



Department of Wisconsin  
 Veterans of Foreign Wars Auxiliary  
 Membership (Fudge of the Month Report)  
 November 2021

As we approach this Thanksgiving holiday, I'd like to tell you all that I am **thankful for all of you** and this wonderful organization. Together we have accomplished such great things and I look forward to seeing what else can do – **TOGETHER!**

**Way to go Wisconsin!**

October 31<sup>st</sup> marked the end of the first quarter and our first opportunity to meet goals established by National. We needed to have **64 new members** and reach **50% in retention** and **WE DID IT!!** Thank you all so much for all of your hard work! We need to gain 64 new members every quarter and our next retention goal is 75%. We were the 3<sup>rd</sup> state out of 50 to reach our retention goal! That is AMAZING! And just a note, of the first 6 states to reach their retention goal, 5 of them were from the BIG TEN! **BIG TEN ROCKS!**

**Tips for Writing Effective Dues Renewal Letters and Emails**

Make sure your **tone** is warm and conversational. Use “you” and “we” so the member feels a part of the team and make sure you use a personal greeting and not “Dear Member.” In regards to **content**, outline the benefits and services available through VFW Auxiliary membership and also what the Auxiliary has accomplished the past year. Did you make it **easy for the member to renew**? Use the words “renew your membership today” and include a deadline for receipt of payment. Make sure you **say thanks!** Show them that you appreciate their support and acknowledge that the VFW Auxiliary values their continued membership. Make sure you include a name, phone number and email address as a contact in case they have questions or need more information.

**District Challenge and Standings**

At the **Fall Festival of Fudge** on November 13<sup>th</sup>, every Franchisee that reached 80% by October 31<sup>st</sup> received their first ingredient along with their flavor for their **Fast & Foolproof Frosting Fudge**. Current standings as of this writing are as follows:

District	Life	New	Rejoin	Continuous	Percentage	Need for 100%
2	966	2		184	91.79%	103
9	547	5		121	89.38%	80
8	558	4	4	250	87.09%	121
10	477	3		157	86.67%	98
11	345	1		114	86.14%	74
4	281	1		88	85.45%	63
7	823	5		297	84.84%	201
6	372	1		106	82.44%	102
1	369	3		145	75.25%	170
Aux's	73			27	75.19%	33



Our next goal is for each Franchisee to reach 90% by Mid-Winter. When they do, they will receive their second ingredient along with the secret recipe for their Frosting Fudge. **Good luck to all of our Franchisees and May the Fudge be with you!!!**

In closing, keep in mind that we are all part of the bigger picture.....a piece of the puzzle. Let's increase the number of our puzzle pieces and remember: **“Don't FUDGE on Care for Veterans”** while **“Soaring Above & Beyond!”**

Sherrie Rosenau  
 W8528 Lincoln Rd  
 Van Dyne, WI 54979  
 920-251-8888  
[littlemama6@yahoo.com](mailto:littlemama6@yahoo.com)

