

Department of Tennessee Membership Update July 26, 2022

Anchored to Serve



We Need **1711** for 100%

**It's time to get those dues
letters sent out to your
Continuous members**



Comprehensive Membership Report

Paid Cancelled & Deceased

As of midnight on 7/25/2022

Dist	Aux	Type	Cont.	New	Rejoin	Convert	Deceased	Cancelled	Paid Total	Prior	Current %	Paid %
		Annual & Life	469	0	0	0	0	0	469	472	99.36 %	99.36%
	5025	Annual & Life	71	1	0	0	0	0	72	95	75.79 %	75.79%
	6296	Annual & Life	20	0	0	0	0	0	20	30	66.67 %	66.67%
DTN01	2108	Annual & Life	77	0	0	0	0	0	77	218	35.32 %	35.32%
DTN01	2166	Annual & Life	25	0	0	0	0	0	25	43	58.14 %	58.14%
DTN01	3380	Annual & Life	23	0	0	0	0	0	23	28	82.14 %	82.14%
DTN01	5266	Annual & Life	103	0	0	0	0	0	103	201	51.24 %	51.24%
DTN01	6908	Annual & Life	18	0	0	0	0	0	18	25	72.00 %	72.00%
DTN01	9543	Annual & Life	21	0	0	0	0	0	21	45	46.67 %	46.67%
DTN01	9683	Annual & Life	29	0	0	0	0	0	29	59	49.15 %	49.15%
DTN01	9724	Annual & Life	24	0	0	0	0	0	24	53	45.28 %	45.28%
DTN02	1733	Annual & Life	36	0	0	0	0	0	36	44	81.82 %	81.82%
DTN02	4782	Annual & Life	8	0	0	0	0	0	8	24	33.33 %	33.33%
DTN02	5154	Annual & Life	47	0	0	0	1	0	48	69	68.12 %	69.57%
DTN02	5669	Annual & Life	44	0	0	0	0	0	44	86	51.16 %	51.16%
DTN02	6598	Annual & Life	36	0	0	1	0	0	36	68	52.94 %	52.94%
DTN02	10025	Annual & Life	23	0	0	0	0	0	23	28	82.14 %	82.14%
DTN02	12051	Annual & Life	5	0	0	0	0	0	5	14	35.71 %	35.71%
DTN03	2598	Annual & Life	77	1	0	0	0	0	78	129	60.47 %	60.47%
DTN03	4848	Annual & Life	51	0	0	0	0	0	51	115	44.35 %	44.35%
DTN03	5146	Annual & Life	112	0	0	1	4	0	116	152	73.68 %	76.32%
DTN03	5156	Annual & Life	123	4	0	0	0	0	127	162	78.40 %	78.40%
DTN03	5772	Annual & Life	16	0	0	0	0	0	16	21	76.19 %	76.19%
DTN03	6362	Annual & Life	46	0	0	0	0	0	46	53	86.79 %	86.79%
DTN04	7135	Annual & Life	52	0	0	0	0	0	52	85	61.18 %	61.18%
DTN04	9851	Annual & Life	33	0	0	0	0	0	33	89	37.08 %	37.08%
DTN05	2167	Annual & Life	3	0	0	2	0	0	3	17	17.65 %	17.65%
DTN05	4188	Annual & Life	44	0	0	0	1	0	45	69	63.77 %	65.22%
DTN05	4577	Annual & Life	38	0	0	0	0	0	38	70	54.29 %	54.29%
DTN05	5019	Annual & Life	17	0	0	0	0	0	17	40	42.50 %	42.50%
DTN05	5109	Annual & Life	28	0	0	0	0	0	28	60	46.67 %	46.67%
DTN05	10904	Annual & Life	51	0	0	0	0	0	51	64	79.69 %	79.69%
DTN05	12206	Annual & Life	0	0	0	0	0	0	0	17	0.00 %	0.00%
DTN06	1291	Annual & Life	128	5	0	0	0	0	133	208	63.94 %	63.94%
DTN06	1970	Annual & Life	38	0	0	0	0	0	38	45	84.44 %	84.44%
DTN06	4730	Annual & Life	99	0	0	0	3	0	102	121	81.82 %	84.30%
DTN06	4895	Annual & Life	72	0	0	0	0	0	72	110	65.45 %	65.45%
DTN06	8422	Annual & Life	109	0	0	0	0	0	109	135	80.74 %	80.74%
DTN06	11160	Annual & Life	147	0	0	0	0	0	147	169	86.98 %	86.98%
DTN07	4641	Annual & Life	116	0	0	0	0	0	116	183	63.39 %	63.39%
DTN07	4973	Annual & Life	23	0	0	0	0	0	23	54	42.59 %	42.59%
DTN08	1294	Annual & Life	51	0	0	0	0	0	51	51	100.00 %	100.00%
DTN08	1848	Annual & Life	32	0	0	0	0	0	32	47	68.09 %	68.09%
DTN08	1889	Annual & Life	57	0	0	0	1	0	58	108	52.78 %	53.70%
DTN08	2949	Annual & Life	13	0	0	0	0	0	13	53	24.53 %	24.53%
DTN08	4939	Annual & Life	84	0	0	0	0	0	84	91	92.31 %	92.31%



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DTN08	4971	Annual & Life	58	0	0	0	0	0	58	79	73.42 %	73.42%
DTN08	6496	Annual & Life	36	0	0	0	0	0	36	41	87.80 %	87.80%
DTN09	4780	Annual & Life	29	0	0	0	0	0	29	48	60.42 %	60.42%
DTN09	4798	Annual & Life	95	0	0	1	0	0	95	139	68.35 %	68.35%
DTN09	4840	Annual & Life	11	0	0	0	0	0	11	20	55.00 %	55.00%
DTN09	4862	Annual & Life	133	0	0	0	0	0	133	210	63.33 %	63.33%
DTN09	9673	Annual & Life	19	0	0	0	0	0	19	35	54.29 %	54.29%
DTN10	684	Annual & Life	66	0	0	0	0	0	66	112	58.93 %	58.93%
DTN10	5066	Annual & Life	45	0	0	0	0	0	45	99	45.45 %	45.45%
DTN10	7175	Annual & Life	164	0	0	0	0	0	164	191	85.86 %	85.86%
DTN10	11333	Annual & Life	60	0	0	0	0	0	60	93	64.52 %	64.52%
	Total		3,455	11	0	5	10	0	3,476	5,187	66.82 %	67.01%

1st Department Goal by November 30th
95% Total Membership

4928 Total Members paid -- we need 1452



Hands that Serve, Hearts that Care



Anchored to Serve

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

VFW Auxiliary Membership Moment

Tips for Writing an Effective Dues Renewal Letter

Whether it is sent by mail or e-mail, your Auxiliary's membership dues renewal letter is one of the most important tools for member retention. To ensure that it is effective, here is a brief checklist of suggested items to follow before you lick that envelope or hit the "Send" button.

Tone – Is your message personal?

- Is the greeting personalized? (For example, use the member's name instead of "Dear Member.")
- Is your tone warm and conversational? (For example, use "You" and "We" and read the letter/email out loud to make sure it sounds conversational.)
- Does it read like a letter or an invoice?
- Are you making an emotional connection? (Where possible, tailor the message to the member's personal reasons for joining the VFW Auxiliary.)
- Does it sound like you are building a lasting relationship with the member?

Content – What have you done for me lately?

- Did you outline the personal benefits and services available through VFW Auxiliary membership?
- Did you share local, state, or national VFW Auxiliary accomplishments from the past year?
- Do you instill excitement for the coming year by "setting the scene" about future events, activities, or projects?

Action – Did you make it easy for members to renew?

- Did you demonstrate urgency? (For example, "Renew your membership today!")
- Did you include (or attach) an invoice?
- Did you include a deadline for receipt of member payment?

Closing – Did you say thanks?

- Did you thank the member for their support, and acknowledge that the VFW Auxiliary values their continued membership?
- Did you provide a contact person (with phone number and/or email address) if the member has questions or needs more information?