



***NEW MEXICO STATE COMMANDER'S
MEMBERSHIP PROGRAM & GOALS
2024-2025***

1. To increase overall Department Membership by 102% over the 2023-2024 ending year membership number, and to support each Post and District to achieve the same goal.
2. To actively participate in Post and District quarterly recruiting events.
3. Present a positive image of the Veterans of Foreign Wars Department of New Mexico to our veterans, families, and the community at large.
4. Build a stronger and fuller VFW for the future.
5. Foster teamwork, cooperation, and partnership among our members and our Posts.
6. Provide veteran service outreach to veterans around the state of New Mexico.
7. Ensure all veterans in New Mexico know what the VFW can do and does do for them every day.

Membership Goals

1. Increase membership within each Post, District, and Department by 102%.
2. Increase Life Membership by 5% in every Post and District within the Department.
3. Maintain a minimum of 85% retention of continuous/annual members within each Post in the Department.
4. Increase reinstatement of members by 10%.
5. Increase Legacy Life Members across the Department with 1 new Legacy Life Member per Post.

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.

Additional Membership Goals

1. To conduct a membership round-up by December 31, 2024. Commander will make visits to encourage Posts about membership and see if they have any questions or concerns for 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 VFW programs during the 2024-2025 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 four (4) membership drives per year, one (1) per quarter.
9. For the Department of New Mexico to achieve 100% in membership by December 31, 2024

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, 2024 will receive \$100 to their district funds.



This year's Commander incentives/recognitions are:

Top Recruiter in their State Division: Between July 1, 2024 - May 1, 2025

Receives a Citation of Award and State Commander's leather-bound portfolio.

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 2024-2025 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