

JUST YABBA DABBA DOO IT !!

RECRUIT, REINSTATE, RETAIN

STEPS TO A SUCCESSFUL RECRUITING CAMPAIGN

Set Realistic Goals

Teamwork

Evaluate Your Plan

Participate in Recruiting Events

Utimize Brochures and Facts Leaflets

Pledge to be 100% by December



**OUR VETERANS INSPIRE US TO EXCELLENCE
STEP UP - LEAVE NO VETERAN BEHIND**

By Department Membership Chairman
Mary Salisbury mcsalisbury@npgcable.com
Phone: 928-706-4044



“BIG HELLO” CAMPAIGN

Be Positive when Recruiting Members

Involve your Auxiliary in Membership Drives

Greet & Meet Visitors as Possible New Members



Help Locate Potential Members in your Community

Encourage New Members to Volunteer

Listen to New Members' Ideas

Learn the Keys to Successful Recruiting

Organize a Membership Recruiting Committee

By Department Membership Chairman
Mary Salisbury mcsalisbury@npgcable.com
Phone: 928-706-4044



“BIG HELLO” CAMPAIGN

KEYS TO A SUCCESSFUL RECRUITING CAMPAIGN

1. Select and organize a Membership Recruiting Committee.
2. Set realistic and obtainable goals.
3. Develop a recruiting plan that can be implemented.
4. Plan your activities and assign responsibilities:
 - Set up Delinquent Committees early
 - Send out Dues Reminders now
 - Appoint your phone committee for your **“BIG HELLO”** calls to those who did not renew the previous year; and newer members, too!

KEYS OPEN DOORS, AND WHEN DOORS OPEN, BIG THINGS HAPPEN. HERE ARE SOME MORE KEY TOOLS:

Facts Leaflets, *Join Us* brochures and *Share the Joy* brochures are PROVIDED IN YOUR PACKAGE. They are free in lots of 100 from National Headquarters - ORDER FORM ALSO PROVIDED. Other tools are: the LAVFW Magazine; Family Readiness Groups; Gold Star and Blue Star parents; and, compare your LAVFW roster to Post roster for spouses as potential members.

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2011-2012 LADIES AUXILIARY MEMBERSHIP INCENTIVE AWARDS:

***DEPARTMENT:**

1. **Early Bird 2 for 1** received at Department by August 31, 2011 (Drawings at Homecoming Sept 10, 2011- - 1 per membership group)
2. **Night-on-the-town** for Aux Pres/Tres/Chair reaching 100% received at Department by December 31, 2011, at VOD/Winter Conference, 1/13/12
3. **Department's Top Recruiters:** 10 or more new or reinstated by March 31, 2012, received at Dept by April 30, 2012, entered into (3) drawings (drawing after June 1, 2012)
4. **Cash Award** (\$10.00) to 1st Auxiliary achieving 100% received at Department in their Membership Group
5. **100% pins** to each Auxiliary as 100% is achieved (3 max.)



***NATIONAL:**

1. **Opening Doors Award:** 2 drawings of \$250 each for Auxiliary achieving 100% received at National by August 31, 2011.
2. **\$75 to each Auxiliary with 10-75 members** achieving 100% received at National by September 30, 2011.
3. **\$75 to each Auxiliary with 76-150 members** achieving 100% received at National by October 31, 2011.
4. **\$75 to each Auxiliary with 151-250 members** achieving 100% received at National by November 30, 2011.
5. **\$75 to each Auxiliary with 251 or more members** achieving 100% received at National by December 31, 2011.
6. **National President's Special Pin** to each Auxiliary Treasurer achieving 100% paid-up membership received at National by December 31, 2011.
7. **Bonus Drawing:** All Auxiliaries obtaining 100% and received at National by June 30, 2012, will be entered into a drawing for (10) \$100 Awards.
8. **\$50 to each Auxiliary that increases Life membership by 10% of their June 30, 2011, total membership** between July 1, 2011 and April 30, 2012, and received at National by May 31, 2012 (transfers do not apply). Auxiliaries with 300 or more will only be required to secure 30 New Life Members to qualify.

*All Awards based on June 30, 2011 Membership

YABBA DABBA DOO !!



AND FREE MEMBERSHIP, TOO !!!

EACH EARLY BIRD TRANSMITTAL RECEIVED AT DEPARTMENT BY AUGUST 31, 2011, WILL BE ENTERED INTO OUR 2 FOR 1 DRAWING.

STEP UP

2 FOR 1

HERE'S HOW IT WORKS:

- SUBMIT EACH EARLY-BIRD TRANSMITTAL (2012) TO DEPARTMENT WITH A RAFFLE TICKET ATTACHED NOTING MEMBER'S NAME AND AUXILIARY #.
- DRAWING WILL BE HELD ON SEPTEMBER 10, 2011, AT DEPARTMENT PRESIDENT'S HOMECOMING.
- WINNERS RECEIVE PAID 2013 MEMBERSHIP COMPLIMENTS OF DEPARTMENT.

By Department Membership Chairman
Mary Salisbury mcsalisbury@npgcable.com
Phone: 928-706-4044





Ladies Auxiliary VFW Membership Member Awards Department of Arizona

Award for “DEPARTMENT’S TOP RECRUITERS”: Each Department of Arizona Ladies Auxiliary or VFW Post member who secures 10 new or reinstated members between July 1, 2011 through March 31, 2012, accepted and received at Department by April 30, 2012, will be named Department’s Top Recruiters to the Department President and will receive a special gift from the Department President at Department Convention. The Ladies Auxiliary Top Recruiters will also be entered into a drawing for 2 Awards of \$50 each and the VFW Post Top Recruiters will also be entered into a drawing for 1 Award of \$25. The drawing for the winners will be held after June 1, 2012. Make sure ALL of your new and reinstated members recruited are listed on this form. Use additional forms if necessary.

PLEASE TYPE OR PRINT ALL INFORMATION

Recruiter’s Name: _____ Aux/Post No. _____

Recruiter’s Complete Address: _____

Recruiter’s Phone no. and e-mail address: _____

Auxiliary No.	Auxiliary Members Name	New or Reinstated	Member’s No.	Date Accepted

If the form is improperly completed or unable to be verified by the Department Treasurer, entry will not be accepted. Completed form must be received by Department LAVFW Membership Chairman on or before April 30, 2012. Department Chairman will obtain Department Treasurer’s verification.

Mail or E-mail **COMPLETED** Form to: Mary Stray-Salisbury mcsalisbury@npgcable.com
 Membership Chairman
 3350 Yaqui Drive,
 Lake Havasu City, AZ 86406

Verified By: _____ Date: _____
Membership Chairman/Treasurer

“BIG HELLO” CAMPAIGN

CASH \$ \$ \$ **CASH**

**\$10.00 to the First Auxiliary in Each
Membership Group to reach 100%**



Membership Transmittal
Must be received by Department

**OUR VETERANS INSPIRE US TO EXCELLENCE
STEP UP - LEAVE NO VETERAN BEHIND**

By Department Membership Chairman
Mary Salisbury mcsalisbury@npgcable.com
Phone: 928-706-4044





'NIGHT-ON-THE-TOWN'

Dinner During Winter Conference

With Department President

Sheila Shutts

For your Auxiliary President,
Treasurer and Membership Chairman

Here's Your Challenge:

Reach 100% Membership by December 31, 2011



Based on June 30, 2011, Membership

STEP-UP to 100% !!!!

Compliments of Department

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FAX ORDER

Ladies Auxiliary VFW

406 W. 34th St., 10th Floor

Kansas City, MO 64111

Phone (816) 561-8655

Fax (816) 931-4753

www.ladiesauxvfw.org

Facts Leaflet – Use these informative leaflets to introduce potential members, the media and the public to the organization and its accomplishments. Available in quantities of 100 at no charge, or print them off the Web site. Duplication is permitted.

Order Qty 100

“Share the Joy” Membership Brochure – Full of reasons to join, as well as a membership application, these brochures are a must-have for every member’s purse. Be ready to recruit with these handy brochures. Available in quantities of 100 at no charge, or print them off the Web site. Duplication is permitted.

Order Qty 100

“Join Us” Dual Membership Brochure – This popular item was designed with the military family in mind. Recruit a husband and wife with the same brochure, which includes applications for both the VFW and Ladies Auxiliary. Available in quantities of 100 at no charge, or print them off the Web site. Duplication is permitted.

Order Qty 100

PLEASE SEND TO:
