much aligned with our messaging to our Auxiliaries – Keep Your “Why” Close By. As Linda states, “It has been said that in order to know where you are going, you must know where you’ve been”. We must remember who we are, why we do what we do, and what we stand for. Our basic why can be summed up simply with the Department President, Cheryl Woodard’s theme this year – “Honoring Veterans Together”. This message needs to be clear to anyone we are attempting to recruit. Be PROUD, be INCLUSIVE, be EXCITED, and most of all, be INFORMED.

Sincerely,

Chris Benson



VFW Auxiliary, Dept of WI, Membership Chair

VFW Auxiliary, Post 7591, Conductor