



AFSA International Family Matters Trustee

June 2018



Per consensus, I'll be continuing these reports monthly. Thanks to all for your input. Now on to business!

RECRUITING

Recruiting **Family Members** seems to be an issue for everyone. Based on my 38 years in AFSA talking to potential members, the perception is that this is just another "boys' club". We need to change that way of thinking NOW! As I've said before, **Family Members** are the heart and soul of AFSA. We need to find a way to reach out to them and let them know what they can contribute to the organization. We all love to feel needed, women especially, and we all want to make a difference. We need to let them know that they can make a difference when they all work together in helping veterans and the community.

- Host a new member orientation session or a "Get to Know Your Chapter" meeting semi-annually – where new members can meet the officers and other volunteers. New members need to know that your Chapter needs them and will be appreciative of them volunteering their time in upcoming events.
- Send a "welcome" letter to all new Family Members. Include a packet of information highlighting Chapter activities, introducing Officers and Committee Chairpersons and listing volunteer opportunities. You might also want to include a Calendar of Events and a copy of your Chapter's recent newsletter
- Nurture the needs of the younger members by offering child care services so they can attend a meeting or function. Great way for someone to earn a little cash!
- Make an effort to talk about the achievements of your **Family Members** at every meeting.

FUNDRAISERS

I found out that most Chapters operating on military bases are allowed only two fundraisers per quarter. With that said, I would think your Chapter's Family Members can host fundraisers outside the base in your local community. If there is something preventing that to happen, please let me know.

Here are some easy-to-put-together fundraisers --

- **Car Wash**: This is a great way to involve your younger members. A location, access to water and advertising are your biggest concerns here, but still attainable. You could advertise a suggested donation of \$10 per car.
- **Coffee Donation**: Many workplaces offer free coffee for their employees and visitors, so talk with them about setting up a donation jar to support your local veterans. Maybe they will allow you to leave a few brochures and applications for those interested in joining.
- **Lunch and Learn**: Educate community members about AFSA. Pass out the new marketing materials. To save money, have a BYOBB (Bring Your Own Brown Bag) session. Charge a small entry fee.
- **Get Paid for Unused Clothing**: This would require some research on your part as to what Thrift Stores will pay you for your old clothing. We have one in our area where I was just paid \$20 for some items I was just going to donate. Contact your local Thrift Stores to see if they do this, collect unused clothing from your members and make some extra cash for your Chapter. Here are some places with locations all over the United States -- maybe there's one near you –

<http://www.uptowncheapskate.com/>.
<https://www.clothesmentor.com/sell/>
<https://www.buffaloexchange.com/>
<https://crossroadstrading.com>

COMMUNITY INVOLVEMENT

Here are some ideas on how your **Family Members** can help the community – easy ways to raise awareness of AFSA and what it stands for to your local communities.

- Collect household items for a homeless family
- Donate unused jewelry to a home for abused women
- Collect school supplies for special needs classrooms
- Collect pet food and supplies for a shelter
- Take flowers to nursing home residents
- Deliver cookies or snacks to elderly neighbors

If you have any suggestions, ideas or comments, please let me know.

Until next month, thanks so much for all you do for our country and for AFSA!

Take care and God Bless!

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