

# DEPARTMENT OF PENNSYLVANIA

## VETERANS OF FOREIGN WARS OF THE UNITED STATES

# MEMBERSHIP AWARDS PROGRAM

## 2021-2022



**Department Headquarters**  
**4002 Fenton Ave.**  
**Harrisburg, PA 17109-5943**  
**Phone: (717)234-7927 Fax: (717)234-1955**  
**[www.vfwpahq.org](http://www.vfwpahq.org)**

# “HONOR – COURAGE - COMMITMENT”

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# “HONOR – COURAGE - COMMITMENT”

## Message from the Department Commander – Nathaniel Smith

Greetings Comrades.

I know that the last eighteen months has not been so great however we have learned how to adapt and overcome to continue serving Veterans and their families in this great Department. As our immediate past State Commander Peters has stated “Don’t let this pandemic stand in our way to be successful.” As we start a new year and transition of leaders from the Vietnam Era to the Persian Gulf, we need to keep in mind that without membership we cannot prevail, “My motto is “Honor, Courage, Commitment. We need to continue to Honor all Veterans **AND** have the courage to move this Organization forward. We **MUST** be 100 % committed to do our due diligence to add new and retain current members into our great organization. I encourage all Post Commanders to reach out to their District Membership Chairperson or **ANY** State Membership Team member for assistance with scheduling recruiting drives, information sessions, and other events related to Membership.

Focus on these four objectives:

- (1) **Recruiting**
- (2) **Training**
- (3) **Mentoring**
- (4) **Retaining**

We need to continue to strengthen membership by collaboration with our Auxiliaries, Military Organizations, Employers, and the Community providing facts about the VFW. I believe that **ALL** posts need to promote the “adopt a unit program” as this program ensures that Veterans know that “**Nobody does more for Veterans than the Veterans of Foreign Wars**”. We are one team that works together on a mission to continue to put this Department on top where it needs to be. “FULL SPEED AHEAD”

## Message from the Department Membership Team

Welcome to the new 2021-2022 VFW program year. This year, your State Membership Team is comprised of highly motivated and deeply passionate committee members that take the concept of membership very seriously. Comrades, simply put, membership is **THE MOST IMPORTANT** and **HIGHLY CRITICAL** function we do in the Veterans of Foreign Wars! Our primary mission “*to foster camaraderie among United States veterans of overseas conflicts*”; *to “serve our veterans, the military and our communities*”; and *to “advocate on behalf of all veterans*” cannot be accomplished **WITHOUT** human capital resources. The very lifeblood and longevity of this organization depends on us having enough people to do our mission.

We look forward to supporting Commander Smith and you! We intend to help grow our VFW by providing you the tools to grow as an Individual, Post and District. As things slowly return to an order of normalcy, we believe there will be an increase in opportunities to expand Membership events throughout the state. When your District or Post does a Membership Drive, please contact us and we will do all we can to get a chairman or Recruiter there to support your event. We all need to have the **Honor** to do what is needed, the **Courage** to do it and the **Commitment** to see it through! FULL SPEED AHEAD!

# “HONOR – COURAGE - COMMITMENT”

## *2021-2022 Membership Programs Special Notices and Exceptions*

- Membership Divisions for all Posts will be same as National Divisions.
- **Membership quota** for all Department contests is **100% + 1** unless otherwise noted.
- Continuous, new, reinstated and Life Members will be verified by National Headquarters for all Department Contests.
- All Department Membership Contests end **April 30, 2022** unless otherwise stated.
- Individuals, Posts and Districts can only win **one** time in each **contest or category** unless otherwise stated. The Department Membership Team will make the final determination of all Department awards.
- All **contest checks** will become the **property of the Post or District** unless **otherwise stated**. All checks will be made out to the Post or District Quartermaster unless otherwise stated.
- All requirements for All State Awards must be met by April 30, 2022.
- All membership transmittals for All State Status to **receive a cap at Convention** must be recorded at Department Headquarters **NO LATER THAN April 30, 2022**.
- All membership transmittals for All American Status must reach National Headquarters **NO LATER THAN June 30, 2022**.
- Posts who are in arrears and receive a monetary award, the arrearage will be deducted from the award.

To encourage thorough reading of this important membership program, Commander Smith has inserted Five special graphics into the booklet. You can earn a special prize by locating these symbols and sending a note to State Adjutant/Quartermaster via U.S. Mail, Fax (717-234-1955) or E-mail [quartermaster@vfwpahq.org](mailto:quartermaster@vfwpahq.org) noting the page and location of the symbol listed below:





# “HONOR – COURAGE - COMMITMENT”

## *Individual Membership Rewards*

### **Contest No. #1 - Life Membership OTI Attendance Award**

Members that attend Officer Training Institute sessions will be eligible for a drawing for 4 life memberships or if already a Life Member, an upgrade to the next tier of Legacy Life membership. If the member is already a Legacy Life Gold member, they will receive a \$200.00 Certificate to the VFW Store. Drawing for these memberships will take place at the conclusion of the OTI sessions.

### **Contest No. #2 – Continuous to Life Membership Monthly Award**

A special monthly drawing for two life memberships to be awarded each month and will take place from August 2021 through April 2022. Winners that are continuous members will receive an upgrade to Life Membership.

### **Contest No. #3 – Life Membership to Legacy Life Monthly Award**

Life Members will be entered into a Legacy Life drawing for 2 Legacy Life Memberships each month. If the member is already a Legacy Life Gold, then the winner will receive \$200.00 VFW Store Gift Certificate. Contest runs from August 2021 through April 2022.

## *Post Level Contests (Post Divisions 1-6)*

### **2021-2022 Membership Achievement Awards**

All Posts that properly report 100% + 1 in membership, including 15 new/reinstated members, will receive a monetary award and VFW Store gift certificate on dates listed below:

- |                     |                   |                                     |
|---------------------|-------------------|-------------------------------------|
| • <b>Contest #4</b> | December 31, 2021 | \$850 plus a \$100 Gift Certificate |
| • <b>Contest #5</b> | February 28, 2022 | \$550 plus \$100 Gift Certificate   |
| • <b>Contest #6</b> | April 30, 2022    | \$350 plus \$100 Gift Certificate   |

## *Grass Roots Posts Contests (Post Divisions 7-11)*

Grass Roots Posts that properly report 100% +1 in membership, including 5 new/reinstated members, will receive a monetary award and VFW Store gift certificate on dates listed below:

- |                     |                   |                                   |
|---------------------|-------------------|-----------------------------------|
| • <b>Contest #7</b> | December 31, 2021 | \$850 plus \$100 Gift Certificate |
| • <b>Contest #8</b> | February 28, 2022 | \$550 plus \$100 Gift Certificate |
| • <b>Contest #9</b> | April 30, 2022    | \$300 plus \$100 Gift Certificate |

# “HONOR – COURAGE - COMMITMENT”

## *Life Membership to Legacy Life Membership Upgrade*

### *Post Membership Awards*

#### **Contest #10**

The Post Commander and Post Quartermaster from each All-State Membership Division with the most new/reinstated members over their membership goal by February 28, 2022, will receive a special award from the State Commander.

#### *All-State Post Commanders and Quartermasters Contest*

#### **Contest #11**

All-State Post Commanders will receive a distinctive VFW Cap, an All-State Commander's Pin and special recognition at the State Convention.

An outstanding Post Commander will be selected Captain of the All-State Team based on the scoring of the All-State worksheet & membership over their goal by April 30, 2022 will receive a special gift from State Commander Smith at the State Convention.

#### **Contest #12**

All-State Quartermasters will receive a distinctive VFW Cap, an All-State Quartermaster's Pin and special recognition at the State Convention.

An outstanding Post Quartermaster will be selected Captain of the All-State Team based on the scoring of the All-State worksheet & membership over their goal by April 30, 2022 and will receive a special gift from State Commander Smith at the State Convention.

### ALL-STATE POST DIVISIONS & QUOTA

Division	Membership	Minimum %
Division 1	951+	100% + 1
Division 2	750-950	100% + 1
Division 3	356-749	100% + 1
Division 4	246-355	100% + 1
Division 5	185-245	100% + 1
Division 6	143-184	100% + 1
Division 7	112-142	100% + 1
Division 8	88-111	100% + 1
Division 9	68-87	100% + 1
Division 10	51-67	100% + 1
Division 11	1-50	100% + 1



# “HONOR – COURAGE - COMMITMENT”

## ***All State Post Commanders and Quartermasters Worksheet***

**To be considered for All State Status this worksheet must be submitted to  
Department Headquarters, 4002 Fenton Avenue. Harrisburg, PA 17109-5943**

**Postmarked no later than April 30, 2022 to receive Cap at Convention**

***ALL STATE WORKSHEET IS MANDATORY***

Name \_\_\_\_\_ Post # \_\_\_\_\_ District # \_\_\_\_\_

### **Mandatory Criteria**

- Membership Properly Reported as attaining percentage goal of 100% + 1.
- All Post and Home Association By-Laws (if Applicable) must be Current (within the previous 5 years)
- Post/District must have Articles of Incorporation on file with Department Headquarters.
- Purchase Buddy Poppies. (5 Per Member) Date: \_\_\_\_\_ Check # \_\_\_\_\_
- Voice of Democracy Entry. Yes [  ] No [  ]
- Patriot’s Pen Entry. Yes [  ] No [  ]
- Veterans and Military Support Fund Raiser or donation to VMS Fund (**Dept. Division 1-6 \$100 –Dept. Division 7-11 \$50**) (Must be sent to Department Headquarters) Earmarked **Veterans & Military Support** Date: \_\_\_\_\_ Check # \_\_\_\_\_
- National Home Donation (**Dept. Division 1-6 \$100—Dept. Division 7-11 \$50.00**) (Must be sent to Department Headquarters **Earmarked for National Home**) Date: \_\_\_\_\_ Check #: \_\_\_\_\_
- Donation to Commander’s Special Project (**Dept. Division 1-6 \$100—Dept. Division 7-10 \$50.00**). Must be sent to Department Headquarters **Earmarked Special Project (PA Wounded Warriors)**. Date: \_\_\_\_\_ Check # \_\_\_\_\_
- VAVS Donation (**Dept. Division 1-6 \$100 – Dept. Division 7-11 \$50.00**) Must be sent to Department Headquarters Earmarked VAVS. Date: \_\_\_\_\_ Check # \_\_\_\_\_
- All Post/District Monthly Community Service Reports must be on file with the department chairman. All Community service reports must be received by the Chairman (**NOT DEPARTMENT**) no later than April 30, 2022.
- Post/District must have submission of one EMT or Firefighter or Police Officer Candidate for Dept. Safety Award (**Entries must be received in Dept. Headquarters by December 31, 2021**)
- All Post/District Quarterly Trustee Reports Including June 2021 must be on file. Dates Trustee Reports sent to Dept. June: \_\_\_\_\_ September \_\_\_\_\_ December \_\_\_\_\_ March \_\_\_\_\_
- Post/District must have QM Bonded and on record at Department HQ. Date: \_\_\_\_\_ Check # \_\_\_\_\_
- Post/District Commander and/or Sr. Vice Commander and/or Jr. Vice Commander and/or Quartermaster must attend all District Meetings (**Post/District CMDR must attend at least attend 50% of ALL District Meetings**).
- Post/District must have a **registered** Service Officer (**Current Fee Paid**).
- Post/District must not be in arrears for the current or prior year (e.g., dues, audits, Reports, etc.)
- Post Inspection is recorded for 2021-2022. Date Inspected \_\_\_\_\_ By \_\_\_\_\_
- All-State requirements must be completed July 1, 2021, to April 30, 2022, to receive cap at Convention.

## “HONOR – COURAGE - COMMITMENT”

**To be considered for All State Status the worksheet must be submitted to  
Department Headquarters, 4002 Fenton Avenue. Harrisburg, PA 17109-5943  
Postmarked no later than April 30, 2022  
ALL STATE WORKSHEET IS MANDATORY**

The score will be calculated at Department Headquarters. The points will be used to determine the All-State Captains. **Records must be on file at Department Headquarters to Qualify.**

**POINTED CRITERIA:** \_\_\_\_\_ **POINTS:** \_\_\_\_\_

Purchase 10 Buddy Poppies per member	10	_____
Membership % goal by Dec. 31, 2021	20	_____
Or Membership % goal by Feb. 28, 2022	15	_____
Or Membership % goal by Apr. 30, 2022	10	_____
New or Reinstated Member by Dec. 31, 2021 Maximum 75 pts	5 ea	_____
Community Activity Record Book Submitted for Judging	30	_____
Americanism Program	20	_____
Community Activities Participation	20	_____
Safety Program	20	_____
Youth Activities Participation (e.g., Scouts, JROTC, etc.)	10	_____
Participate in the Adopt a Unit Program	10	_____
Participate in Citizenship Education Teacher Award (E.g., Voice of Democracy)	10	_____
Donation to Barger Nursing Scholarship	10	_____
Post/District Officers attend the Dept. Regional School of Instruction (OTI)	10	_____
Post/District Inspection submitted to Department by December 31, 2021	10	_____
Donation to Homeless Veterans Program	10	_____
Voice of Democracy Student	30	_____
Patriot's Pen Student	30	_____
Donation to State Commander's Special Project:	20	_____
Law Enforcement Candidate	30	_____
Fire Fighter Candidate	30	_____
Emergency Medical Services Candidate	30	_____
Citizenship Teacher of the Year Entry – Smart Maher (K-12)	30	_____
Post/District Commander must Attend at least One Dept. Recruiting Instruction*	60	_____

**(\*Dept. Membership Chair Validates Attendance - This is not OTI!)**



# “HONOR – COURAGE - COMMITMENT”

## *District Awards*

### **2021-2022 District Membership Awards**

All Districts that properly report their membership goal of 100% + 1 will receive an award for the District. Dates and awards listed below.

- **Contest #13**            December 31, 2021            **\$1200**
- **Contest #14**            April 30, 2022                **\$700**
- **Contest #15**            June 30, 2022                 **\$500**

### **2021-2022 District Life Membership Achievement Award\***

All Districts that properly report **25** new Life Members (includes annual going life) will receive an award for the district.

- **Contest #16**            December 31, 2021            **\$500**
- **Contest #17**            April 30, 2022                **\$300**
- **Contest #18**            June 30, 2022                 **\$200**

### **2021-2022 District Commander Awards**

#### **Contest #19**

All District Commanders and District Membership Chairperson's who have attained their membership goal of 100% +1 by April 30, 2022 will receive:

- All State District Commander's Cap at Convention
- Jacket (Style to be determined by State Commander)
- Special Recognition at the State Convention

#### **Contest #20**

All District Commanders and District Membership Chairperson's who have attained their membership goal of 100% + 1 between May 1, 2022 and June 30, 2022 will receive:

- All State District Commander's Cap
- Special Recognition at the State Convention

**Note:**     *In order to Qualify for this award all, the following must be Completed and Submitted to Department: District Inspections, Post Inspections and Post and District Quarterly Audits.*

# “HONOR – COURAGE - COMMITMENT”

## Contest #21

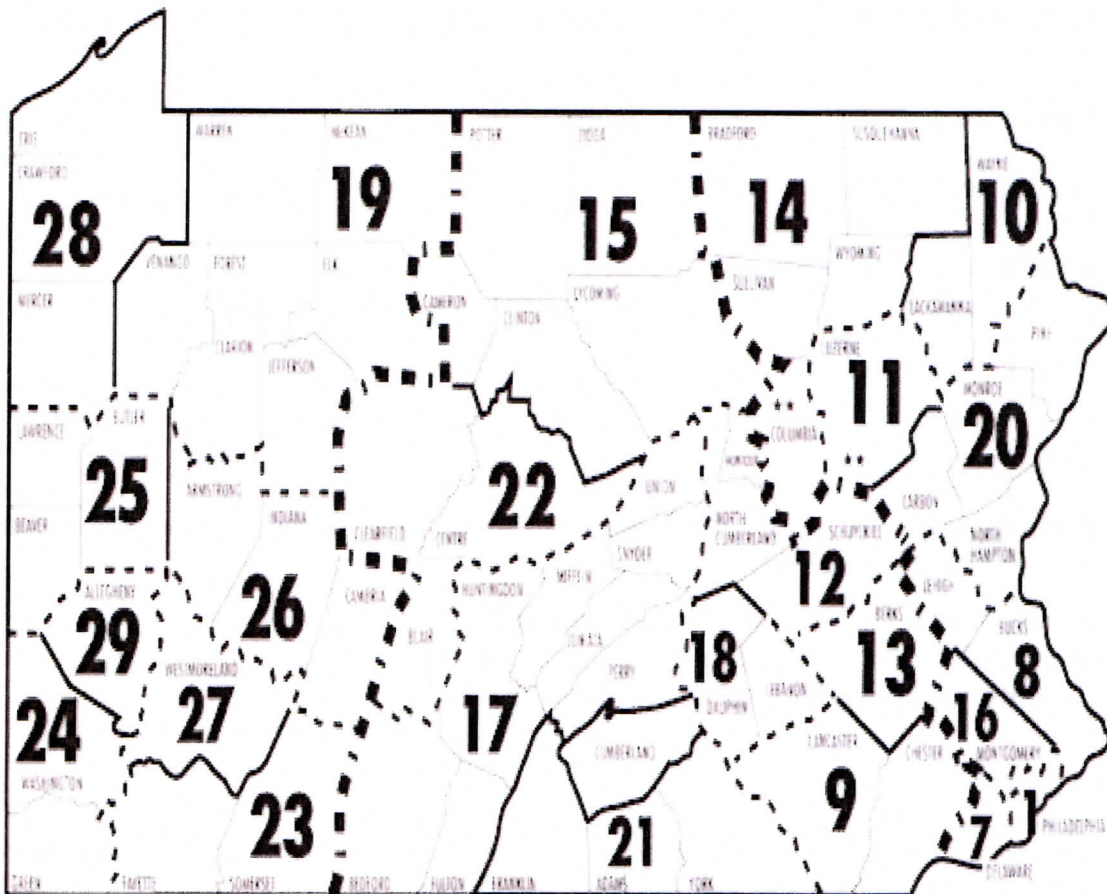
If we become an All-American Department, all District Commanders, State Membership Team and Certified National Recruiters will receive an incredibly special reward from State Commander Smith –

## PA VFW District Membership Areas

**WEST- 19, 23, 24, 25,  
26, 27, 28, 29**

**CENTRAL-9, 12, 13, 15,  
17, 18, 21, 22**

**EAST- 1, 7, 8, 10,  
11, 14, 16, 20**



\*\* The Boroughs of Berwick and Benton, Columbia County are in the 11th District.

**(To Be Announced)**



# "HONOR – COURAGE - COMMITMENT"

## *Membership Plaques and Awards*

### **The Joe Salvo Award for Individual Post Members**

#### **Contest #22**

A **Henry VFW Tribute Rifle** will be presented to the individual member who signs up the most new and reinstated members (over 25 members) between July 1, 2021 and April 30, 2022. This award will be presented at the 2022 Department Convention. The National Recruiter Report will be used to verify the member.



### **Chosnyk Plaque**

#### **Contest #23**

This plaque is awarded to the district having the greatest percentage increase as of April 30, 2022.

### **Post Commander's Award**

#### **Contest #24**

This **Henry VFW Post Tribute Rifle** will be awarded to the Post with the highest numerical increase as of April 30, 2022.



## “HONOR – COURAGE - COMMITMENT”

### **Robert Musser Memorial Plaque**

#### **Contest #25**

This plaque will be awarded to the Post having attained the greatest percentage of increase as of April 30, 2022.

### **Van Zandt Award**

#### **Contest #26**

To be eligible, a Post must recruit at least *25 new/reinstated members* prior to April 30, 2022. The Post recruiting the *most new/reinstated members* as a percentage of existing membership receives a plaque.

#### **Contest #27**

For every Post member or auxiliary member who recruits five (5) new/reinstated auxiliary members will receive a pin from the State commander and be entered into a drawing for \$250.00 presented at the State Convention 2021-2022.

### **Special Note**

Districts and Posts must meet their membership goal, inspected, and report participation in Community Service, Patriot's Pen Essay, Voice of Democracy, Safety, Youth Activities, Buddy Poppy, Citizenship Education in the current Commander's Membership Year to qualify for plaques and award. The plaques and the Van Zandt Award will be presented at the first general session of the Convention.



# **“HONOR – COURAGE - COMMITMENT”**

## **2021-2022 Department Membership Team**

### **Department Membership Chairman:**

John August Otte  
368 Village Way, Chalfont, PA 18914  
Cell Phone (267) 644-7942 or 267-645-9716

Post 3258  
District 8  
Email: [Membership@vfwpahq.org](mailto:Membership@vfwpahq.org)

### **Department Membership Co-Chairman (Eastern)**

VACANT

### **Department Membership Co-Chairman (Central)**

Robert E. Hinkle Jr.  
6357 Salem Run Rd, Dover, PA 17315  
Cell Phone: (717) 542-6948

Post 5265  
District 21  
Email: [Membershipcentral@vfwpahq.org](mailto:Membershipcentral@vfwpahq.org)

### **Department Membership Co-Chairman (Western)**

Carl Trusiak  
205 Truxall Rd, Apollo, PA 15613-9005  
Cell Phone: (724)448-4945

Post 566  
District 27  
Email: [Membershipwest@vfwpahq.org](mailto:Membershipwest@vfwpahq.org)

### **Western Districts Recruiters**

Earl “Greg” Stump  
952 Coleman Mills Road, Port Allegany, PA 16743  
Cell Phone (760) 443-6811

Post 6391  
District 19  
Email: [buckskintitan@yahoo.com](mailto:buckskintitan@yahoo.com)

Bill Csaszar  
4239 Stanton Avenue, Pittsburgh, PA 15201  
Cell Phone (412) 592-2172

Post 3945  
District 29  
Email: [sfcbillc@gmail.com](mailto:sfcbillc@gmail.com)

### **Life Membership/Gold Legacy Chairman**

Gary Smith  
12621 Gum Tree Rd, Brogue, PA 17309  
Cell (717) 262-357

Post 1446  
District 21  
Email: [vfw6241@comcast.net](mailto:vfw6241@comcast.net)

### **VFW Certified National Recruiters (CNR)**

Dave Gyger  
Cecil Dennis  
Henry Mannella  
John Otte

Email: [djc57@verizon.net](mailto:djc57@verizon.net)  
Email: [cecil\\_dennis@hotmail.com](mailto:cecil_dennis@hotmail.com)  
Email: [h.mannella72@yahoo.com](mailto:h.mannella72@yahoo.com)  
Email: [Membership@vfwpahq.org](mailto:Membership@vfwpahq.org)





# **“HONOR – COURAGE - COMMITMENT”**

## ***2021-2022 Planning Calendar***

### **2021**

July 4 & 5	Independence Day (Department HQ Closed)
July 8 -11	National Commander-in-Chief's Homecoming (Portsmouth, VA)
August 13	PA District 21 Golf Scramble, The Bridges Golf Club 6729 York Rd., Abbottstown, PA 17301
August 13 &14	Department Flying Squadron, Sheraton Harrisburg-Hershey Hotel 4650 Lindle Road, Harrisburg, PA 17111 (Invitation Only)
August 15:	South Central Officer's Training, VFW Post 8896 107 E. Locust St. Ext, East Berlin, PA 17316 (717) 259-0124
August 16:	North Central Area Officer's Training, VFW Post 8724 (6:00 PM) 1665 Newry Lane, Duncansville, PA 16635 (814) 695-9703
August 20 & 21	VFW Auxiliary Program & Leadership Conference Red Lion Hotel, 4751 Lindle Road, Harrisburg, PA
August 21	Southeastern Area Officer's Training VFW Post 9220 1236 Lavender Road, Bensalem, PA 19020 (215) 245-1252
August 22:	Northeastern Area Officer's Training, VFW Post 7251 179 Boulevard Ave, Throop, PA 18512 (570) 489-4021
August 28	Northwestern Area Officer's Training, VFW Post 2006 1045 S. Morgan St. Meadville, PA 16335 (814) 333-8444
August 29	Southwestern Area Officer's Training, VFW Post 1810 3801 Clariton Blvd, Pittsburgh, PA 15227 (412) 881-9934
September 6:	Labor Day (Department HQ Closed)
September 11:	Patriot's Day
September 17:	POW-MIA Day
September 26:	Gold Star Mother's Day
October 11:	Columbus Day (Department HQ (Closed)
October 15-17	Women Veterans Retreat – Ramada Conference Center, State College, PA
October 21-23	State Commander's Testimonial- Breinigsville
Oct 29-31:	Eastern States Conference, Ocean City, MD
November 8:	Election Day

# “HONOR – COURAGE - COMMITMENT”

## 2021, Cont'd

November 11 & 12      Veterans Day (Department HQ Closed)  
November 25 -26      Thanksgiving Holiday (Department HQ Closed)  
December 24:          Christmas Holiday (Department HQ Closed)  
December 25          Christmas Day ( Department HQ Closed)  
December 31:         New Year's Eve (Department HQ Closed)

## 2022

January 1:              New Year's Holiday (Department HQ Closed)  
January 17:             Martin Luther King Jr (Department HQ Closed)  
January 21-22          Mid-Winter Conference: Wyndham Hotel, 2110 Lincoln Hwy East, Lancaster, PA  
January 29-Feb 3      VFW Auxiliary Mid-Year Conference & Celebrating Freedom  
   Melbourne & Cape Canaveral, FL  
  
February 21:            President's Day (Department HQ Closed)  
February 26-March 2: Voice of Democracy Celebration: Washington, DC  
February 27-March 3: Legislative Conference, Washington, D.C.  
March 11-13:          Women Veterans Retreat, Harrisburg, PA  
April 15-18             Good Friday & Easter Holiday Weekend (Department HQ Closed)  
April 1-2:                VFW Auxiliary President's Testimonial: Pittsburgh Marriott North  
   100 Cranberry Woods Drive, Cranberry Township, PA  
May 1:                    Loyalty Day  
May 30:                  Memorial Day (Department HQ Closed)  
June 8-11                State Convention - Wyndham Hotel, 2110 Lincoln Hwy East, Lancaster, PA  
June 19 -20             Juneteenth – (Dept HQ Closed)



# “HONOR – COURAGE - COMMITMENT”

## *Tools to Boost Membership*

### 4 Steps for the Post Commander in Planning A Successful Recruiting Campaign

#### **Step #1:**

- Select and organize a membership committee.
- Qualities of a successful Membership Chairman:
  - ✓ Popular, organized, good speaker, knowledgeable about the VFW, dedicated
- Qualities of a successful Committee member:
  - ✓ Active, knowledgeable about the VFW, dependable

#### **Step #2:**

- Develop a recruiting plan
- 5 Elements of a recruiting plan that works:
  1. Analysis of the current situation (Where you are in terms of members, recruitments, other Posts' territories members and recruitments. Use last year's membership as a base for your goals).
  2. Goal Setting (Where you want to go)
  3. Development of action plans
    - ✓ Territory and time management
    - ✓ Manpower management and planning
    - ✓ Recruiting meetings and techniques
  4. Implementation of action plans
    - ✓ Translate plans on paper into actions carried out by the recruiting team
  5. Tracking results
    - ✓ Use a system of controls and measurements to assure results are achieved

#### **Step #3:**

- Set realistic goals - Two types of goals in your plan should include: Quotas and Objectives **USE THE SMART** system for goal setting:
  - ✳ **SPECIFIC** - For example, the focus of the plan should not be just to increase recruiting by numbers, but to increase by a certain number through specific recruiting
  - ✳ **MEASURABLE** - A definite measure to increase members in your Post by a certain percentage or set number techniques
  - ✳ **ATTAINABLE** - Goals should require effort (ambitious), but attainable
  - ✳ **RESULTS ORIENTED** - Goals aimed at achieving a specific result
  - ✳ **TIMED** - Track your progress throughout the time to ensure you achieve goals at the end of the stated time. Consider setting up recruiting deadlines to coincide with National, Department and District/County awards so members are eligible for awards sponsored by National, Department, District and County.

#### **Step #4:**

- Plan your activities.
  - The 3 R's of membership growth:
    1. Retain Continuous members
    2. Reinstate former members
    3. Recruit NEW members

## “HONOR – COURAGE - COMMITMENT”

- Five proven recruiting techniques:
  1. Personal contact - Door-to-Door, membership booths, meetings
  2. Recruiting booths/tables
  3. Mail
  4. Referrals
  5. Telephone campaign. Note: Personal contact is the most effective way to reach prospective members. Whatever recruiting method you use, always arrange a face-to-face meeting with the prospect.

### **Periodicals**

Offer to make the State and National publications available for the waiting rooms of professional offices—doctors, dentists, lawyers, etc.—in your town. Place a membership application in the publication.

### **Public Service TV/Radio/Cable Network**

Advertise your Post. Tell the people you are going to have a Memorial Day Service, Veterans Day Service, Loyalty Day program or other Post or Auxiliary event that would attract community members. Remember, everyone is welcome. Get the word out through Public Service Announcements mailed for fazed to TV and radio stations. Call News Directors or Editors at your local stations for information about submitting Public Service Announcements.

### **Post Open House**

Have an open house at your Post with your officers and invite all veterans and their families from the surrounding community. Maybe you can sponsor a free buffet or dinner for local troops or military units that are departing to or returning from overseas deployment.



# **VFW National Membership Program**



**Matthew "Fritz" Mihelcic**  
**Commander-in-Chief**

Updated: April 09, 2021

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## **Membership Mission**

To recruit, retain and mentor a stable membership base including all generations of veterans.

To cultivate a membership that is well versed in institutional knowledge and actively involved at all levels of the organization and in the local community. To establish Posts with an established vision of service, leadership and community outreach.

## **Introduction**

Over the past several years, the VFW has been successful in recruiting new members into the organization. The only way to make this success permanent is to retain those members, recover past members, and continue to recruit new veterans into our ranks. To do this, we must improve the way we communicate with our members at all levels of the organization. Posts, Districts, and Departments need to use all methods available to convey information for news and training to our membership; newsletters, emails, social media, and outreach teams are some of the most effective ways to maintain communication with our members. We need to know who our members are and how we can address their needs and concerns. We need to focus on the basic tenets of our organization: to take care of our members, their families, and the veteran community as a whole.

## **Membership Goals**

1. Build a strong organization through recruiting new members while retaining our current membership that creates a solid baseline for the future.
2. Work together to achieve the VFW's goals. The VFW National Headquarters staff is available to assist in coordinating programs, developing membership initiatives and building awareness among our membership and the entire veteran community.

## **Membership Objectives**

- Recruit new and recover unpaid members
- Involve members directly in VFW functions at all levels
- Retain and mentor existing membership
- Develop new Posts and revitalize existing Posts
- Increase Life Membership



- Increase Legacy Life Membership

## Membership Resources

In order to assist our Posts, Districts, and Departments in meeting the goals set out by the Commander-in-Chief in this membership program, the National Headquarters has a wealth of resources at your disposal. Many of those are available free of charge to our members.

- Membership materials ranging from applications, recruiting brochures, posters, and benefits brochures can be ordered directly from the Membership Department using the Membership Order Form (located under Membership Quick Links once you log into [vfw.org](http://vfw.org) )
- Resources for Post Development, Membership Campaigns, and Mentorship such as training guides, videos, and webinars are available in the Training & Support section on [vfw.org](http://vfw.org)
- Promotional tools such as radio spots, sample advertisements, public service announcements, and media kits are all available through the Media Room on [vfw.org](http://vfw.org)

See the trend? Just about anything you will need is at [vfw.org](http://vfw.org), check it out.

The VFW National Headquarters staff is ready and trained to answer any questions you may have concerning membership, VFW programs, or other issues. You can contact our **Member Service Center directly at 1.833.VFW.VETS**, or the **Membership Department at 1.888.JOIN.VFW**.

## Triple Crown Award

Any commander who achieves All-American at the Post, District and Department level will receive a Triple Crown pin and recognition at the National Convention.

## Recruiting Awards

- **5, 10, 15** Corresponding numbered member pin
- **25** Commander-in-Chief membership coin & citation
- **50** VFW CIC Basecamp Backpack
- **75** Commemorative medallion set
- **100** Century cap and citation or \$50 VFW Store credit
- **150** \$250 VFW store gift certificate

### Department “100 Percent” Incentive

Any Department that attains 100% in membership by close of business on March 31, 2022 will be entered into a random drawing. The commander plus guest and quartermaster plus guest for the Department that is selected will each receive:

- **\$2500 voucher through Veterans Travel Services (VTS) applied towards airfare, accommodations and transportation for a trip of their choice.**

### Early Bird Award—VFW Legislative Conference

The top three Post commanders and quartermasters in each division on Jan. 1, 2022 will receive:

- **A \$1,000 stipend to be used toward attending the VFW Legislative Conference, Washington D.C.**

### Department Early Bird Incentive

For every Department that achieves 92% in membership by Jan. 1, 2022; the Department commander will receive:

- **A Henry Golden Boy .22 Caliber Rifle (VFW Tribute edition if available) or a credit voucher of equal value for use with Veterans Travel Services (VTS) or the VFW Store.**

### Post Commander and Quartermaster – New & Reinstated Member Award

The top 10 Post commanders and quartermasters in each division who report more than 50 new and reinstated annual members by Jan. 1, 2022 will each be awarded:

- **A travel charger with the official VFW Commander-in-Chief logo.**

### **Kansas City Spree**

The top two Post commanders and the top two District commanders in each division who achieve 100% membership by April 1, 2022 along with their guest will each be awarded:

- **Round-trip airfare to Kansas City, Mo. from the airport nearest the awardee's home.**
- **A fun-filled weekend (May 19-22, 2022) that may include but is not limited to touring, shopping and a complete tour of the VFW National Headquarters.**

### **100% Post, District & Department**

A distinctive streamer will be awarded to every Post, District and State/Department that achieves 100% or greater in membership before July 1, 2022.

### **100% Commander Drawing**

Each Post and District commander that exceeds 100% in membership by June 1, 2022 will receive an entry in this drawing. Twenty Post commanders and 12 District commanders will receive:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**

### **Post Commander and Quartermaster Division Challenge**

For every 10 new/reinstated members recruited between July 1, 2021 and April 1, 2022 Posts will earn one entry for both Post commander and quartermaster entered into a drawing. One Post per division will receive:

- **A \$1,000 stipend each for commander and quartermaster to be used toward attending the VFW National Convention.**

### **Legacy Life Membership Acquisition**

Each Post that achieves the designated benchmarks of 25, 50 and 75 Legacy Life Members will be awarded:

- **A Legacy Society Post Proclamation.**

Each Post that achieves the distinctive benchmark of 100 Legacy Life members by July 1, 2022, commander or Post representative will receive:



- **A \$1,000 stipend to be used toward attending the VFW National Convention.**
- **Reserved seating at the VFW National Convention joint opening session.**
- **Legacy Society Post Proclamation.**

#### **Elite Recruiter**

Any VFW member who signs up 250 or more new and/or reinstated annual members by July 1, 2022, will receive:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**
- **Distinctive cap, citation, and name badge.**

#### **Recruiter of the Year**

The VFW member who signs up the greatest number of new and/or reinstated annual members greater than 250 by July 1, 2022, will receive:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**
- **Reserved seating at the VFW National Convention joint opening session.**
- **Distinctive cap, citation, and name badge.**
- **Commander-in-Chief's Crystal Eagle.**

#### **New Post Development and Post Revitalization Department Award**

- For each new Post the department will receive two entries into a drawing, and one entry for increasing the membership of a Post of 50 members or less to over 50 members by July 1, 2022, the Department selected will receive:
  - **\$1000 paid directly to Department.**

### **All-American Criteria**

*The All-American program exists to recognize exceptional leadership and teamwork, authentic accomplishment in membership growth and VFW core programs.*

#### **All-American Post Criteria**

- Membership greater than 100%
- Meet all the following Program Participation Criteria:

- Voice of Democracy - minimum of one entry advanced to District judging (Overseas Post can donate \$75 to National in lieu of entry)
- Patriots Pen - minimum of one entry advanced to District judging (Overseas Post can donate \$75 to National in lieu of entry)
- Hold a fundraiser with the proceeds going to Veterans & Military Support Programs Services, minimum of \$100.
- Partner twice with two separate organizations like Team RWB, Operation Ramp It Up, Operation Gratitude, Team Rubicon, Merging Vets & Players and other VSOs to include our friends at Sport Clips and Burger King. (Submit both online reports through dashboard).
- Create Post social media site or actively maintain existing site.
- 5 New Action Corps Sign-Ups: To sign up: Text “VFW” to “50457” to sign-up 5 previously unsubscribed members or VFW supporters.
- Have a 10% increase in total impact in Community Service. (\$ Donated + Hours = Total Impact) \* Baseline has been established within the KPI Tools for Community Service. **\*See notes on page 12.**

### **All-American Post Award**

- All Posts that meet the Qualifying Percentage and the program participation criteria will receive an All-American Post Citation, Post Streamer and be recognized in the VFW magazine.

- The Top **25** Posts in each Division will receive:

- Acknowledgment in VFW Magazine
- Acknowledgement during the All-American Awards Ceremony at the National Convention
- All-American Post citation
- All-American Post streamer
- All-American citation - commander
- All-American name badge - commander
- All-American cap (commander only, quartermaster and Post members may purchase “Post Member” cap)
- All-American lapel pin (commander only, quartermaster may purchase pin)
- All-American Team Post Member lapel pin (25 pack)

- The top **five** commanders in each division will also receive:
  - **A \$1,000 stipend to be used toward attending the VFW National Convention.**
  - **Reserved seating at the VFW National Convention joint opening session.**

#### **All-American District Criteria**

- Membership greater than 100%
- Finish in top 10 Districts in your division that meet all the following criteria
  - Voice of Democracy - minimum of one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry\*see last page)
  - Patriots Pen - minimum of one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry\*see last page)

#### **All-American District Award**

- All-American District streamer
- All-American District citation - commander
- All-American name badge - commander
- All-American cap (commander only, quartermaster may purchase cap)
- All-American lapel pin (commander only, quartermaster may purchase pin)
- The top **two** District commanders in each division will also receive:
  - **A \$1,000 stipend to be used toward attending the VFW National Convention.**
  - **Reserved seating at the VFW National Convention joint opening session.**

#### **All-American Department Criteria**

- Membership must be greater than 100%
- Must conduct two Membership recruiting events; one between July 1 and December 31, 2021 and the other between January 1, 2022 and May 1, 2022. A report of these events must be submitted to the Membership Department.
- Conduct a Department Commander's "Good Will Tour" prior to Jan 1, 2022 with a report submitted to the Membership Department.



- **National Legislative Service**
  - Monthly National Legislative Service committee member reports submitted to National Legislative Service in Washington, D.C.
- **National Veterans Services**
- Must have a State/Department service officer and submit his or her name and contact information to National Veterans Services in Washington, D.C. by July 31, 2021
- Monthly activity report from Department Service Officer or designated NVS Committee member to NVS in Washington, D.C.
- **Programs**
  - Voice of Democracy - An entry advanced to National judging
  - Patriot's Pen - An entry advanced to National judging
  - Veterans & Military Support Programs – Must complete a State/Department fundraiser and proceeds donated to Veterans & Military Support Programs, Kansas City, Mo. (\*see last page)
  - Must have at least 1 teacher submitted for the Teacher of the Year competition. (No longer three categories, entries can come from K-12).
  - Have a 10% increase in total impact in Community Service.  
(\$ Donated + Hours = Total Impact) \* Baseline has been established within the KPI Tools for Community Service.

### **All-American Department Award**

- All-American Department streamer
- All-American Department citation - commander
- All-American name badge - commander
- All-American cap - commander - *quartermaster may purchase cap*
- All-American lapel pin - commander - *quartermaster may purchase pin*
- \$1,000 stipend to be used toward attending the VFW National Convention
- Reserved seating at the VFW National Convention Joint Opening Session

### Conference Membership Award

The State/Department leading each conference will be entrusted with the conference membership colors for the following year. The 2020-2021 Conference winners will return the colors to the membership booth at National Convention in Kansas City, MO no later than COB on Monday after the Joint Opening Session. The 2021-2022 Conference winners will then pick up the colors from the Membership Director at National Convention in July 2022 in Kansas City, MO any time after 0800 on Tuesday at the Membership booth.

The Conference with the highest membership percentage of the four Conferences will have their name and year engraved on a traveling trophy presented by the Commander-in-Chief to the Conference Chairman at the National Convention. The 2021-2022 Conference Chairman will return the trophy to the membership booth at National Convention in Kansas City, M) no later than COB on Saturday to ensure placement of the new nameplate. This trophy will be presented to the 2021-2022 Conference Chairman on stage during the Joint Opening Session\*\*.

### Post Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage
<b>1</b>	951+		Over 100%
<b>2</b>	750	950	Over 100%
<b>3</b>	356	749	Over 100%
<b>4</b>	246	355	Over 100%
<b>5</b>	185	245	Over 100%
<b>6</b>	143	184	Over 100%
<b>7</b>	112	142	Over 100%
<b>8</b>	88	111	Over 100%
<b>9</b>	68	87	Over 100%
<b>10</b>	51	67	Over 100%
<b>11</b>	10	50	Over 100%

### District Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage	# Eligible
<b>1</b>	5,000	14,000	Over 100%	10
<b>2</b>	3,282	4,999	Over 100%	10
<b>3</b>	2,172	3,281	Over 100%	10
<b>4</b>	1,447	2,171	Over 100%	10
<b>5</b>	906	1,446	Over 100%	10
<b>6</b>	1	905	Over 100%	10

## Important Notes

- In order to receive stipends, awardees must be in attendance at designated events
- Only **one** National paid stipend per event (National Convention, legislative Conference, etc.)
- All awards are non-transferable
- **Post/District/Department:** Membership must be greater than 100 percent, which means 100 percent plus one in overall membership.
- **Post member cap,** members must be in the Post during the membership year.
- **5 New Action Corps Sign-Ups:** VFW's strength on Capitol Hill rests with the voices of our members and patriotic supporters. It is vitally important that VFW's National Grassroots Advocacy network remains actively engaged in the fight for veteran's benefits. As a VFW advocate you receive an e-newsletter each week keeping you up to date on current issues facing our service members, veterans, and their families. When it is urgent that Congress hear from their constituents regarding a VFW legislative priority, VFW will release an Action Alert. The Action Alert will provide the necessary information and tools our advocates need in order to ensure their voices are heard.
- The *Department Commander's "Good Will Tour"* is for Department commanders to visit Posts in their Department to get face-to-face time with their Post and District leadership and assist with membership and Programs. For further information about the *Commander's "Good Will Tour"*, please contact the Membership Department by calling **1-888-JOIN-VFW** or by email at [membership@vfw.org](mailto:membership@vfw.org)
- Donations made to replace a Voice of Democracy and Patriot's Pen (By eligible overseas Post). **Do not donate through your Department or by any other means.** Use this link: <https://heroes.vfw.org/page/22948/donate/1>
- Veterans & Military Support Programs Services Donations for Post/District/Department as listed above will only be accepted only through the following link: <https://heroes.vfw.org/page/22950/donate/1>
- **\*\*For the Conference Membership Award traveling trophy, the Conference Chairman will be responsible for the return of the trophy to the Membership Department booth at the National Convention each year**



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