



**To: Beth Miller-Department of NM President
Ansje Lansing-2023-2024 Membership Ambassador
Valorie Wrinkle-Western States Director**

Re: Promotional #2 September

Greetings Movie Goers,

We are off and running to the movies. We are currently 85.66% with 564 members to go to be 100% (As of 8/19/23). We have two auxiliaries that are already 100%. Who is next? Let's get those new members and convert some our Life memberships this month.

From our Membership Ambassador, Ansje Lansing

Let's look at what Membership means. It's the lifeblood of our organization. Think about it, without new and existing members, we will be just a memory. Who then will take care of our veterans? That is our main purpose as an Auxiliary!

We use the terms Invite, Recruit and Retain. You all need to attract new members. It's like a writer for a movie. If your approach doesn't sound strong, your prospect will give you the answer of "I'll think about it!" You need to show enthusiasm and really talk up what we are all about.

Invite and Recruit all up-and-coming stars for your movie (Auxiliary). You all know that that IS the cornerstone of our Auxiliary mission. Scouting for the talent in your new members is extremely important to keeping your Auxiliary fun and alive with new ideas. Have the members who have been in the organization for some time take the "new starlet's" under their wing and make them feel wanted and needed. It's up to all of us to make this movie happen and win the coveted Golden MALTA – see Program Book, Membership at vfwauxiliary.org/officer-tools

Make sure you include all your cast and crew members. Keep everyone involved in what Programs or events you will be having. There is always that person who excels in something and could make that event a WOW. There is always something for everyone to do, and make all new members feel welcome.

Every Department and Auxiliary should have a Membership plan in place. This should include:

- Contacting current members
- Outreach to former members
- Recruiting events
- Pick a mentor of each new member!
- Set your calendar for members to renew their dues on MALTA.
- Plan at least four fun events for recruiting at community events.

Let's take home the MOVIE EMMY this year for best picture!!!

Shirlee Frias

**Shirlee Frias MBA, EdLD
Department of New Mexico
Membership Chairman 2023-2024**