



# VFW Auxiliary Membership Moment

## *Matching Member Talents to Leadership Success*

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In the past, how often have our invitations to members to join a volunteer committee or take on a leadership role sounded like this?

*“You’re invited! Join one of our committees that have been around forever and even though you don’t really understand how it works or what it requires when you agree to serve, it’s the only way we ask you to share your talents, so you feel like you had better say yes if you want to get involved at all.*

*“And we’ll likely sign you up for whatever you select even though we don’t really know if it is a good fit for you (or us) but we need people to help and this is the only way we’ve ever done it, so we’re going to just keep on doing so even though it rarely works as well as we hope it will.”*

For too long, we’ve been first telling members about available committee positions or leadership roles and then asking if they are interested. Instead, we should be learning about our members’ interests first and then suggesting possible volunteer opportunities that match.

If we match people quickly to an opportunity they find attractive, we can more rapidly convert them from a passive joiner to an active member. We can move a member from someone who simply pays dues...to a member who is doing things that make a difference in the community.

Here are six questions that members should be asked prior to being informed about available leadership opportunities within your Auxiliary.

1. What do you care about?
2. What type of contribution would you like to make?
3. What constraints should we know about?
4. What support would help you fulfill your commitment?
5. How can we best communicate/connect with you?
6. Who else do you know who might be interested in our cause?

By flipping the way we invite members to get involved, we increase the likelihood of those members saying “yes” and joining our community of contributors “getting things done” for the VFW Auxiliary and for veterans.