

## DEPT. of GEORGIA MEMBERSHIP PROMO

July 25, 2020

Sisters and Brothers,

I hope this finds you and yours healthy and safe. What a start to our year! I have confidence in my God, country, and you. We will come out the other side of this pandemic as a stronger people, organization, and country. I am contacting you today to offer encouragement in achieving our membership goals. If you have ideas on how to encourage annual dues payment or switching to Life Membership, I will enjoy sharing your ideas with everyone. These ideas may be shared as anonymous or with your contact info in case of questions. If you do not indicate otherwise, I will provide the idea as anonymous.

One idea already shared requires an Auxiliary vote before implementing. The suggestion is to send out a letter very soon to Annual Members. The letter would say something like, "If Annual Membership dues are paid by November 30, 2020 your name will be entered in a drawing. This includes those who paid between July 1, 2020 and November 30, 2020. The winner gets a Life Membership paid by the Auxiliary. This may be accomplished by paying \$?? from your August budget, \$?? from September, and so on for a chance to have a free membership the rest of your life." (Monthly amounts based on your Auxiliary Annual Dues divided by # of months) If your Auxiliary does not have the funds for this kind of drawing you could do a fund raiser or ask your local businesses to sponsor this, one or several businesses. Credit Unions and Electric Companies are especially helpful. Or perhaps one or several Post &/or Auxiliary members would like to sponsor this.

Another idea would be several Life Members willing to pay it forward by sponsoring someone else's Life Membership.

**The first of the deadlines for National Awards to Auxiliaries is any Auxiliary reaching 95% in Membership by November 30, 2020 will receive \$10.**

Remember to FOCUS!!!, Fulfilling Our Commitment of Unwavering Support.

Whether you have an idea or not I would love to hear from you. What are you doing already? What seems to work or not work?

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