

VFW Auxiliary – Dept of Wisconsin Membership

08/15/2024

RE: Membership Chair Report
September General Orders



Monthly Activity: **“Get Your Ask in Gear”** Using our tree metaphor, we need to step into the gap between the branches.

Make a list with two Columns:

Column A = Family you KNOW will qualify. For as many as possible in column A, commit to gifting a membership to them for their birthday or to celebrate a holiday.

Column B = Family who MAY qualify. This is your opportunity to reach out and reconnect with family who MAY qualify for membership, but you’re unsure. Can you even imagine? If every one of us did this method with ONE family member...We’d DOUBLE our Membership overnight! YOU are the key to success!

Now that you have your lists – Let’s move At the Speed of Light

Ready to take this thing to the next level? Our Membership Team (the National Conference Coaches, National staff, and I) are providing a “new” electronic pathway to recruiting and membership.

We have created a **QR code** which is a link to access information that you can provide to potential members. (No more hard copies of stuff that folks can just toss as soon as they are out of sight.) This will happen phone to phone...a method that is familiar to and preferred by a tech savvy generation. The entire interaction can be quick and painless; AND it shows us to be modern and adaptable.

Behind this QR code will be things like the Fact Sheet, Membership Application, What We Do, Auxiliary Locator and anything else we might need in our “Recruiting Tool Kit.” To use military terms, we are in a target rich environment; so why aren’t we hitting anything? If we embrace new techniques, we WILL be able to turn the membership tide and hopefully turn it into a tidal wave!

Sincerely,

Chris Benson, Membership Chairman



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