



## **NEW MEXICO STATE COMMANDER'S GOALS 2025-2026**

1. To increase membership and participation in VFW Department of New Mexico.
2. Present a positive image of the Veterans of Foreign Wars to our veterans, families, and the community at large.
3. Build a stronger and fuller VFW for the future.
4. Instill team building and cooperation among our members.
5. Provide veteran service outreach to all veterans around the state.
6. Ensure all veterans in New Mexico know what the VFW can and does do for them every day.

### **Membership Goals**

1. Increase membership within the Department.
2. Increase life membership in every Post and District within the Department.
3. Maintain 85% retention within the Department.
4. Increase reinstatement of members by 10%.
5. Increase Legacy members across the Department by 5%.

This membership program is not about All-State or All-American status. It is to help all veterans within the State of New Mexico get help and representation.

1. To conduct a membership round-up by December 31, 2025. The State Commander will make visits to encourage Posts about membership and see if they have any questions or concerns for the Department.
2. To conduct two (2) training sessions for leaders on all levels to properly train and educate in all areas of membership recruiting (i.e., conducting membership drives, involvement with military units, recruiting at community events and use of National Certified Recruiters).
3. To develop and institute a "State Commander's Membership Awards" program which will work in conjunction with current Post, District, Department, and National Membership incentives.
4. To ensure all Posts and Districts have the necessary assistance, guidance, and resources available to allow them to accomplish their membership goals.



5. To encourage District Commanders to conduct at least one (1) "School of Instruction" in the area of membership recruiting, retention, and promoting during the 2025-2026 year.
6. To recognize those Post and District Commanders who are leading in their membership divisions in each edition of the department newspaper.
7. To recognize the "Top Five" members of the Department who are leading in individual membership recruiting in each edition of the department newspaper.
8. To encourage Post Commanders to schedule and conduct at least (1) membership drive per quarter.
9. For the Department of New Mexico to achieve 100% in membership by December 31, 2025

### **MEMBERSHIP RECRUITMENT INCENTIVES**

Membership recruitment is obviously a vital endeavor that deserves real incentives and recognition that will encourage our members to commit the time and effort necessary for success.

Any District that has every post recruit at least 5 new members by December 1, 2025, will receive \$100 to their district funds.

**This year's Commander incentives/recognitions are:**

**Top Recruiter in their State Division** Between July 1, 2025 - May 1, 2026

Receives a Citation of Award and Jacket.

**First Post in their State Division to hit all the requirements for All State**

Will receive an Early Bird plaque for accomplishment recognized at State Convention.



## **Recurring Incentives Throughout the 2025-2026 Command Year**

### **\*Applies to New and Reinstates**

- 1st Member Recruited: Letter from the State Commander.
- 5 Members Recruited: Letter from State Commander and Commander's Pen.
- 10 Members Recruited: Certificate of Accomplishment,  
    \*\*Honorable mention in the VFW Department Newspaper and receive Commander's Coin
- 20 Members Recruited: "20 Members Recruited" plaque & \$20 voucher/credit to VFW Store
- 50 Members Recruited: "50 Members Recruited" plaque & \$50 voucher/credit to VFW Store
- 75 Members Recruited: "75 Members Recruited" plaque & \$75 voucher/credit to VFW Store
- 100 or more – "100 Members or more Recruited" plaque & \$100 voucher/credit to VFW Store