

## May's Commander's Challenge

Comrades,

As we head into the last two months of the membership year, Commander-in-Chief Tim Borland has issued a new challenge for the month of May, focusing both on retention and recruiting!

To focus on retention, we're going to be awarding the Post in each Division that brings in the most Renewed and Life Member Upgrades for the month of May with a special customized Commander's Award statue. For this contest we will be counting any member who renews their 2023 membership in May, either for Annual or Life – the top Post in each membership Division will receive this unique award to commemorate this achievement.

But we have not forgotten the importance of recruiting! To add to this challenge, the VFW member in each Division who signs up the most New and Reinstated members in May will receive a custom-designed Recruiter Award plaque that will show that they led the pack and went above and beyond to help our ranks grow.

We are calling on all Department leadership to make sure each and every Post knows about this contest – the Commander-in-Chief has been reminding us all year that every member is a recruiter, and each of us can do our part to recruit, retain, and mentor our members. As leaders, we want to see you motivating the Posts in your Department to achieve membership success.

Right now we have *seventeen* Departments that have broken the 100% barrier and shown growth, but the work is not yet done! If we all keep focusing on the pillars of membership: recruiting, retention, and mentoring – we have the opportunity to end the decades-long decline in membership and bring the VFW back to a growing organization.

Thank you for all that you do, and let's go spread the word about this Challenge!