

DEPARTMENT OF PENNSYLVANIA

VETERANS OF FOREIGN WARS OF THE UNITED STATES

MEMBERSHIP AWARDS PROGRAM

2020-2021



Department Headquarters

4002 Fenton Ave.

Harrisburg, PA 17109-5943

Phone: (717)234-7927 Fax: (717)234-1955

www.vfwpahq.org

“BRIDGE THE GAP”

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“BRIDGE THE GAP”

Message From State Commander – Ron Peters

Comrades, I don't have to tell you that the strength of our organization is our membership. Sadly, with the loss of our WWI, WWII, and Korean veterans (and even my generation -Vietnam), our numbers have declined. As we start a new year, let's reenergize and focus on membership. Let's think of new ways to engage veterans and welcome them as an active valuable member of the VFW organization. Let's put an effort into reinstating members that we have lost for whatever reason.

Our focus everyday should be on strengthening our membership. Let's not look for reasons why we can't, but focus on finding ways and developing plans that **WILL** work.

Focus on these things this year:

- 1) Recruiting events
- 2) Reach out and reinstate lost members
- 3) Work on making continuous members into life members

I would also like to see us work with our auxiliary. They can be an asset if we let them. Reach out to them for help.

I WILL BE AVAILABLE TO YOU 7 DAYS A WEEK, 24 HOURS A DAY!

Come stand with me. Let's make the Dept. of PA stronger! Let's

BRIDGE THE GAPI

Message From Membership Chairman – Jason Reed

As we begin this new year ahead of us. I believe in my heart that we need to get back to the basics. You will find everything this year will focus on them. WE all know that membership is the lifeblood of this organization. We all know how difficult it is to go out and recruit new member. So, why do we continually shoot ourselves in the foot and fail to retain those we worked so hard to get the first time around. I am asking you this year to not only seek out new members but work even harder to reclaim some of those members who have gone out the back door and failed to pay their dues in previous years. I have designed this year's membership program around two objectives, first, to bridge the gap, as commander Peters always says. Not only the age gap in our membership but also to work with our auxiliary as a Post. How did that saying go years ago “Can't we all get along”? And the answer is yes, we can for the benefit of our great organization. The second this is programs if we are out in the community looking for potential members, we **MUST** know our programs. Let bridge the gap with the knowledge we have of offering something to everyone of all ages and all walks of life that is what we do comrades.

My goal this year is not only make 100% in membership in the Department but to make the Department of Pennsylvania and All-American Department for 2020-21.

Let's take on the challenge and put the Department of Pennsylvania where it should be in membership - ON TOP! Ask yourself each day, am I doing enough to increase membership and making MY Post - MY Council, MY District, MY Department - MY VFW stronger?

Respectfully
Jason W. Reed
Membership Chairman

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2020-2021 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 Pages 26 & 27.
- Retention Goal is 85%. Definition is found on Page 20.
- All continuous, new, and reinstated life members will be verified by National Headquarters for all Department Contests.
- All Department Membership Contests end **April 30, 2021** 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, 2020 until June 30, 2021**, unless otherwise stated.
- All membership transmittals for All State Status to **receive a cap at Convention** must be recorded at National Headquarters (NOT POSTMARKED) by **noon April 30, 2021**.
- All membership transmittals for All American Status must reach National Headquarters (NOT POSTMARKED) by **noon, June 30, 2021**.
- 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 Peters has inserted four 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.

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Individual Membership/Recruiting Rewards

No. #1 Spur Special Award

20 Life Memberships will be awarded for early 2021 dues payment. The earlier you pay your dues, the more chances you have to win.

Contest #1

Continuous members who pay their 2021 dues by September 30, 2020 will be entered into a drawing for one of 7 Life Memberships, as well as the drawing for October, November, and December.

Contest #2

Continuous members who pay their 2021 dues by October 31, 2020 will be entered into a drawing for one of 6 Life Memberships, as well as the drawing for, November and December.

Contest #3

Continuous members who pay their 2021 dues by November 30, 2020 will be entered into a drawing for one of 3 Life Memberships, as well as the drawing for, December.

Contest #4

Any member who recruits 10 new and/or reinstated members by April 30, 2021 will have his/her name entered into a random drawing for one (1) of three (3) Life Memberships or Bronze Legacy Life Memberships if already a Life Member. (National Recruiter Report will be used to determine names).♣

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

Any Post that properly reports the designated number of New Life Members (including 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 8-11	3 New Life Members

- **Contest #5** **December 31, 2020** **\$25.00 per new life member**
- **Contest #6** **February 28, 2021** **\$20.00 per new life member**

POST LEVEL CONTESTS (POST DIVISIONS 1-6)

2020-2021 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 #7** December 31, 2020 \$750 plus a \$100 Gift Certificate
- **Contest #8** February 28, 2021 \$500 plus \$100 Gift Certificate
- **Contest #9** April 30, 2021 \$300 plus \$100 Gift Certificate
- **Contest #10** June 30, 2021 \$200 plus \$100 Gift Certificate

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GRASS ROOTS POSTS CONTESTS (Post Divisions 7-11)

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 #11** December 31, 2020 \$750 plus \$100 Gift Certificate
- **Contest #12** February 28, 2021 \$500 plus \$100 Gift Certificate
- **Contest #13** April 30, 2021 \$250 plus \$100 Gift Certificate
- **Contest #14** June 30, 2021 \$175 plus \$100 Gift Certificate

POST LEVEL CONTESTS

Legacy Life Membership

- **Contest # 15:** Each Post that 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.
- **Contest #16**
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, 2021 will receive a special award from the State Commander.
(Mounted Spurs or a Cased Saber)

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All-State Post Commanders and Quartermasters Contest

- **Contest #17**

All-State Post Commanders will receive a distinctive VFW Cap, an All-State Commander's Pin and special recognition at the State Convention. (Returning All State Commanders from the previous year 2019-2021 will not receive a Hat)

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, 2021 will receive a special gift from State Commander Peters at the State Convention.
(**Calvary Stetson**)

- **Contest #18**

All-State Quartermasters will receive a distinctive VFW Cap, an All-State Quartermaster's Pin and special recognition at the State Convention. (Returning All State Quartermasters from the previous year 2019-2021 will not receive a Hat)

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, 2021 and will receive a special gift from State Commander Peters at the State Convention.
(**Commanders Coin**)

ALL-STATE POST DIVISIONS & QUOTA

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

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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, 2021 to receive Cap at Convention
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 7-11 \$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 7-11 \$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 7-11 \$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 #: _____
- VAVS Donation (Dept. Division 1-6 \$100 – Dept. Division 7-11 \$50,00) Must be sent to Department Headquarters Earmarked VAVS. 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 (Veterans Foundation).
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 December 31, 2020)
- All Quarterly Trustee Reports Including June, 2020 must be on file.
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 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 2020-2021.; Date Inspected _____ By _____
- All State requirements must be completed July 1, 2020 to April 30, 2021 to receive cap at Convention.
- **MANDATORY SUBMISSION OF ALL STATE WORKSHEET**

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**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, 2020
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 5 more Buddy Poppies per member	10 _____
Membership % goal by Dec. 31, 2020	20 _____
Or Membership % goal by Feb. 28, 2021	15 _____
Or Membership % goal by Apr. 30, 2021	10 _____
New or Reinstated Member by Dec. 31, 2020 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, 2020	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 _____
Citizenship Teacher of the Year Entry All Grades (K-5) (6-8) (9-12)	30 _____

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

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District Awards

2020-2021 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 #19** December 31, 2020 **\$1200**
- **Contest #20** April 30, 2021 **\$700**
- **Contest #21** June 30, 2021 **\$500**

2019-2020 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 #22** December 31, 2020 **\$500**
- **Contest #23** April 30, 2021 **\$300**
- **Contest #24** June 30, 2021 **\$200**

District Commander Awards

- **Contest #25**

All District Commanders who have attained their membership goal of 100% by April 30, 2021 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 #26**

All District Commanders who have attained their membership goal of 100% between May 1, 2021 and June 30, 2021 will receive:

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

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District Membership Award

- Contest #27

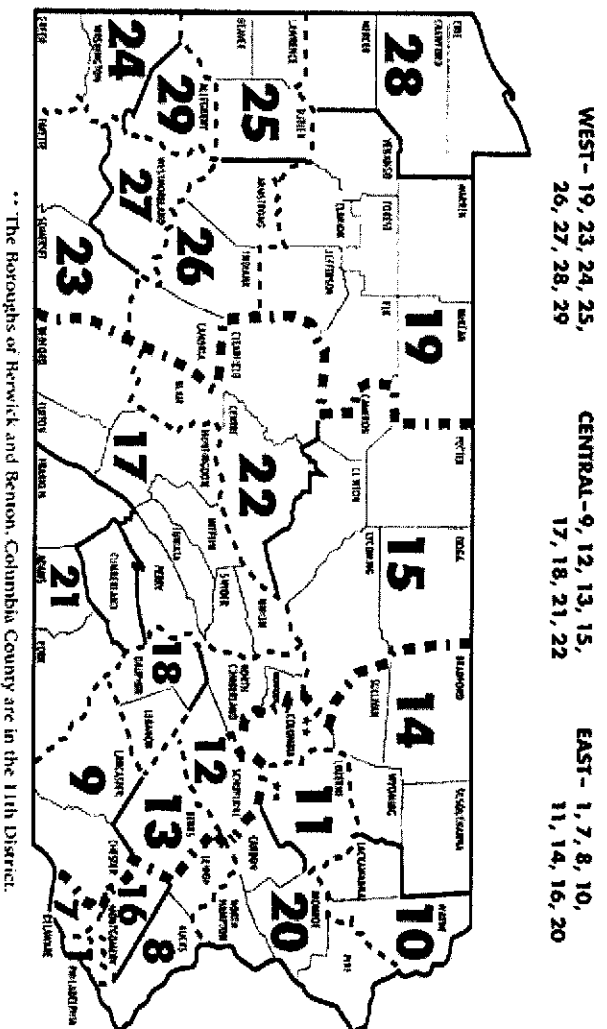
All District Membership chairman who have attained their membership goal of 100% by April 30, 2021 will receive:

- Jacket (Style to be determined by State Commander)
- Special Recognition at the State Convention

- Contest #28

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 Peters (To Be Announced)

PA VFW District Membership Areas



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Membership Plaques and Awards

The Joe Salvo Award for Individual Post Members

- Contest #29

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, 2020 and April 30, 2021. This award will be presented at the 2020 Department Convention. The National Recruiter Report will be used to verify the member.



Chosnyk Plaque

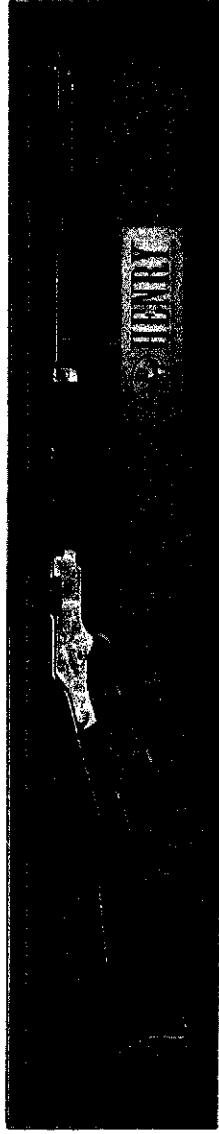
- Contest #30

This plaque is awarded to the District having the greatest percentage increase as of April 30, 2021.

Post Commander's Award

- Contest #31

This **Henry VFW Post Tribute Rifle** will be awarded to the Post with the highest numerical increase as of April 30, 2021.



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Robert Musser Memorial Plaque

- **Contest #32**

This plaque will be awarded to the Post having attained the greatest percentage of increase as of April 30, 2021.

Van Zandt Award

- **Contest #33**

To be eligible, a Post must recruit at least 25 *new/reinstated members* prior to April 30, 2021. The Post recruiting the *most new/reinstated members* as a percentage of existing membership receives a plaque.

- **Contest #34**

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 2020-2021.

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.

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2020-2021 Department Membership Team

Department Membership Chairman:

Jason W. Reed
2 Relief St. Oil City, PA 16301
Cell Phone (814) 271-9191

Post 464
District 19
Email: jaysays1@gmail.com

Department Membership Co-Chairman (Eastern)

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

Post 3258
District 8
Email: JVC@vfwpadistrict8.org

Department Membership Co-Chairman (Central)

Robert E. Hinkle Jr.
6357 Salem Run Rd
Dover, PA 17315

Post 5265
District 21
Email: bhinkle@vfw5265.org

Certified National Recruiter

David Gyger
111 Cameron Ave, Hummelstown, PA 17036
Cell Phone (717) 991-1473

Post 9639
District 18
Email: djc57@verizon.net

John J. Rybcinski
205 Willow Street #2, Dunmore, PA 18512
Cell Phone (570) 604-6179

Post 3474
District 10
Email: rybcinski123@comcast.net

Cecil K. Dennis
11728 Fauncetown Rd, Townville, PA 16360
Cell Phone (814) 720-2692

Post 5958
District 28
Email: cecil_dennis@hotmail.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

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PLANNING CALENDAR 2020-2021 SCHEDULE OF VFW MEETINGS AND EVENTS **EVENTS SUBJECT TO CHANGE OR CANCELLATION DEPENDING ON COVID-19**

2020

- July 3 & 4 Independence Day (Department HQ Closed)
- August 8: Southwestern Area Officer's Training, VFW Post 7505
331 Mars Valencia Road, Mars, PA 16046 (724) 625-1910
- August 9: Northwestern Officer's Training, VFW Post 470
1808 West 26th Street, Erie, PA 16508 (814) 456-1339
- August 10: West Central Area Officer's Training VFW Post 1785 (6:00 PM)
1145 Industrial Park Road, Clearfield, PA 16830 (814) 765-2590
- August 14: PA District 21 Golf Scramble, Briarwood Golf Club
4775 West Market St, York, PA 17408
- August 14 & 15: Department Flying Squadron, Best Western Premier Central Hotel
800 East Park Drive, Harrisburg, PA 17111 (Invitation Only)
- August 16: South Central Officer's Training, VFW Post 7530
4545 Westport Drive, Mechanicsburg, PA 17055 (717) 591-9092
- August 17: North Central Area Officer's Training, VFW Post 8724 (6:00 PM)
1665 Newry Lane, Duncansville, PA 16635 (814) 695-9703
- August 21-22: VFW Auxiliary Program & Leadership Conference Red Lion Hotel,
Harrisburg, PA
- August 22 Southeastern Area Officer's Training VFW Post 6495
1605 Haines Road, Levittown, PA 19055 (215) 946-6261
- August 23: Northeastern Area Officer's Training, VFW Post 7069
402 Winola Road, Clarks Summit, PA 18411 (570) 586-9821
- August 27-30: National Commander-in-Chief's Homecoming (Portsmouth, VA)
- September 7: Labor Day (Department HQ Closed)
- September 11: Patriot's Day
- September 11: VFW Auxiliary Celebrating America's Freedom (Lansing, MI)
(VFW National Home for Children) and National President's
Celebration in the evening.

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2020, Cont'd

September 18:	POW-MIA Day
September 27:	Gold Star Mother's Day
October 12:	Columbus Day (Department HQ (Closed))
Oct 30-31:	Eastern States Conference, Ocean City, MD
November 3:	Election Day
November 6-8:	State Commander's Testimonial – Best Western Premier, Harrisburg, PA
November 11:	Veterans Day (Department HQ Closed)
November 26-27:	Thanksgiving Holiday (Department HQ Closed)
December 24-25:	Christmas Holiday (Department HQ Closed)
December 31:	New Year's Eve (Department HQ Closed)

2021

January 1:	New Year's Holiday (Department HQ Closed)
January 18:	Martin Luther King Jr (Department HQ Closed)
January 22-24	Mid-Winter Conference – Hilton Scranton & Conference Center
February 15:	President's Day (Department HQ Closed)
February 20-25	VFW Auxiliary Mid-Year Conference (Western Caribbean Cruise)
February 27-March 3:	Voice of Democracy, Washington, D.C.
February 28-March 4:	Legislative Conference, Washington, D.C.
April 2-5:	Good Friday & Easter Holiday Weekend (Department HQ Closed)
April 9-10:	VFW Auxiliary President's Testimonial (Hilton Scranton)
May 1:	Loyalty Day
May 31:	Memorial Day (Department HQ Closed)
June 16-21	State Convention- (Doubletree by Hilton Greentree Pittsburgh)

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

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Attainable/Ambitious

Goals should require effort (ambitious), but attainable

Results-oriented.

Goals aimed at achieving a specific result

Timed.

Track your progress throughout the time period 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:

Retain Continuous members
Reinstate former members
Recruit NEW members

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.

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VFW National Membership Program



Hal J. Roesch II
Commander-in-Chief

Updated: March 24, 2020

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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 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)
 - 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
 - Promotional tools such as radio spots, sample advertisements, public service announcements, and media kits are all available through the Media Room on vfw.org
- See the trend? Just about anything you will need is at 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, 2021 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, 2021 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, 2021; the Department commander will receive:

- **A Henry Golden Boy .22 Caliber Rifle or a credit voucher of equal value for use with Veterans Travel Services (VTS).**

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, 2021 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, 2021 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 20-23, 2021) 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, 2021.

100% Commander Drawing

Each Post and District commander that exceeds 100% in membership by June 1, 2021 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, 2020 and April 1, 2021 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, 2021, 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, 2021, 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, 2021, 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 Department Award

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

- \$250 for use towards necessary materials for the new Post and a \$250 VFW Store credit for Post.

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

- Achieve your Division Qualifying Percentage (see table on page 10)
- 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**see last page)
- Patriots Pen - minimum of one entry advanced to District judging (Overseas Post can donate \$75 to National in lieu of entry*see last page)
- Buddy Poppy- must purchase five Buddy Poppies per member
- Hold a fundraiser with the proceeds going to Veterans & Military Support Programs Services, minimum of \$100(*see last page)

All-American Post Award

- All Posts that meet the Division 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 may purchase 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, 2020 and the other between January 1, 2021 and May 1, 2021. A report of these events must be submitted to the Membership Department.
- Hold a Department Commander's Round-Up prior to Jan 1, 2021 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, 2021. If a Department does not have 3 Posts below 50 members at the beginning of the year, raising all their Posts below 50 members to above 50 members would be required.

- **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, 2020
- 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)

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 2019-2020 Conference winners will return the colors to the membership booth at National Convention in Baltimore, MD no later than COB on Monday after the Joint Opening Session. The 2020-2021 Conference winners will then pick up the colors from the Membership Director at National Convention in July 2021 in Baltimore, MD 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 2019-2020 Conference Chairman will return the trophy to the membership booth at National Convention in Baltimore, MD no later than COB on Saturday to ensure placement of the new nameplate. This trophy will be presented to the 2020-2021 Conference Chairman on stage during the Joint Opening Session**.

Post Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership	Qualifying Percentage
1	951	Over 101%
2	750	Over 102%
3	749	Over 113%
4	246	Over 114%
5	185	Over 115%
6	143	Over 116%
7	112	Over 117%
8	88	Over 118%
9	68	Over 119%
10	51	Over 125%
11	40	Over 127%

District Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership	Qualifying Percentage	Eligible
1	5,000	Over 100%	10
2	3,282	Over 100%	10
3	2,172	Over 100%	10
4	1,447	Over 100%	10
5	906	Over 100%	10
6	1	Over 100%	10

Post Qualifying percentage is based off prior five-year average for top 25 Posts in each Division.

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
- The *Department 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 by calling **1-888-JOIN-VFW** or by email at 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.** https://VFWPrograms.formstack.com/forms/vfwprogramsdonation2020_21
- Veterans & Military Support Programs Services 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

“BRIDGE THE GAP”

VFW

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