



VETERANS OF FOREIGN WARS.

JVC/QM Conference Communications & Public Affairs

Randi Law & Rob Couture
October 9, 2021

Communications & Public Affairs Department – Who We are



VETERANS OF FOREIGN WARS.

We are the conduit for communication across the organization and to the public.



Randi Law
Manager,
Communications
& Public Affairs,
VFW National
Headquarters, KC

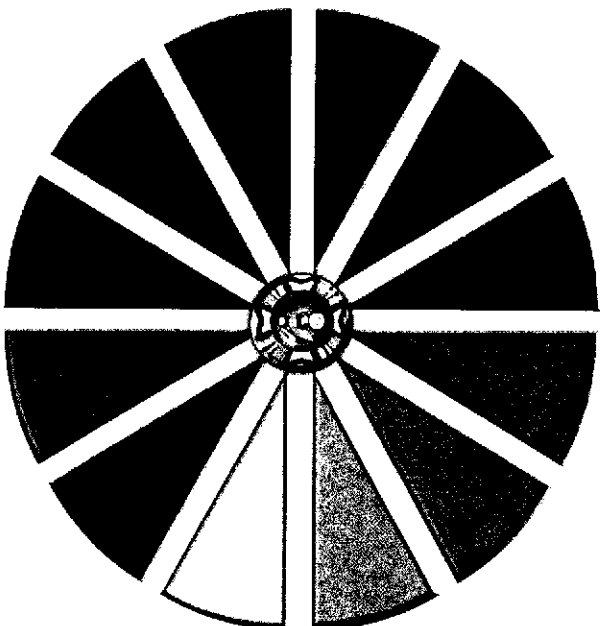
Rob Couture
Director,
Communications
& Public Affairs,
VFW Memorial
Building, DC



Communications & Public Affairs Department – What We Do



We collaborate with leadership across the organization to develop messages that would best resonate with our target audiences.



- ▀ Members/Potential Members
- ▀ Veterans
- ▀ AD/RC/NG Service Members
- ▀ Military Families
- ▀ Congressional Leaders
- ▀ VA Leadership
- ▀ Other Government Leadership
- ▀ News Media
- ▀ Corporate Partners
- ▀ Social Media Influencers
- ▀ Sponsors/Donors
- ▀ Others with Veteran Interests

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Communications & Public Affairs Department – What We Do (Continued)



We assess communications, measure message effectiveness, and leverage every platform, tactic, and resource available to best optimize our efforts.

Communications	Public Relations	Marketing	Branding	Fair Support
<ul style="list-style-type: none"> Member newsletter Corporate comms Community relations Event scripting Analytics SEO Social media Website programs Executive bios Executive photos Department directory Field leader photos Council photos Council newsletter Event streaming Official photography AV needs - events Webinars 	<ul style="list-style-type: none"> Press release authoring News distribution Media pitching Media lists Media advisories Interview facilitation Media monitoring Press conferences Media inquiries Position statements Media training Risk management Speaking engagements Special events 	<ul style="list-style-type: none"> Print ads Display ads Digital Ads Signage Outdoor ads Secure earned media Secure paid media Website development Website content Copywriting Content design Social media Ad calendar Imagery Video Permissions Monitor trends Contract fulfillment PSAs Reporting 	<ul style="list-style-type: none"> Brand compliance Brand ambassadors Logos/marks usage Review all outbound material Brand positioning Partnerships/Sponsorships Photo library Video library Style guide Literary style 	<ul style="list-style-type: none"> Posts Districts Departments Conferences National Officers Char Officers PR Chairmen Auxiliary Foundation Individual members Third parties

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WE WANT YOU! AND YOUR POSTS to be communications advocates!

Follow, promote, share,
repost, retweet, and
communicate. Help us
Spread the word!

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Communications & Public Affairs Department – Resources

[Home](#)
[About Us](#)
[Membership](#)
[Adopt a Post](#)
[Community](#)
[Help](#)
[Contact Us](#)

My VFW

As a member of the Veterans of Foreign Wars, you're entitled to special job privileges. Right here is where it starts! From tracking your recruiter's dip online to exclusive tools for Post and Department leaders, this page is your members-only "entrance" to the VFW.

[Operational Guidance and Information on COVID-19](#)

Membership Quick Links

- Online Member Registration (VFW)
- Member Renewal
- All A-Levels on Dashboard
- Renew My Member Status
- Renew My Post Membership
- Reciprocity Transfer to Foreign Life
- Reciprocity Transfer to Local Post
- Reciprocity Transfer to Local Post
- Reciprocity Transfer to Local Post
- Reciprocity Transfer to Local Post

Member/Post Resources

- View the resources for the members of Local VFW, National VFW, and the National Executive Board
- National VFW
- Member Benefits
- VFW Website Self-Help Program
- Post/Post Support
- Local Post Support
- Local Post Support
- Local Post Support

Get Your Digital Membership Card

Connect with Us

Find Local VFW Posts

Find a VFW Post to get involved with VFW members near you or visit a VFW Post in person available here.

How To Get Involved

- See What VFW Posts are Doing
- VFW Post Leadership Support Tools
- Become a Member of a Post or Department
- Contact Us

Operational Guidance and Information on COVID-19

Member/Post Resources

Membership Quick Links

Member/Post Resources

How To Get Involved

Communications & Public Affairs Department – Resources (Continued)



VFW

My VFW | Leadership | Advisory | Media & Events | Community | Donate | Login

VFW Training & Support

Resources for training and support for VFW members and staff, including information on VFW training and support programs.



Member & Officer Training Forms & Templates

Resources for training and support for VFW members and staff, including information on VFW training and support programs.

Community Service & Youth Programs

Resources for training and support for VFW members and staff, including information on VFW training and support programs.

Membership Recruiting & Retention

Resources for training and support for VFW members and staff, including information on VFW training and support programs.



VFW Foundation

Resources for training and support for VFW members and staff, including information on VFW training and support programs.

Communications & Public Affairs

Resources for training and support for VFW members and staff, including information on VFW training and support programs.

Post Service Officers

Resources for training and support for VFW members and staff, including information on VFW training and support programs.

Communications & Public Affairs Department – Resources (Continued)



VFW

My VFW | Leadership | Advisory | Media & Events | Community | Donate | Contact

Communications & Public Affairs

Resources for training and support for VFW members and staff, including information on VFW training and support programs.

Connect with Us
○○○○○

More Services

- VFW Fact Sheet
- Campaigner Achievements
- Diverse Experiences
- Legislative Victories
- Programs and Projects Snapshot
- VFW at a Glance
- Veterans Service
- VFW Leaders
- Past Commanders-in-Chief
- Our Values
- Annual Report

#StillServing Campaign Resources

Resources for training and support for VFW members and staff, including information on VFW training and support programs.

#STILLSERVING

Getting Started Online

- [VFW Website](#)
- [VFW Facebook](#)
- [VFW Twitter](#)
- [VFW YouTube](#)
- [VFW LinkedIn](#)
- [VFW Instagram](#)
- [VFW Pinterest](#)
- [VFW SoundCloud](#)
- [VFW RSS Feeds](#)
- [VFW Newsletters](#)
- [VFW Press Releases](#)
- [VFW Social Media Guidelines](#)
- [VFW Social Media Training](#)
- [VFW Social Media Toolkit](#)
- [VFW Social Media Checklist](#)
- [VFW Social Media Calendar](#)
- [VFW Social Media Strategy](#)
- [VFW Social Media Audit](#)
- [VFW Social Media Report](#)
- [VFW Social Media Plan](#)
- [VFW Social Media Goals](#)
- [VFW Social Media Metrics](#)
- [VFW Social Media Tools](#)
- [VFW Social Media Templates](#)
- [VFW Social Media Content](#)
- [VFW Social Media Engagement](#)
- [VFW Social Media Analytics](#)
- [VFW Social Media Optimization](#)
- [VFW Social Media Best Practices](#)
- [VFW Social Media Case Studies](#)
- [VFW Social Media Examples](#)
- [VFW Social Media Inspiration](#)
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Communications & Public Affairs Department – Resources (Continued)



Getting Started Online

- [VFW.org](#) – The VFW's primary website, which is the best way to get started.
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Connect with the Media

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VFW Branding Assets

The VFW's branding assets are available for download on the VFW.org website. These assets include the VFW logo, the VFW seal, and the VFW colors. The VFW's branding assets are available for download on the VFW.org website. These assets include the VFW logo, the VFW seal, and the VFW colors. The VFW's branding assets are available for download on the VFW.org website. These assets include the VFW logo, the VFW seal, and the VFW colors.

Communications & Public Affairs Department – Resources (Continued)



Promotional Tools

The VFW's promotional tools are available for download on the VFW.org website. These tools include the VFW logo, the VFW seal, and the VFW colors. The VFW's promotional tools are available for download on the VFW.org website. These tools include the VFW logo, the VFW seal, and the VFW colors.

➤ Public Service Announcements & Videos

➤ Radio Spots

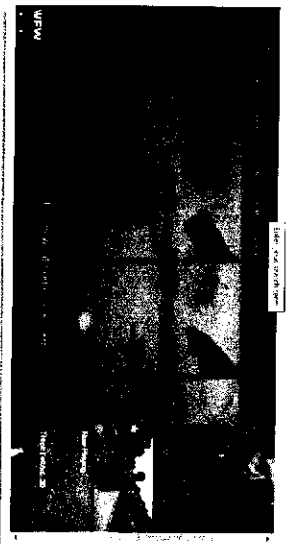
➤ Promotional Materials

➤ VFW Media Kit

Communications & Public Affairs Department – Resources (Continued)



General VFW PSAs



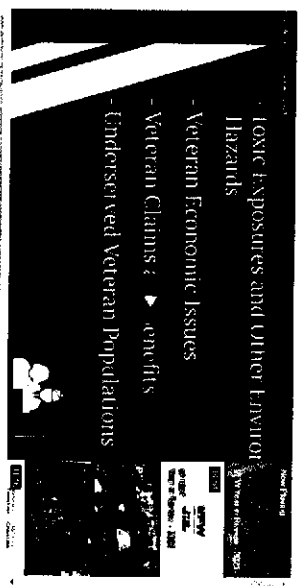
VFW Programs PSAs



Promotional Videos



VFW Year in Review Videos

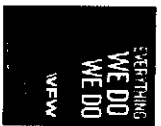
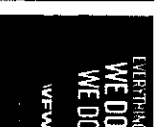


Communications & Public Affairs Department – Resources (Continued)



Promotional Materials

Full Page Print Ads



Half Page Print Ads



Everything We Do PSAs

5x7

White background
Red background
Black background
Yellow background
Blue background
Green background

Everything We Do PSAs

5x7

White background
Black background
Red background
Yellow background
Blue background
Green background

Everything We Do PSAs

5x7

White background
Red background
Black background
Yellow background
Blue background
Green background

Everything We Do PSAs

5x7

White background
Red background
Black background
Yellow background
Blue background
Green background

Brochures





QUESTIONS?

VFW Communications:

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Rob Couture

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Website Solution Program:

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