

FEBRUARY MEMBERSHIP

newsletter-love Pam and Leah

DEPARTMENT MEMBERSHIP %

District 1= 92.89%

District 4=99.35%

District 6=96.35%

District 7=100.44%

District 10=96.87%

Way to go District 7!!!

MEMBERSHIP RETENTION

Focus on the first year It has been well documented that if you can keep a member for more than a year, then the chances of subsequent renewals increase. This is why the first year is called the “Conversion Year.” Tailor your communication to target these new members specifically and make sure they’re as engaged with your local Auxiliary as possible.

Remember – if they don’t renew, it’s not all lost. Keep on communicating with them on a regular basis – let them know the value they received while they were members, how easy it is for them to rejoin, and what’s in it for them if they do rejoin (for example, benefits, VFW Auxiliary Magazine, etc.). Don’t stop communicating with them until they specifically request it

