



VFWA NEW MEXICO
MEMBERSHIP PROGRAM
Amanda Silva Program Chair 2026-2027



Promotional August 2026

VFW Auxiliary National Ambassador - Kristin Digiacomio
VFW State Auxiliary President - Michelle Dennisson
VFW State Auxiliary Secretary - Betty Decker

Hello New Mexico Auxiliary!

It's the beginning of our VFWA year 2026-2027 and it's time to reach out to our membership! This is a great time to start sending renewal notices and reaching out to your life members to see how they are doing. It's time to start thinking about our membership goals and what we would like to see our growth to be. By getting 100% membership we will help Department President Michelle Dennisson reach her goals.

Recruit – What do you all need help with in recruiting new members? Materials? What to say? Events?

Retain – Check in with your current members and make sure they feel seen and heard. One of the best ways to keep members active in your post, auxiliary and community are understanding what their strengths are and making sure that they feel like the work they are doing is appreciated and that it makes a positive impact.

Rejoin – Reach out to members who haven't renewed in a while. People might not renew memberships for many reasons: financial, leadership, time, etc. give them assurance and welcome them back on their time.

Auxiliaries, please do not hesitate to reach out to me with any questions!

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