

# VFW Auxiliary – Dept of Wisconsin (Membership)

---

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

07/09/24

RE: Membership Chair Report for C of A, July 12-13, 2024

First, I want to congratulate everyone on pulling together and bringing 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 Veteran’s 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.

I encourage all of you to review Linda Roloff’s guidance on Malta, the membership program overview, and the membership tools that are available. I task you all with sharing this information with your auxiliaries and ensuring that each member of your auxiliary is ready and well informed. Have fun with it, maybe at your next meeting, take turns calling on people and asking for their “WHY”. Why did they join, why should others join? So many times in our meetings we get bogged down with the “ritual” that we forget the “heart”. I believe that membership is not only about recruiting, but also about renewing each member’s “Why” so that they are constantly reminded of what we do and who we are.

I believe we are going to have a great year “Honoring Our Veterans Together” and I look forward to seeing you all succeed in your recruitment and retention to ensure that our organization continues to thrive for our veterans for lifetimes to come.

Sincerely,

Chris Benson



VFW Auxiliary, Dept of WI, Membership Chair

VFW Auxiliary, Post 7591, Conductor

CHRIS BENSON  
(608)577-9657