



Department of Wisconsin
Veterans of Foreign Wars Auxiliary
Membership
July 2021



RETENTION! RETENTION! RETENTION! We use this word every year but what are we really doing about it? This **WILL** be the year to make extraordinary strides to improve our retention. Every member of your Auxiliary is a unique piece of the larger puzzle that makes up our organization. Normally, when we put a puzzle together, we start building the edges first and work our way into the middle. With an organization, it's just the opposite - making it a never-ending puzzle with endless possibilities. By starting in the middle and working your way out, you see that each piece is essential to the survival of your puzzle/organization.

What happens when one of the pieces gets lost along the way due to death or non-renewal? What happens to your auxiliary? You become weaker. The more pieces you lose, the weaker you will become. There is proof in numbers. Going back five years, our highest National membership total was 491,271. Today we are at 469,322. We have lost 21,949 members. If we continue along this path, in about 20 years the VFW Auxiliary will be non-existent.

We all know Membership is the backbone of our Organization. We need to take the time to invest in our members. We need to find a better way to communicate with our members so that they want to be included in everything we do. By reinforcing the importance of the goals of our organization, we give our members a reason to invite new members to join us. If we want to continue to make our puzzle grow, we need active members, not just numbers on a report. We need those puzzle pieces to help us work our programs. Everything is connected. Let's find ways to teach them about the organization they joined and make it FUN!

Together, hand in hand, as brothers and sisters of this great organization, we will stand tall for our veterans. There is strength in numbers and we are all part of the puzzle that pieces us together. We **CAN** make a difference! And remember - "Don't FUDGE on Care for Veterans" while "Soaring Above & Beyond!"

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