



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

Increasing our Membership

Growing our Auxiliaries should be so much easier than it was 6 years ago. With males being included, we should be reaching new heights. The VFW has a membership of **1,071,274** strong so why is it that we have **469,322** which is **more than 50% less** than that of the VFW. We should be **LARGER** than the VFW! We need to talk with our VFW members and ask if they have someone in their family who would be interested in joining. **Start the conversation!**

Recruiting Tips

Always have a membership application and/or brochure with you to explain what the VFW Auxiliary does. Speak from the heart. Tell **YOUR** story of why and who you joined for. Have the “8 Ways You Can Help Veterans” cards with you to hand out.

Resources Available to Assist You

Visit www.vfwauxiliary.org/resources or log into MALTA and select resources. Scroll down to the Membership area for links to the following: Brochure Order Forms, Member Change/Update Forms, Transfer Applications, and Recruiter Award forms.

Recruitment and Retention tools include Engagement Packets, Membership Moments, the Eligibility Wheel, Just One Card, Strengthening Auxiliaries Calendar, Talking Points, Fact Sheets, Booth Pointers, 8 Ways You Can Help Veterans Cards, Member Benefits, Posters, Press Releases, Door Hangers and Social Media Shareables. These tools are here to help increase membership in your Auxiliaries. Many of the above are fillable and printable for easy use.

Retention, Retention, Retention

Now is the time to get your dues notices out. We need to focus on getting our annuals paid ASAP.

District Challenge and Standings

It is my honor as the Field Representative for the **Flamboyant Fanci Fudge Factory** to help our 9 Franchisees earn their Fudge Franchise. The flavor of each Franchise will be forthcoming at the **Fall Festival of Fudge** in November. Any Franchisee reaching 80% by the Council Meeting in November will receive their first ingredient for their **Fast & Foolproof Frosting Fudge** which so happens to be our best seller! Current standings are as follows:

District	Life	New	Rejoin	Continuous	Percentage	Need for 100%
2	962	1		53	81.27%	235
9	545	3		42	78.35%	163
11	347	1		62	76.78%	124
6	388			48	75.04%	145
4	282			29	72.06%	121
10	471	2		54	71.70%	208
8	549			102	69.48%	286
7	815			15	62.59%	496
1	404	2		17	61.57%	264
Aux's	72				54.14%	61



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!”**

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