

**Department of Wisconsin - Veterans of Foreign Wars Auxiliary
Membership (Fudge of the Month Report) - December 2021/January 2022**

Growing our Auxiliaries

Adding younger members is essential to the future of the VFW Auxiliary. However, younger people often have hectic schedules, family obligations, and financial constraints that make it difficult to commit to local Auxiliaries. We need to make VFW Auxiliary membership more attractive and more feasible for younger members. Here are a few ideas that Auxiliaries can consider to attract younger members to the organization:

- Reach out to Scholarship winners and applicants to join. Invite groups of younger people to join at the same time to make them feel more comfortable. Help them to encourage their peers to get involved too.
- Create social and networking activities that are interesting and convenient for younger people and encourage younger members to be involved in the planning of these events.
- Show them you are accepting of occasional absences and understand that perfect attendance is typically not attainable for today's younger members.
- Get them involved right away. They are creative and eager to generate new ideas for solving persistent Auxiliary problems. Ensure that fresh ideas and knowledge of younger members have a voice and a space to grow.
- Offer variety and be open to various ways that younger members can participate in your Auxiliary. Find out about their abilities and interests. Find ways to put them to good use in your Auxiliary's work. Assign each new younger member a mentor for the first six months to help them feel welcome.
- Incorporate youth-welcoming messages in all Auxiliary communications. Show them that the younger members are important to the organization because they make valuable contributions and are needed at all levels of Auxiliary leadership. Let them know that we value them.

Second Quarter Goals

We are now well into our second quarter of the year. Our next membership goal date is January 31, 2022. At that point we need to have another **64 new members for our Gain Goal** and our **Retention must be at 75%**. Everyone has been working so hard and I'm so proud of all of you. Let's keep up the great work! My next challenge for each Franchisee is to reach 90% by Mid-Winter in February. When they do, they will receive their second ingredient along with the secret recipe for their Frosting Fudge. I'm excited to report that some have already surpassed that!!! **Good luck to all of our Franchisees and May the Fudge be with you!!!**

District	Life	New	Rejoin	Continuous	Percentage	Need for 100%
8	554	5	5	317	94.56%	51
2	959	6	0	213	94.50%	69
10	476	5	0	195	92.79%	53
7	816	10	1	377	91.63%	111
9	537	5	0	132	90.70%	70
11	341	1	0	127	87.83%	65
4	274	1	0	97	86.37%	59
6	373	1	0	123	85.54%	84
Aux's	73	0	0	36	81.95%	24
1	368	3	0	184	81.22%	129



As we near this holiday season, I'd like to take a moment and wish each and every one of you **a very Merry Christmas and a Happy & Healthy New Year**. We are all a piece of the puzzle and our goal is to increase the number of our puzzle pieces. Remember, **"Don't FUDGE on Care for Veterans" while "Soaring Above & Beyond!"**

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