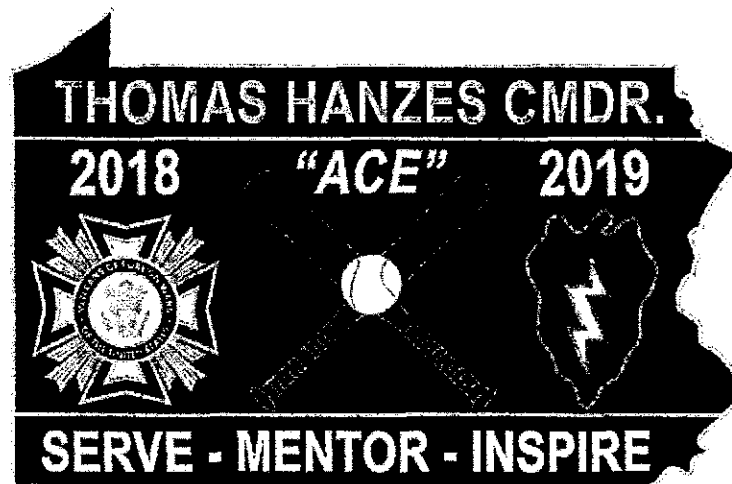


DEPARTMENT OF PENNSYLVANIA

VETERANS OF FOREIGN WARS OF THE UNITED STATES

MEMBERSHIP AWARDS PROGRAM

2018-2019



4002 Fenton Ave.
Harrisburg, PA 17109-5943
Phone: (717)234-7927 Fax: (717)234-1955
www.vfwpahq.org

“SERVE – MENTOR - INSPIRE”

Message From State Commander – Thomas “Ace” Hanzes

Fellow Veterans/Comrades:

Another membership year is upon us. It goes without saying that the task at hand grows more challenging every year. There is so much work to do and I am up for the challenge! **Everything originates from the seeds of determination!**

Our commitment to veterans, veteran's families, and our communities are at the core of our membership program. How we approach our veterans and what we do in our communities are two major keys to membership success.

Let's approach the task at hand with an abundance of enthusiasm and energy to welcome new veterans AND younger veterans! Encourage them to see and listen to what the Veterans of Foreign Wars is all about.

The image and brand of the VFW MUST change in order for us to accomplish our goals. We must work endlessly and tirelessly to end the stigma that the VFW is just a smoky old bar!

We must embrace change to drive our organization and our goals forward. The younger generations are social media driven in many ways. We MUST be mindful of that.

Additionally, we must be willing and able to learn and adapt to the ever changing ways of our societal interactions and how we reach out to new potential members, but, at the same time, NEVER lose sight of good old fashioned “face to face” relationship building.

We need to help potential new veteran members realize that one of the greatest honors, after serving our great country, is giving back to other veterans and their families, and the communities that they live in.

Together, we MUST find a way to let everyone know what the VFW is and what wonderful programs we support and accomplish.

My motto this year is SERVE, MENTOR, INSPIRE. We can do this by working together to mentor and inspire our new and younger members. The knowledge and skills we acquire serving in so many capacities over the years MUST be passed on. It's a disgrace if we take all these skills and knowledge to our graves never teaching, mentoring, and inspiring new and younger members.

I enlisted and became a veteran at the age of 18 and I never could have ever imagined that I would be in this position fifty years later in my life. I served in Vietnam with the 25th Infantry Division. I am so proud to be a veteran and a member of the VFW, the greatest veteran's organization in the world, and the Department of PA VFW.

I imagine no limitations on what we can accomplish collectively. Organizations only succeed because its members succeed. You bet on people ----- not strategies. My bet is on each and every one of you that we can surpass our membership growth goals beyond my expectations!

NO ONE DOES MORE FOR VETERANS THAN THE VFW!

FORWARD CHARGE!!!!

“SERVE – MENTOR - INSPIRE”

Message From Membership Chairman - Henry Mannella

Dear Comrades

Our membership, now more than ever before, in the Department of Pennsylvania is at a critical stage. We must make every effort to recruit each and every eligible Veteran to join our great organization and explain to them that the VFW has so many programs and services available to them and their families. And to the members that have left our organization, you may want reach out to them and see why they have not renewed their membership and maybe you can offer some assistance.

I encourage all members to take the time to read this year’s Membership Program because a lot of the contests are very attainable. Hard work goes a long way. And with a little hard work, the Department of Pennsylvania can reach its goal of 100%.

Make sure that you fill out your All State work sheet and have it to Department Headquarters by April 30, 2019. If you have any questions about the work sheet, give Department a call and they will be happy to help.

On a final note, I would like to thank all members for their hard work.

ALL - Remember to practice the 3 R’s: RECRUIT REINSTATE RETAIN

Respectfully,

Henry R. Mannella

Henry R. Mannella
Membership Chairman

“SERVE – MENTOR - INSPIRE”

2018-2019 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%** unless otherwise noted. The percentage for National All-American is on Page 29.
- Retention Goal is 85%. Definition is found on Page 22.
- All continuous, new, and reinstated life members will be verified by National Headquarters for all Department Contests.
- All Department Membership Contests end **April 30, 2019** 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 in the current Commander’s Membership Deadlines **July 1, 2018 until April 30, 2019**, unless otherwise stated.
- All membership transmittals for All State Status must be recorded at National Headquarters (NOT POSTMARKED) by **noon April 30, 2019**.
- All membership transmittals for All American Status must reach National Headquarters (NOT POSTMARKED) by **noon, June 30, 2019**.
- 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 Hanzas has inserted two special graphics into the booklet. You can earn a special prize by locating these symbols and sending a note to State Adjutant/Quartermaster John B Getz Jr via U.S. Mail, Fax (717-234-1955) or E-mail quartermaster@vfwpahq.org noting the page and location of these symbols.

“SERVE – MENTOR - INSPIRE”

Individual Membership/Recruiting Rewards

No. #1 GI Special for Individual Members

16 Life Memberships will be awarded for early 2019 dues payment. The earlier you pay your dues, the more chances you have to win.

Contest #1

Continuous members who pay their 2019 dues by September 30, 2018 will be entered into a drawing for one of 6 Life Memberships, as well as the drawing for October, November, and December.

Contest #2

Continuous members who pay their 2019 dues by October 31, 2018 will be entered into a drawing for one of 5 Life Memberships, as well as the drawing for, November and December.

Contest #3

Continuous members who pay their 2019 dues by November 30, 2018 will be entered into a drawing for one of 3 Life Memberships, as well as the drawing for, December.

Contest #4

Continuous members who pay their 2019 dues by December 31, 2018 will be entered into a drawing for one of 2 Life Memberships.

Contest #5

Continuous members who pay their 2019 dues between January 1, 2019 and June 30, 2019 will be entered into a drawing for one of 1 Life Memberships.

Contest #6

Any member who recruits 10 new and/or reinstated members by April 30, 2019 will have his/her name entered into a random drawing for one (1) of two (2) Life Memberships or Bronze Legacy Life Memberships if already a Life Member. (National Recruiter Report will be used to determine names).

“SERVE – MENTOR - INSPIRE”

No. #1 GI Specials for Posts

No. #1 GI Special – New/Annual Members Who Sign Up as Life Members


Any Post that properly reports the designated number of New Life Members (includes annual members going Life) for their Division by the dates listed below, will receive the monetary award for that contest. A maximum of designated New Life Members will be paid.

Divisions 1-4	7 New Life Members
Divisions 5-7	5 New Life Members
Divisions 8-10	3 New Life Members

- **Contest #7** **December 31, 2018** **\$15.00 per new life member**
- **Contest #8** **February 28, 2019** **\$10.00 per new life member**

**POST LEVEL CONTESTS
(POST DIVISIONS 1-6)**

2018-2019 MEMBERSHIP ACHIEVEMENT AWARDS

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

- **Contest #9** **December 31, 2018** **\$500 plus a \$100 Gift Certificate**
- **Contest #10** **February 28, 2019** **\$300 plus \$100 Gift Certificate**
- **Contest #11** **April 30, 2019** **\$200 plus \$100 Gift Certificate**
- **Contest #12** **June 30, 2019** **\$100 plus \$100 Gift Certificate**

**GRASS ROOTS POSTS CONTESTS
(Post Divisions 7-10)**

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

- **Contest #13** December 31, 2018 \$500 plus \$100 Gift Certificate
- **Contest #14** February 28, 2019 \$300 plus \$100 Gift Certificate
- **Contest #15** April 30, 2019 \$200 plus \$100 Gift Certificate
- **Contest #16** June 30, 2019 \$100 plus \$100 Gift Certificate

POST LEVEL CONTESTS

Legacy Life Membership

- **Contest # 17:** Each Post who gains two (2) New Legacy Life Memberships or Upgraded Legacy Life Memberships will be entered into a drawing for a Legacy Life Membership or an Upgrade depending on the recipient.

Department must be notified of the recipient by May 31, 2019.

- **Contest #18:** Any Post who obtains at least 95% in membership plus reports all mandatory criteria on Page 8 by April 30, 2019 will be entered into a random drawing for one (1) of five (5) Life Memberships or Legacy Life Memberships

The worksheet on Page 8 must be completed and sent to Department Headquarters by April 30, 2019.

Posts obtaining 100% in membership are not eligible for this award.

“SERVE – MENTOR - INSPIRE”

• **Contest #19**

The Post Commander, Post Quartermaster and Post Member from each All-State Membership Division with the most new/reinstated members over their membership goal by February 28, 2019 will be invited to go on the Commander’s Trip destination TBA.

All-State Post Commanders and Quartermasters Contest

• **Contest #20**

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 and will receive a special gift from State Commander Hanzes at the State Convention.

• **Contest #21**

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 and will receive a special gift from State Commander Hanzes at the State Convention.

ALL-STATE POST DIVISIONS & QUOTA

	Membership	Minimum %
Division 1	750-UP	100%
Division 2	356-749	100%
Division 3	246-355	100%
Division 4	185-245	100%
Division 5	143-184	100%
Division 6	112-142	100%
Division 7	88-111	100%
Division 8	68-87	100%
Division 9	51-67	100%
Division 10	0-50	100%

“SERVE – MENTOR - INSPIRE”


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, 2019**

ALL STATE WORKSHEET IS MANDATORY

Name _____ Post # _____ District # _____

Mandatory Criteria

- Membership Properly Reported as attaining percentage goal of 100%.
- Purchase Buddy Poppies (**5 per member**). Date: _____ Check # _____
- Voice of Democracy Entry or Donation to Dept Scholarship Fund (**Dept. Division 1-6 \$250
Dept. Division 7-10 \$100**) (Must be sent to Department Headquarters).
Entry: Yes [] No [] Check # _____ Date: _____
- Patriot’s Pen Entry or Donation to Dept Scholarship Fund (**Dept. Division 1-6 \$250 – Dept. Division 7-10 \$100**)
(Must be sent to Department Headquarters). Entry: Yes [] No [] Check # _____ Date: _____
- Veterans and Military Support Fund Raiser or donation to VMS Fund (**Dept. Division 1-6 \$100 –
Dept Division 7-10 \$50**) (Must be sent to Department Headquarters **Earmarked Veterans & Military
Support**). Date: _____ Check # _____
- National Home Donation (**Dept. Division 1-6 \$100—Dept. Division 7-10 \$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 (Teener Baseball or PA Assistance)**.
Date: _____ Check # _____
-  **Post must have submission of one EMT or Firefighter or Police Officer Candidate for Dept Safety Award.
(Entries must be received in Dept. Headquarters by November 30, 2018)**
- All Quarterly Trustee Reports Including June, 2018 must be on file.
Record the dates Trustee Reports sent to Dept.
June: _____ September _____ December _____ March _____
- Post must have Quartermaster Bonded and on record at Department HQ. Date: _____ Check # _____
- Post Commander and/or Sr. Vice Commander and/or Jr. Vice Commander and/or Quartermaster and/or Adjutant
must attend of all the District Meetings (*Post Commander must attend at least one*).
- Post must have a **registered** Service Officer (**Current Fee Paid**).
- Post must not be in arrears. (current and prior year)
- Post Inspection is recorded for 2018-2019.; Date Inspected _____ By _____
- All State requirements must be completed July 1, 2018 to April 30, 2019
- **MANDATORY SUBMISSION OF ALL STATE WORKSHEET**

“SERVE – MENTOR - INSPIRE”

**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, 2019
 ALL STATE WORKSHEET IS MANDATORY**

The score will be calculated at Department Headquarters. The points will be used to determine the All State Captains.

Pointed Criteria:	Points
Purchase 10 more Buddy Poppies per member	10 _____
Membership % goal by Dec. 31, 2018	20 _____
Or Membership % goal by Feb. 28, 2019	15 _____
Or Membership % goal by Apr. 30, 2019	10 _____
New or Reinstated Member by Dec. 31, 2018 Maximum 75 pts	5 each _____
Community Activity Record Book Submitted for Judging	30 _____
Americanism Program	20 _____
Community Activities Participation	20 _____
Safety Program	20 _____
Youth Activities Participation	10 _____
Participate in the Adopt a Unit Program	10 _____
Participate in Citizenship Education Teacher Award	10 _____
Donation to Barger Nursing Scholarship	10 _____
Post Officers attend the Dept. Regional School of Instruction	10 _____
Post Inspection completed by December 31, 2018	10 _____
Donation to Homeless Veterans Program	10 _____
Voice of Democracy Student	30 _____
Patriot's Pen Student	30 _____
Donation Commander's Special Project:	20 _____
Law Enforcement Candidate	30 _____
Fire Fighter Candidate	30 _____
Emergency Medical Services Candidate	30 _____

Records must be on file at Dept. HQ to qualify.

District Awards

2018-2019 District Membership Awards

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

- **Contest #22** December 31, 2018 **\$1000**
- **Contest #23** April 30, 2019 **\$500**
- **Contest #24** June 30, 2019 **\$200**

2018-2019 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 #25** December 31, 2018 **\$300**
- **Contest #26** April 30, 2019 **\$200**
- **Contest #27** June 30, 2019 **\$100**

“SERVE – MENTOR - INSPIRE”

District Membership Awards

- **Contest #32**

The first District from each membership area (East, West, Central) achieving their membership goal by December 31, 2018 will receive **\$1000**

- **Contest #33**

All Districts who attain their membership goal by April 30, 2019 will receive **\$600**
(Winners of Contest #32 not eligible.)

- **Contest #34**

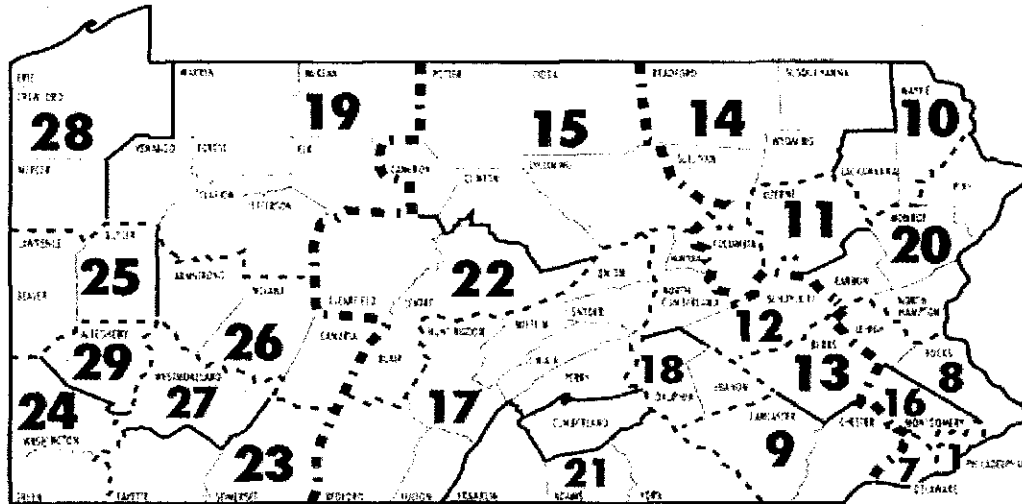
All Districts who attain their membership goal by June 30, 2019 will receive **\$400**
(Winners of Contest 32 and Contest 33 not eligible)

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.

District Commander Awards

- **Contest #28**

All District Commanders who have attained their membership goal of 100% by April 30, 2019 will receive:

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

- **Contest #29**

All District Quartermasters who have attained their membership goal of 100% by April 30, 2019 will receive:

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

- **Contest #30**

All District Commanders who have attained their membership goal of 100% between May 1, 2019 and June 30, 2019 will receive:

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

- **Contest #31**

If we become an All-American Department, all District Commanders, District Membership Chairman and Certified Recruiters will receive a very special reward from State Commander Hanzes

Membership Plaques and Awards

The Joe Salvo Award for Individual Post Members

- **Contest #35**

A **\$250 cash award** will be presented to the individual member who signs up the most new and reinstated members (over 25 members) between July 1, 2018 and April 30, 2019. This award will be presented at the 2019 Department Convention. The National Recruiter Report will be used to verify the member.

Chosnyk Plaque

- **Contest #36**

This plaque is awarded to the District having the greatest percentage increase as of April 30, 2019.

Commander’s Plaque

- **Contest #37**

This plaque is awarded to the Post with the highest numerical increase as of April 30, 2019.

Robert Musser Memorial Plaque

- **Contest #38**

This plaque will be awarded to the Post having attained the greatest percentage of increase as of April 30, 2019,

Van Zandt Award

Contest #39

To be eligible, a Post must recruit at least *25 new/reinstated members* prior to April 30, 2019. The Post recruiting the *most new/reinstated members* as a percentage of existing membership receives a plaque.

Special Note

Districts and Posts must meet their membership goal, properly 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.

2018-209 Department Membership Team

Department Membership Chairman/Recruiter:

Henry R. Mannella	Post 1810
456 Dennison Drive, West Mifflin, PA 15122	District 29
Cell – (412) 500-3501 Email: h.mannella72@yahoo.com	

Assistant Membership Chairmen/Recruiters

Cecil K. Dennis	Post 5958
11728 Fauncetown Rd, Townville, PA 16360	District 28
Cell – (814) 720-2692 Email: cecil_dennis@hotmail.com	

John J. Rybcinski	Post 3474
205 Willow Street #2, Dunmore, PA 18512	District 10
Cell – (570) 604-6179 Email: rybcinski123@comcast.net	

Nathaniel Smith	Post 7293
1149 Fairmont St, Whitehall, PA 18052	District 8
Cell – 610-435-4177 Email: btcnret9955@hotmail.com	

Life Membership/Gold Legacy Chairman

Gary Smith	Post 1446
12621 Gum Tree Rd, Brogue, PA 17309	District 21
Cell (717) 262-357 Email: yfw6241@comcast.net	



“SERVE – MENTOR - INSPIRE”

PLANNING CALENDAR 2018-2019 SCHEDULE OF VFW MEETINGS AND EVENTS

2018

- July 4: Independence Day (Department HQ Closed)
- July 13 & 14: VFW Auxiliary Instructional Weekend- (Red Lion Hotel (Harrisburg))
- July 20 - 25: 2018 National Convention- Kansas City, MO
- August 4: Southwestern Area Officer's Training, VFW Post 7505
331 Mars Valencia Rd., Mars PA 16046 (724) 625-1910
- August 5: Northwestern Officer's Training, VFW Post 2006
1045 S Morgan St., Meadville, PA 16335 (814) 333-8444
- August 10: PA District 21 Golf Scramble, Briarwood Golf Club
4775 West Market St, York, PA 17408
- August 10 & 11: Department Flying Squadron, Radisson Hotel Harrisburg
1150 Camp Hill Bypass, Camp Hill, PA 17011 (717) 763-7117
- August 12: South Central Area Officer's Training, Radisson Hotel Harrisburg,
1150 Camp Hill Bypass, Camp Hill, PA 17011 (717) 763-7117
- August 13: North Central Area Officer's Training, VFW Post 1754
520-22 Penn St., Huntingdon, PA 16652 (814) 643-4141
- August 17-18: VFW Auxiliary Program & Leadership Conference (Red Lion Hotel, Harrisburg)
- August 18: Northeastern Area Officer's Training VFW Post 5544
205 Dolph St., Jessup, PA 18434 (570) 489-7070
- August 19: Southeastern Area Officer's Training, VFW Post 2819
6850 Martins Mill Rd., Philadelphia, PA 19111 (215) 728-9376
- September 3: Labor Day (Department HQ Closed)
- September 4-7: Sharing and Caring, Pittsburgh, PA
- September 8: VFW Auxiliary Celebrating America's Freedom (Gettysburg, PA)
- September 11: Patriot's Day

“SERVE – MENTOR - INSPIRE”

2018, Cont'd

September 20-23	Commander-in-Chief's Homecoming, Albuquerque, NM
September 21:	POW-MIA Day
October 8:	Columbus Day (Department HQ (Closed))
October 19-20:	State Commander's Testimonial – Park Inn by Radisson (West Middlesex)
November 6:	Election Day
November 11:	Veterans Day
November 12:	Department HQ Closed (Veterans Day Observed)
November 16-18	Eastern States Conference, Framington, MA
November 22-23:	Thanksgiving Holiday (Department HQ Closed)
December 24-25:	Christmas Holiday (Department HQ Closed)

2019

January 1:	New Year's Holiday (Department HQ Closed)
January 21:	Martin Luther King Jr (Department HQ Closed)
January 25-27	Mid-Winter Conference – Double Tree by Hilton Pittsburgh-Cranberry (Mars)
February 14-17:	VFW Auxiliary Mid-Year Conference (Tucson, AZ)
February 18:	President's Day (Department HQ Closed)
March 2-6:	Voice of Democracy, Washington, D.C.
March 3-7	Legislative Conference, Washington, D.C.
April 9-11	National Auxiliary President's Visit (Pittsburgh, PA)
April 19-22	Good Friday & Easter Holiday Weekend (Department HQ Closed)
April 26 -27:	VFW Auxiliary President's Testimonial (Quality Inn, New Kensington, PA)
May 1:	Loyalty Day
May 27:	Memorial Day (Department HQ Closed)
June 13-16	State Convention- Erie

Tools to Boost Membership

Silent Recruiter

The silent recruiter is a display that encourages veterans to register to win a flag set courtesy of the VFW, by filling out a coupon and depositing it in a box. To use this tool, select six to ten businesses with high traffic areas in your community. Then, once a month collect the response cards. Hold a drawing to award the flag set. Follow up recruiting the eligible veterans that filled out a coupon.

Outreach Recruiting

Set up booths at state, county or local fairs, bazaars, shopping malls, super markets, community shows or events. Have well-dressed members man the booths with flags and membership information of interest to veterans. You may also use this venue to promote the many civic, patriot and youth programs sponsored by the VFW. You may even wish to include the Auxiliary in this outreach recruiting effort.

Posters

Make up posters with your Post name, address and phone number and place in the local stores and businesses.

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 faxed to TV and radio stations. Call News Directors or Editors at your local stations for information about submitting Public Service Announcements.

Tools to Boost Membership

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.

General Networking

Ask your relatives, friends, neighbors and co-workers if they are veterans eligible to join the VFW or Auxiliary. You may wish to cross reference the membership of your Post and the Auxiliary to see that you have recruited every eligible member.

National Guard and Reserve Outreach

Visit the armory in your area; set up a display table or booth during a training weekend. Coordinate with the National Military Service Program (NMS) established by National. Participate in the Adopt a Unit Program. Support the Military Assistance Program.

Welcome Wagon

Business people welcome new neighbors to the area. Put a message and/or gift with your Post name and location with the presents the new people receive. This might even include invitations to post community events or post sponsored social events and fundraisers.

VFW National Membership Program

**MAKE IT HAPPEN
2018-2019**



B. J. LAWRENCE
Commander-in-Chief

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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 a strong tradition of service, leadership, and community outreach.

Introduction

For the past several years, the VFW has been relatively successful in recruiting members aged 39 and younger. The only way to make this success permanent is to retain those members, recover past members, and recruit new members. We must improve the way we communicate with our members at all levels of the organization. Does your Post, District, State or Department have a newsletter, email, or an outreach team that visits fellow members? In many cases, we have lost touch with our members. We need to know who they are and what their needs are. Let us get back to basics—our first priority is taking care of our members and the veteran community as a whole.

Membership Goals

1. Build a strong organization for the future.
2. Work together to achieve the VFW's goals. The VFW National Headquarters staff is here to assist in coordinating programs, developing new membership initiatives and building awareness among our membership and the entire veteran community.

Membership Objectives

- Recruit new and recover unpaid members
- Retain and mentor existing membership
- Develop new Posts and revitalize existing Posts
- Increase Life Membership
- Increase Legacy Life Membership

Retention Defined

Although retention is not a prerequisite for the All-American program, it is extremely important to understand how retention is derived and the important role retention plays in accomplishing growth. The number of paid annual members in your Post on July 1 is the ensuing year's "prior year total." One more new or reinstated member is required to make up for each prior year annual member the Post fails to retain.

Your Post retention is derived from six types of payment components based on your prior year total of annual members:

- A prior year annual member pays his or her annual membership dues.
- A prior year annual member pays the life membership installment fee.
- A prior year annual member pays for life membership dues.
- A prior year annual member transfers to another Post and pays his or her annual membership dues.
- A prior year annual member transfers to another Post and pays the life membership installment fee.
- A prior year annual member transfers to another Post and pays life membership dues.

Life Membership Amnesty

All life members who are reported deceased between July 1, 2018 and August 31, 2018, will be removed from the Post rolls and the Post's prior year membership count will be adjusted accordingly.

Recruiting Awards

- **5, 10, 15** Corresponding numbered member pin
- **25** Commander-in-Chief membership coin & citation
- **50** VFW leather travel bag
- **75** Commemorative medallion set
- **100** Century cap and citation
- **175** National aide-de-camp cap and citation

"LUCKY STARS" Member Drawing

Five (5) winners will be drawn and accompany the Commander-in-Chief on an all-expense paid trip May 06-12, 2019 along with their spouse or guest.

For any new/reinstated member recruited between July 1, 2018 and April 1, 2019:

- You will receive one (1) chance for every five (5) new/reinstated members recruited
- You will receive ten (10) additional chances for every increment of 25 new/reinstated members recruited
- **Attention Post and District Commander:**
 - ✓ You will receive ten (10) chances in recognition of 85%+ post and district retention

Drawing will take place ***April 2, 2019***

- **All awards are non-transferable**

Department "First to Finish" Incentive

The Department Commander and Quartermaster along with a guest for each of the Department that is the first to attain 100% in membership will be awarded.

- **Round trip airfare, accommodations and transportation with transfers. To include three nights in Honolulu and four nights in Maui, Hawaii. Note: if Hawaii wins, CDR and QM with guest will win a trip of equal value.**

Early Bird Award—VFW Legislative Conference

The top three Post commanders and quartermasters and the top two District commanders in each division on Jan. 1, 2019 will be awarded:

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

Department Quartermaster Early Bird Incentive

For every Department that achieves 92% in membership by Jan 1, 2019; the Department Quartermaster will receive:

- **A Henry 30-30 Caliber Rifle or a credit voucher of equal value, for use with Veterans Travel Services.**

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, 2019 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 divisions who achieve 100% membership by April 1, 2019 along with their spouse or guest, will be awarded:

- **Round-trip airfare to Kansas City, Mo., from the airport nearest the awardee's home.**
- **A fun-filled weekend (May 16-19, 2019) 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, 2019.

100% Commander Drawing

Each Post and District commander that exceeds 100% in membership by June 1, 2019 will be placed in a drawing. 20 post commanders and 12 district commanders will be drawn to receive:

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

Post Commander and Quartermaster Division Challenge

For every ten (10) new/reinstated members recruited between July 1, 2018 and April 1, 2019; Posts will earn one chance for both Post Commander and Quartermaster to be entered into a drawing. One Post per Division will be drawn to 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, 2019, Commander or post representative will be awarded:

- **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, 2019, will be awarded:

- **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, 2019, will be awarded:

- **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 Department Award

For each new Post chartered, the Department Quartermaster will receive:

- **A \$250 credit from the VFW Store to be used towards necessary materials for the new Post.**

All-American Leadership Criteria

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

All-American Post Leadership Criteria

- Greater than 50 members on July 1, 2019
- Membership greater than 100%
- Finish in the top 50 posts in your respective division
- Voice of Democracy - minimum of one entry advanced to District Judging (Overseas Post donate \$50 to National in lieu of entry)
- Patriots Pen - minimum of one entry advanced to District judging (Overseas Post donate \$50 to National in lieu of entry)
- National Citizenship Education Teachers Award – one entry advanced to District judging (Overseas Post donate \$50 to National in lieu of entry)
- Buddy Poppy- must purchase Buddy Poppies
- Hold a fundraiser with the proceeds going to National Veterans & Military Support Services, minimum of \$50
- National Veterans Service – Appoint a Post Service Officer

All-American Post Leadership Award

- Acknowledgment in *VFW Magazine*
- All-American Post citation
- All-American Post streamer
- All-American citation - Commander
- All-American name badge - Commander
- All-American cap - Commander - **Quartermaster may purchase cap*
- All-American lapel pin - Commander - **Quartermaster may purchase pin*
- 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 Leadership Criteria

- Membership greater than 100%
- Finish in the top 25 Districts in your division
- Voice of Democracy - minimum of one entry advanced to Department Judging (Overseas District donate \$100 to National in lieu of entry)
- Patriots Pen - minimum of one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry)
- National Citizenship Education Teachers Award – one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry)

All-American District Leadership Award

- All-American District streamer
- All-American District citation - Commander
- All-American name badge - Commander
- All-American cap - Commander - **Quartermaster may purchase cap*
- All-American lapel pin - Commander - **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 Leadership Criteria

- Membership must be greater than 100%
- Must conduct two Membership Recruiting events prior to May 1, 2019. A report of these events must be submitted to the Membership Department.
- Hold a Commander's Round-Up* prior to Jan 1, 2019 with a report submitted to the Membership Department.
- One new post or increase the membership of three posts of 50 members or less to over 50 members by July 1, 2019
- **National Legislative Service**

- Monthly National Legislative Service committee member/chairman reports must be 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, 2018
- Monthly National Veterans Services committee member/chairman reports must be submitted to National Veterans Services in Washington, D.C.
- **Programs**
 - Voice of Democracy - An entry advanced to national judging
 - Patriot's Pen - An entry advanced to national judging
 - National Citizenship Education Teacher Award – submit an entry in all three categories (K-5, 6-8, 9-12) and entries must advance to national judging
 - Veterans & Military Support Programs – Must complete a State/Department fundraiser and proceeds must be donated to: Veterans & Military Support Programs, Kansas City, MO

All-American Department Leadership 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 2018-2019 Conference winners will pick up the colors from the Membership Department at National Convention in Orlando, Fla.

The Conference with the highest membership percentage of the four Conferences will have their name and year engraved on a traveling trophy that will be presented by the Commander-in-Chief to the Conference Chairman at the National Convention. This trophy will be entrusted to the Conference until the following National Convention. Post Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage	# Eligible
1	750	And up!	Over 100%	50
2	356	749	Over 100%	50
3	246	355	Over 100%	50
4	185	245	Over 100%	50
5	143	184	Over 100%	50
6	112	142	Over 100%	50
7	88	111	Over 100%	50
8	68	87	Over 100%	50
9	51	67	Over 100%	50
10	1	50	Over 100%	50

District Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage	# Eligible
1	5,000	14,000	Over 100%	25
2	3,282	4,999	Over 100%	25
3	2,172	3,281	Over 100%	25
4	1,447	2,171	Over 100%	25
5	906	1,446	Over 100%	25
6	1	905	Over 100%	25

Important Notes

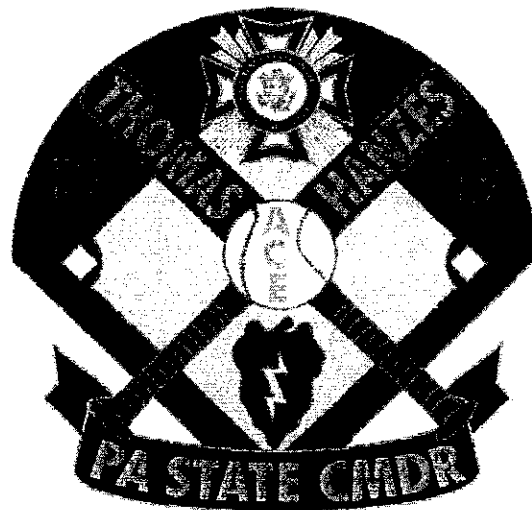
- To receive stipends, awardees must be in attendance at designated events

- **Only one National paid stipend per event (national convention, legislative conference, etc.)**
- **All awards are non-transferable**
- **The *Commander's Round-Up* program 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 development events. For further information about the *Commander's Round-Up*, please contact the Membership Department.**



Department of Pennsylvania
Veterans of Foreign Wars of the United States

"SERVE-MENTOR-INSPIRE"



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