



VFW Auxiliary Membership Moment

Three Great Strategies for Member Retention

The key to retaining VFW Auxiliary members is to ensure that they are receiving value from their membership and that they are aware of the value they are receiving. Engaging with your members on a regular basis to communicate this value to them helps keep it fresh in their mind, and reminds them of why they became members in the first place.

So what are some of the top retention ideas and strategies? Here are three that you may want to try:

1. Communicate through a channel that the member has said they prefer

By allowing members to specify their preferred way of communicating, then being able to tailor your communication with them in that format, you're more likely to get a level of engagement back from them. Whether it is email, text message, telephone or letter, make sure you're communicating with them how they've requested.

2. 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.

3. Let them know their membership is about to expire

Believe it or not, some members may not renew simply because they forgot. People are busy, and often renewing their membership isn't at the top of their "to-do list." So make sure you let people know in advance when their membership is about to expire, and communicate with them on a regular basis before December 31.

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!