“SERVICE RUNS DEEP”

Michigan Membership Program
2026 - 2027
Larry Thayer
State Commander

Membership through Community Involvement: The VFW must be pro-active when it comes to recruiting new members and retaining current members. Don’t rely on people to join and renew on their own. Reach out and encourage them.

Department Membership Team (DMT)

DMT members are charged with being the first line of contact within the community for new and prospective members.

Duties:

- Research and schedule membership table opportunities on their own or with guidance from the Department Membership Director.
- Establish lines of communication between DMT members, Post Commanders, and Community representatives.
- Seek out community outreach opportunities.
- Build and maintain relationships with businesses, schools, municipal agents…etc.
- Report all activities to Department Membership Director.

Post Ambassadors

Each Post will nominate ONE member that best represents their Post to new and current members. Post Ambassadors must meet the following criteria:

- Good communication skills.

- Welcoming and encouraging attitude.
- Knowledge of VFW programs.
- Willingness to receive calls from new members and DMT's.

Membership Tables

- Each District should hold at least one membership table at an event not located at a Post. A minimum of two members must be present. Districts are encouraged to display information about Patriots Pen/Voice of Democracy, Camp Trotter, and Buddy Poppies as all VFW programs work best together! This activity must be reported directly to the State Membership Director by either the District Commander or the District Membership Director.
- Each Post should hold at least one membership table at an event not located at a Post. A minimum of two members must be present from the Post. Posts are encouraged to display information about Patriots Pen/Voice of Democracy, Camp Trotter, and Buddy Poppies as all VFW programs work best together! (Posts may join together to sponsor a joint table). This activity must be reported on the Post Community Service Activity Report and a companion report submitted directly to State Membership Director.

Membership Telethons

- When possible based on space available, a one-hour long telethon will take place at Convention, Fall Conference, and Mid-Winter Conference. Attendance by all Districts is requested. Expired rosters will be provided to each District representative to assist in renewal calls.
- Twice a year a four-hour long telethon will take place at either Department HQ or remotely in each District. Participation by all Districts is requested. Expired/Expiring rosters will be provided to each District to assist in renewal calls. These events will be scheduled in advance and notice provided to District officers as early as possible.

Suggested New Member Contact Timeline

1 week – Call to ensure member has received their ID.

Yes – Congratulate and invite them to the next meeting so you can formally induct them.

No – Confirm that it is on the way and check back within 5 days.

1 Month – Inquire if the member has visited the Post.

Yes – Ask how their visit went. Do they have any feedback about the Post? Let them know about volunteer opportunities.

No – Ask if there is a day that you can personally meet up. Highlight a few upcoming events.

6 Months – Ensure that the member is receiving the Post newsletter, followed Post social media.

1 Year – Ask what they thought of their first year in the VFW. REMIND them that they are UNIQUE, DIFFERENT, and SPECIAL and that they have a place in the VFW. REMIND them of their renewal date. Outline the benefits of becoming a LIFE member and the ways that it can be purchased.

Membership PUSH

Four times a year the Posts and Districts will be encouraged by the Director to hold a membership drive or activity. These activities should not require spending at the Post or District level. Please reach out to the Membership Director if you have any questions or concerns.

Patriots Day Push (Sep 11)– Patriots Day weekend. Reach out in your community to see if there are any Patriots Day activities planned. A great opportunity would be to present the colors at a high school football game. Use this opportunity to recruit new members as well as renew interest in the Post.

Veterans Day Push – Veterans Day weekend. Local media will be wanting to run stories about Veterans in their communities. Contact them first! Participate in parades in any way possible. Contact local recruiters and see if you can talk to new recruits. They are our future.

Christmas Push – Encourage families to purchase Life Memberships or Legacy Memberships for the Veterans in their lives. See if there is a Toy for Tots drive in your area. Ask if you can host or seek donations on their behalf.

April Open House – Hold an event that is open to the public to bring them into your Post. Open the doors and shed some light on all the great things the VFW does for Veterans and the community. Highlight the Patriots Pen/Voice of Democracy program, Teacher of the Year and First Responder awards, community service activities, or just hold a dinner. If you don't have a physical post, reach out to another Post within your district or find a space within the community.

Please be aware that all of the above activities can and should also be reported in your monthly Activities Report. One Team, One Dream!

Membership Program Awards

All Post, District and Recruiter Membership Awards will be based on the National Membership Memstat reports and/or recruiter records retained by our National Membership Department in Kansas City.

Post Membership Awards will be based on the following Membership Divisions based on the National Post membership report dated June 30, 2026.

Division I	Under 50 members
Division II	51 - 90 members
Division III	91 - 139 members
Division IV	140 members and over

Post Awards:

- Every Post that achieves 100% in membership by June 30, 2027 will receive a citation and may purchase from Department a membership banner for $20.00 to be presented at the 2027 Fall Conference.
- Any Post that achieves 100% by 2026 Fall Conference will be entered into a drawing for $100.00. Deadline is the 1st morning of the 2026 Fall Conference. The drawing will occur at the Fall Conference.
- Any Post that achieves 100% + 1 member by the 2027 Mid-Winter Conference will be entered into a drawing for $200. Deadline is the 1st morning of the 2027 Mid-Winter Conference. The drawing will occur at the Mid-Winter Conference.

- Any Post that achieves 101% plus 1 member by June 30, 2027 will be entered into a drawing for $100. The drawing will occur at the 2027 Fall Conference.
- The top three Posts with the highest membership percentage in each Division on June 30, 2027 will each receive a Citation to be presented at the first District meeting following the 2027 State Convention.
- The Post in each division with the most recruiters who have recruited 2 or more new or reinstated members will receive $100 at the 2027 Fall Conference. In the event of a tie, the award will be split evenly, not to be less than $50.00.
- The Post in each division with the greatest numerical increase in Life Members between July 1, 2026 and June 30, 2027 will receive a citation at the first District meeting following the 2027 State Convention and be entered into a drawing for $100 at the 2027 Fall Conference.
- The Post in each division with the greatest numerical increase in Legacy Life Members at any level between July 1, 2026 and June 30, 2027 will receive a citation at the first District meeting following the 2027 State Convention and be entered into a drawing for $100 at the 2027 Fall Conference.

District Awards

- The District with highest percentage of Posts achieving 100% + 1 member by June 30, 2027 will receive $100 at the 2027 Fall Conference.
- The District that has the highest percentage of membership on June 30, 2027 will receive $200 at the 2027 Fall Conference
- The District with the greatest numerical increase in Life Members between July 1, 2026 and June 30, 2027 will receive a citation at the first District meeting following the 2027 State Convention and be entered into a drawing for $100 at the 2027 Fall Conference.
- The District with the greatest numerical increase in Legacy Life Members at any level between July 1, 2026 and June 30, 2027 will receive a citation at the first District meeting following the 2027 State Convention and be entered into a drawing for $100 at the 2027 Fall Conference.
- The District with the most recruiters who have recruited 5 or more new or reinstated members will receive $200 at 2027 Fall Conference. In the event of a tie, the award will be split evenly, not to be less than $100.00

Recruiters Awards:

- The top 10 recruiters in the Department will receive a special gift from the State Commander at the 2027 Fall Conference.
- The top recruiter in the Department will receive a special gift from the State Commander at the 2027 Fall Conference.

In order to receive recruiter credit you MUST put your NAME and VFW MEMBERSHIP ID NUMBER on the membership application form. It is crucial that POST QUARTERMASTERS include the recruiter information when transmitting ALL MEMBERS, NEW and REINSTATED, to the National Membership Department. It is the responsibility of the RECRUITER and POST QUARTERMASTER to ensure this is done.

Orville Beauchamp
State Membership Director
membership@vfwmi.vet
734-575-2320