In 1954, Auxiliary members donated more than 100 quilts for 52 beds in the Men's Residence and 28 in the Girls' Residence. They also helped to provide silverware, dishes, drapes etc. for the new College Dining Hall which had been built between Willison Hall and Conrad Hall. Money was donated to furnish the chemistry laboratory in the new Arts and Science Building of the College, and \$6,000 was granted to the Seminary for books in the Library. As well, more than \$1,500 was spent on refinishing furniture and painting rooms in Willison Hall.

A new program was initiated in 1959 when gift certificates of \$25 (redeemable at the United Lutheran Publishing House), were given to each of the six Canadian Lutheran Seminary graduates. This was also the year that the name of the Auxiliary was changed to "The Women's Auxiliary of Waterloo Lutheran University", and the year that members enjoyed for the first time, a smorgasbord meal which became a highlight of annual meetings for the next 20 years. In 1960, membership fees were increased to \$2.00 per person per year.

A promotion committee was established in 1954, with Mrs. Ruth Gillespie as its first chairman. Its purpose was to promote the work of the Auxiliary in a variety of ways. Each conference of Synod was to have a key woman whose responsibility it would be to appoint a chairman in each congregation in the conference. This contact woman in turn, would appoint teams to canvass for members for the Auxiliary in the congregation.

This promotion committee distributed a leaflet entitled "Martha Service", detailing the work of the Auxiliary in its 40 years of existence. Membership donation certificates were made available to the churches to give to people when paying their membership fees. A set of slides was completed by early 1960, and a set was sent to each of the seven key women for use in their conferences.

A program and social committee as well as a purchasing committee were also established in 1954, but a project committee was not established until 1957.