

1st Vice President – Membership Bulletin

November 2018

Bertha (Bert) Lema

As the weather starts getting colder, don't let your energy for renewing members cool off, as well! You should have already contacted your members to remind them that renewals are due. And you should have advised them that dues will be increasing effective January 1st. Although Nancy has received quite a few renewals so far, there are still quite a few to go to maintain our 2017-2018 membership levels.

I am currently pulling together a list of names of everyone who will be included in the Early Bird drawings at our 2019 Department Convention. Please look for totals in the December newsletter.

As promised in the November newsletter, I will use this bulletin space to wrap up sharing membership recruitment and retention ideas sent to me by our National 1st Vice President, Dee Baggett. As always, if you have recruitment and retention methods that have helped your local auxiliary grow, please share them with me so that I can include them in a future article.

- The best resource you have to gain new members is your AMVETS Post! Ask your AMVETS leadership if they would be willing to share information about new members who may have spouses who you could recruit.
- Create a local competition with a small prize going to the member who signs up the most new members.
- Host a membership drive event and ask that every member bring one potential new member. You could hold a potluck dinner or simply offer hors d'oeuvres and desserts. Whatever you decide, make it a non-meeting night and give everyone an opportunity to socialize. Ask longtime members to share what belonging means to them and why they continue to be involved in auxiliary. Talk about the benefits of belonging. Share the Aims and Purposes of auxiliary and how our members get involved to meet those ideals.

Although Ms. Baggett didn't mention it, I think that another critical piece is that as 1st Vice President, you are the membership representative for your auxiliary. Make sure that you respond to members questions. Return calls promptly. Process member requests quickly. When you receive their ID cards, call those new members and invite them to the next meeting. Introduce yourself to them upon arrival and introduce them to other officers and members in advance of the meeting. Make those newbies feel that they are now members of a very special group of ladies.

In closing and in the spirit of Thanksgiving, I would like to tell you all that I am very thankful for the friendships that I have made through my involvement in Auxiliary. You are a wonderful group of dedicated women and I truly appreciate the work that you all do on behalf of veterans and their families. Thank you!

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.