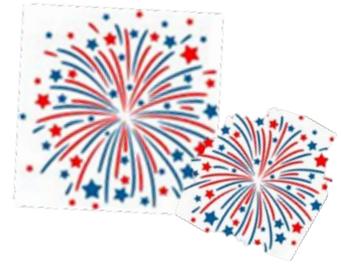




**Veterans of Foreign Wars Auxiliary
Department of Wisconsin
Historian/Media Relations Bulletin July 2021**
www.wivfwaux.org



Hello Brothers and Sisters, I am Nicole David, Aux. 1879 Fort Atkinson (District 2), returning as your Historian/Media Relations Chairperson for 2021-2022. Thank you, President Inez, for giving me the opportunity to continue with this Chairmanship.

It is a new year and change is upon us. Things are slowly making their way back to normal, but we may still have to figure out new ways to continue to work for our veterans. With all that has taken place, it is important to document what and how you are getting this done. When members look back at this time in 10 or 20 or more years in the future, we want to give them an idea of how we, as an organization, adapted and met the needs of our veterans and their families during these challenging times.

How do we get the word out and connect?

- Prepare a monthly or quarterly newsletter or e-newsletter for your members. Give them ideas of how to help with Programs throughout the year.
- Maintain an Auxiliary/Post Facebook page to share information.
- Recognize member anniversaries, birthdays, and volunteer work.

Promote your Auxiliary's activities and events:

- Use the VFW Auxiliary Publicity Guide.
- Use a fillable press/media release form for activities/events.
- Send a Communications Award to local media for covering Auxiliary activities/events.
- Submit a write up and photos about your event to the WI VFW NEWS.

Did your Auxiliary DO or does your Auxiliary HAVE PLANS TO DO any of the following:

- Educate youth about the Pledge of Allegiance (in-person or through video conferencing)?
- Partner with another organization to better your community?
- Contact members of Congress regarding veterans' issues?
- Host a drive-by school supply pickup, trick-or-treat, Santa or Easter Bunny visit?
- Host food drives or donate food to a local food bank/food pantry?
- Send Christmas or Valentine cards to soldiers overseas or hospitalized veterans?
- Donate books to your local library, school, or literacy organization?
- Promote and participate in our youth scholarships and contests?

I know members and Auxiliaries are doing, plan to do and have done things listed above, along with many other things not listed. However, did you send the Department Historian photos and a description of what you did? It's so important for members to take photos and keep a record of the projects they work on at home or in small groups in addition to photos at larger Auxiliary or District activities and events. I want to see them all!

Remember the who, what, when, where and why of an event is so important to the story – and history – of the VFW Auxiliary. Also don't forget to post on social media all of the wonderful things you are doing in the name of the organization.

Are you capturing your Auxiliary's history? If not, it is time to start.

Here's to another great year and "Don't FUDGE on care for Veterans"!

Nicole David

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