

1st Vice President – Membership Bulletin

September 2018

Bertha (Bert) Lema

September is here, and Fall is right around the corner. “What’s so important about making that announcement?” you’re thinking. Fall Conference, of course! I am hoping for a good turnout from our Auxiliaries but especially from our Local 1st Vice Presidents. I’ll be there and would love an opportunity to meet and speak with each of you. Please consider attending. Information about making reservations and registration can be found on this website.

I have recently had contact with most of our Local 1st Vice Presidents, either in person or on the phone. For others, I have left messages requesting return phone calls to discuss their local membership programs, try to answer questions/resolve problems, or seeking input regarding ideas to share about recruitment/retention activities.

Thus far, feedback has been mostly positive. Some of the auxiliaries in rural areas have a pretty limited population of prospective members but are doing their best to reach out to the community to encourage membership. Some ideas that were shared with me are being used by multiple auxiliaries with varying levels of success:

- **Call first, follow-up with an email:** Whether discussing membership with those who have expressed an interest in joining or reminding members that it’s time to renew, a phone call to the potential member shows an interest in them joining your Auxiliary. It’s a more personal touch and gives you an opportunity to promote the Auxiliary and the benefits from joining our wonderful organization.
- **Call former members who didn’t renew for this year:** Perhaps that person kept putting it off. Maybe they just forgot. Money could have been an issue, but she was too embarrassed to mention it. Did that person feel included and valued? Whatever the reason, see if you can help work through the problems and regain that member. It could be that she is just waiting for an opportunity to have this discussion with someone who will listen.
- **Ask new members to help:** Not everyone can attend every meeting, but they still want an opportunity to contribute. Chances are that if unable to attend meetings, the member may not even know what volunteer functions are scheduled and in need of her participation. Haven’t seen someone at a meeting lately? Call her! Do you have new members who may not yet know many ladies at your Auxiliary? Call them! Some of us sit back and lament that it’s always the same group who volunteers for activities around the Post. It doesn’t have to be that way! Someone may just need that personal request to get involved.

You are always encouraged to contact me to share information and/or ask any membership-related questions. If you are holding a local membership project or event, let me know. Your ideas could benefit others! If you have a membership topic that you would like me to discuss, pass it along! I can be reached by email at lema81@wowway.com or by phone at 586.214.1019.