



VETERANS OF FOREIGN WARS

Reinstate and Retention Update

**Prepared by the Membership Department
October 8, 2026**

CHANGES TO MEMBERSHIP TERMINOLOGY AND ACCOUNTING

Currently, a lapsed member whose expiration date is less than 2 years ago but not in the current program year counts as neither Retained nor Reinstated, and simply becomes a Continuous Member once more.

To solve this issue, the following changes were made.

Reinstated member: any lapsed member whose dues expired prior to the current membership year who pays Annual dues or Life Membership dues. If a current VFW member has put forth the effort to contact this lapsed member and encouraged them to renew their membership, recruiter credit may be assigned.

This will close the “two years minus one day” loophole that often acts as a chilling effect for re-engagement efforts. It will encourage Posts to contact **all** their lapsed members to try and recover them and get them back onto the rolls, and will allow for rewarding those members putting forth the effort to recover lapsed comrades.

This will allow us to ensure that Posts and recruiters get the credit for recovering lapsed members either as Retained or Reinstated regardless of when that member’s dues have lapsed.

CHANGES TO PRESENTING RETENTION PERCENTAGE

Currently Memstats shows Retention Percentage as a rounded number with no clear way for members to understand how that number changes. Changes were made to the Memstats page and a new Retention Percentage view was added.

Page 3 shows the current way Memstats is displayed as well as the changes. The changes are as follows:

1: Moving the Life Upgrade cell to *after* the Membership Percentage. These individuals are already counted in the Life totals and are not added in with the other cells towards the total. This change removes the confusion on why the numbers don’t add up.

2: Removing Prior Annual, and moving it to the new Retention Percentage page.

3: Increasing Retention Percentage to two decimal places. Currently it rounds to the nearest whole integer which would make a retention percentage of 79.65% round up to 80% when it should show the Post as *below* the 80% mark. There is now a clickable link to the Retention Percentage page.

4: Added definitions of terms that people often have questions about, as well as providing a link for them to email the Membership Department directly.

Page 4 shows the new Retention Percentage page concept. This is available to all members in OMS under *Reporting* similar to where Memstats is found now. It displays all the information for how a Post’s retention percentage is factored.

Added clear definitions of each term, and specifying what makes the percentage rise or fall as members’ status changes from Expiring to Expired, or from Expired to Retained.

Deceased or Transferred members will *not* cause a Post’s Retention Percentage to go down, and that the only variables that affect Retention Percentage are Prior Annual Members In Good Standing and Expired.

Page 5 shows what the Post Query page (viewable by Post Commanders, Adjutants, and Quartermasters) looks like. On the Post Query, each number is a clickable link to a roster of all Post members in that category.

The change: Replace “Unpaid 1 Year” with “Lapsed Current”, and “Unpaid 2 Years” with “Lapsed Prior”. This gives a list of all comrades whose dues have lapsed since July 1st of the current year, and then before that date. Anyone from Lapsed Current who pays is RETAINED, while anyone from Lapsed Prior who pays is REINSTATED. This makes it clear to Posts the difference between Retention and Reinstatement. All Lapsed members fall into one of these two buckets, as the “two year” loophole is closed by redefining Reinstatement.

WHY RETENTION PERCENTAGE STARTS AT 100% AND GOES DOWN

The intention of including Retention as a statistic is to encourage Posts to pay close attention to their expiring membership throughout the year. Through the Post Query, a Quartermaster can view the entire Expiring list and see the dates when members’ dues are going to expire. Once they hit the 90-day mark, it shows how many days are remaining for those members. Quartermasters should be viewing this list on a regular basis, and to be aware of who is going to fall off the rolls at the end of each month. If the member falls off the rolls, then the Retention Percentage will go down – the Post has not retained that member.

Starting at 100% and decreasing when members expire calls attention to the fact that the Post has had members fall off the roster, and encourages the Post to reach out to those members.

CURRENT																
Post	Dist	Annual New	Annual Continuous	Annual Reinstated	Life New	Life Continuous	Life Reinstated	Life Upgrade	Current	Prior	Membership %	Div	City	State	Prior Annual	Retention %
7356	3	0	9	1	1	593	0	6	604	664	90.96%	1	PARKVILLE	MO	52	96

CHANGES															
Post	Dist	Annual New	Annual Continuous	Annual Reinstated	Life New	Life Continuous	Life Reinstated	Current	Prior	Membership %	Life Upgrade	Div	City	State	Retention %
7356	3	0	9	1	1	593	0	604	664	90.96%	6	1	PARKVILLE	MO	96.15

Membership Percentage = Current / Prior. This compares your current paid membership to your paid membership from the previous program year.

Life Upgrade = Annual or Lapsed members who have paid in full for their Life Membership. These are already counted in your Life Cont. or Life Reinst. Totals. For a definition of Retention Percentage, please [click here](#).

All percentages and totals are current and may change through the year.

For any questions, please email membership@vfw.org

RETENTION							
Post	Prior Annual Members In Good Standing	Retained	Expiring	Expired	Deceased	Transferred	Retention %
7356	52	15	30	2	3	2	96.15

Prior Annual Members In Good Standing reflects your Post's totals as of June 30th of the previous program year

Retained = members who have paid membership dues since July 1st of the current year.

Expiring = members who will expire between today and June 30th of the current program year. When their expiration date passes, they will move into the Expired column. To view a list of your Post's Expiring members, use the Post Query in OMS or contact your Post Quartermaster.

Expired = members who have lapsed between July 1st and today.

Deceased = Prior Annual members who have been reported as Deceased. These do not affect your Retention percentage.

Transferred = Prior Annual members who have transferred out of your Post. These do not affect your Retention percentage.

Retention % = (Prior Annual Members In Good Standing - Expired)/(Prior Annual Members In Good Standing). This represents the prior annual members your Post has currently retained.

All percentages and totals are current and may change through the year.

Retention percentage begins at 100% on July 1st.

RETENTION PERCENTAGE WILL DECREASE WHEN: An Expiring member does not renew their dues and becomes Expired at the end of a given month.

RETENTION PERCENTAGE WILL INCREASE WHEN: An Expired member pays their dues and regains good standing. For any questions, please email membership@vfw.org

Current

Memstats Counts (paid for 2027)

Life	New	Reinstate	Continuous	Total	Prior Year	Percent
594	0	1	9	604	664	90.96%

Post Counts (members in good standing)

Life	New	Reinstate	Continuous	Expiring	Continuous Transnsfer	Non-Pay Transfer	Installment	Total
595	0	0	5	32	3	2	4	641

Unpaid

Unpaid 1 Year	Unpaid 2 Years	Total Unpaid	Complete Roster	Deceased
12	1	13	654	5

Changes

Memstats Counts (paid for 2027)

Life	New	Reinstate	Continuous	Total	Prior Year	Percent
594	0	1	9	604	664	90.96%

Post Counts (members in good standing)

Life	New	Reinstate	Continuous	Expiring	Continuous Transfer	Non-Pay Transfer	Installment	Total
595	0	0	5	32	3	2	4	641

Unpaid

Lapsed Current	Lapsed Prior		Complete Roster	Deceased
2	11		654	5

If someone off the Lapsed Current or Expiring list renews, they are RETAINED.

If someone off the Lapsed Prior list renews, they are REINSTATED.