

Grow your Junior Membership



Engaging and gaining Junior Memberships can be tricky, especially when most of the general public are unaware that Junior memberships exist. As you're working to renew your existing members each year, be sure to provide your members with a clear pathway to sign up the juniors in their life. Here are a few other ways to engage.

Events: Host & plan events centered around activities for youth, such as a Mother's Day Gift Event or Breakfast with Santa, provide a free snack for kids as they 'shop' for gifts for Mom. Provide parents and guardians with a simple one page flyer that includes info on Junior Memberships, Girls State, Legionville, Scholarships and the Oratorical Contest.

Host community service projects where Juniors can actively contribute, like care package assemblies for troops or local clean-up drives.

Engage: Partner with local schools, Scouts, or other youth organizations to promote the Auxiliary and its mission.

Mentorship Opportunities: Pair Junior Members with senior Auxiliary members to mentor and guide them, fostering a sense of belonging and shared purpose. Offer leadership development programs for Juniors to build confidence and skills.

Use Social Media: Try Instagram and be sure to highlight Junior members doing great works, such as St. Cloud Stand Down, to demonstrate youth making a difference. Provide simple pathways for youth to join.

Be sure to follow Department and National on Social Media for ideas and shareworthy content.