



VETERANS OF FOREIGN WARS.

Jr. Vice Commander Conference “Membership”

October 2021



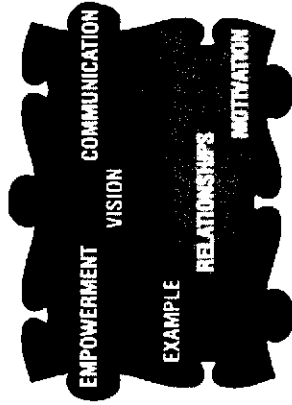
VETERANS OF FOREIGN WARS.



Set Smart Goals....

- Specific
- Measurable
- Attainable
- Realistic
- Timely

Fail to plan plan to fail



The Leadership Jigsaw

Start Planning Your Membership Program Now



Have your Membership Program ready by the time you attend your Senior Vice Conference

- VFW Membership Department maintains a copy of each Department's current and previous year's membership programs, email a copy of your program to the membership department prior to your senior vice conference.
- Ensures your membership team is ready to roll on July 1st.
- Reach out to your prior department commanders for best practices to incorporate into your membership program. Don't just recycle the same program year after year.
- Communicate with each other on putting a productive and meaningful membership program that will grow the membership base in your department.

Membership Program Continued



- Build your All-State Program with the primary goal of attaining over 100% and growing the VFW.
- All Departments have to be successful for the Organization to be successful.
- Provide relevant training to Post and Districts, so everyone understands your goals and goals of National CIC.
- Subscription dues around since 2014, membership programs should allow till end of membership year to attain All-State and All-American.

Membership Program Continued



- Don't discourage success, don't limit number of All-State Post and Districts, if they meet your requirements reward them. If it's a money issue, select number of caps you will purchase for each division and allow members to purchase caps if they meet your requirements.
- Don't put artificial dates in to achieve 100% in membership, the year runs from July 1st to June 30th, every post should have the same opportunity to achieve All-State, artificial time lines disenfranchise large Post who don't achieve 100% until later in the membership year.



2021-2022 updates in the membership program from this point forward will be notated in red, unless otherwise noted.



Early Bird Award—VFW Legislative Conference

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

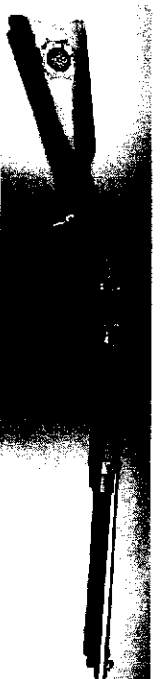
- **A \$1,000 stipend to be used toward attending the VFW Legislative Conference, Washington D.C.**



Department Early Bird Incentive

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

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

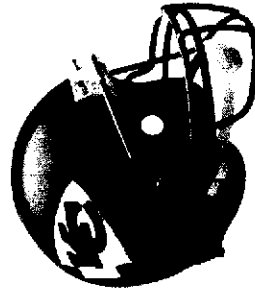




Kansas City Spree

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

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



New Post Development and Post Revitalization Department Award

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

- **\$1,000 paid directly to Department.**

NOTE: No longer All-American requirement

All-American Post Criteria



- Membership greater than 100%
- Meet all the following Program Participation Criteria:
 - Voice of Democracy - minimum of one entry advanced to District Judging (Overseas Post can donate **\$75** to National in lieu of entry)
 - Patriots Pen - minimum of one entry advanced to District judging (Overseas Post can donate **\$75** to National in lieu of entry)
 - Hold a fundraiser with the proceeds going to National Veterans & Military Support Services, **minimum of \$100**
 - Partner twice with two separate organizations like Team RWB, Operation Ramp It Up, Operation Gratitude, Team Rubicon, Merging Vets & Players and other VSOs to include our friends at Sport Clips and Burger King. (Submit both online reports through dashboard)

All-American Post Criteria Continued:



- Create Post social media site or actively maintain existing site. *** See important notes at end of membership program ****
- 5 New Action Corps Sign-Ups: To sign up: Text "VFW" to "50457" to sign-up 5 previously unsubscribed members or VFW supporters.
- Have a 10% increase in total impact in Community Service. (\$ Donated + Hours = Total Impact) * Baseline has been established within the KPI Tools for Community Service.

Action Corps Weekly Sign-up



- All new members are automatically-enrolled and receive a "Welcome Letter" by email.
 - Getting the email on the new member application enables this
- Current members can sign-up on the VFW website or Text "VFW" to "50457"
- Auxiliary members and non-members can also join Action Corps.

All-American Post Award



All-American Post Leadership Award

- All Posts who meet the Division Qualifying Percentage and the program participation criteria will receive an All-American Post Citation and Post Streamer and be recognized in the VFW Magazine

- The Top 25 Post in each Division will receive:

- Acknowledgment in VFW Magazine
- Acknowledgement during the All-American Awards Ceremony at the National Convention
- All-American Post citation and streamer
- All-American citation and name badge - commander
- All-American cap (commander only, quartermaster & Post members may purchase "Post Member" cap)
- All-American lapel pin (commander only, quartermaster may purchase pin)
- All-American Team Post Member lapel pin (25 pack)
- The top five commanders in each division will also receive:
 - A \$1,000 stipend to be used toward attending the VFW National Convention.
 - Reserved seating at the VFW National Convention joint opening session.

Note: Any All-American Commander, Quartermaster or Post member who has met the Division Qualifying Percentage and the Program Participation Criteria may purchase an All-American Cap, Pin, or Team Post Member lapel pin pack.

All-American District Criteria



- Membership greater than 100%
- Meet all the following Program Participation criteria:
 - Voice of Democracy - minimum of one entry advanced to Department Judging (Overseas Districts can donate \$100 to National in lieu of entry)
 - Patriots Pen - minimum of one entry advanced to Department judging (Overseas Districts can donate \$100 to National in lieu of entry)

All-American District Award:



- All Districts that meet the Qualifying Percentage and the program participation criteria will receive:

- All American District Citation, All-American Streamer and Recognized in the VFW Magazine

The Top 10 Districts in each Division will receive:

- 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)

All-American Department Criteria



- Membership must be greater than 100%
- Must conduct two Membership Recruiting events: One between July 1st and December 31st, 2021 and the other between January 1st, thru May 1, 2022. A report of these events should be submitted to the Membership Department.
- Conduct a Commander's Good Will Tour * prior to January 1, 2022 with a report submitted to the Membership Department.

*The Commander's Good Will tour is for Department Commanders to visit Posts in their Department to get face-to-face time with their Post and District leadership and assist with membership and programs.

All-American Department Criteria continued



Programs

Voice of Democracy - An entry advanced to National judging

Patriot's Pen - An entry advanced to National judging

Teacher of the Year Program - Must have at least 1 teacher submitted for the Teacher of the Year competition. (No longer three categories, entries can come from K-12).

Community Service - Have a 10% increase in total impact in Community Service. (\$ Donated + Hours = Total Impact) * Baseline has been established within the KPI Tools for Community Service.

Veterans & Military Support Programs - Must complete a State/Department fundraiser and proceeds donated to Veterans & Military Support Programs, Kansas City, Mo. (*see notes on page 12)

Membership Program Notes Page 12



- **Post/District/Department:** Membership must be greater than 100 percent, which means 100 percent plus one in overall membership.
- Donations made to replace a Voice of Democracy and Patriot's Pen (By eligible overseas Post). **Do not donate through your Department or by any other means.** Use this link: <https://heroes.vfw.org/page/22948/donate/1>
- **Veterans & Military Support Programs Services Donations for Post/District/Department** as listed above will only be accepted only through the following link: <https://heroes.vfw.org/page/22950/donate/1>
- 5 New Action Corps Sign-Ups: VFW's strength on Capitol Hill rests with the voices of our members and patriotic supporters. It is vitally important that VFW's National Grassroots Advocacy network remains actively engaged in the fight for veterans benefits. As a VFW advocate you receive an e-newsletter each week keeping you up to date on current issues facing our service members, veterans, and their families. When it is urgent that Congress hear from their constituents regarding a VFW legislative priority, VFW will release an Action Alert. The Action Alert will provide the necessary information and tools our advocates need in order to ensure their voices are heard.

Important Notes



- In order to receive stipends, awardees must be in attendance at designated events
- Only one National paid stipend per event (National Convention, Legislative Conference, etc.)
- All awards are non-transferable
- Post Member cap, members must be in the Post during the membership year
- Donations made to replace a Voice of Democracy and Patriot's Pen (By eligible overseas Post). **Do not donate through your Department or by any other means.** Use this link: <https://heroes.vfw.org/page/22948/donate/1>
- **Veterans & Military Support Programs Services Donations for Post/District/Department** as listed above will only be accepted only through the following link: <https://heroes.vfw.org/page/22950/donate/1>

Important Notes



- Posts must establish an official VFW Post Facebook page and consistently share VFW national content for All-American Program consideration. Approval will be conducted through the Programs dashboard.

Criteria:

1. Administrator access must be held by two trusted individuals. If the primary administrator cannot identify a second, then the VFW Department must be added as the second administrator.
2. The entire profile must be completed, to include a proper name, VFW-themed profile picture, Post contact information etc.
3. All content displayed must be appropriate, relevant, adhere to organizational bylaws and align with our mission, vision and values.
4. Must consistently share VFW National posts, content and articles about VFW-led initiatives, programs and events etc.
5. Page must have been active for at least six months.



Home

My VFW

As a member of the Veterans of Foreign Wars, you're entitled to special privileges. Right here is where it starts! From managing your membership 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 Membership System (OMS)
- MemStats Report
- All-American Dashboard
- Renew My Membership
- Become a Life Member
- Become or Upgrade to Legacy Life
- Membership Recruiting and Retention
- Request a Duplicate Card
- Access Department Post VMail
- Membership Order Form



My VFW

Assistance

Advocacy

Media & Events



Membership Recruiting & Retention

Here you will find training materials to help you succeed in your quest to help lead the VFW's efforts into the future. From tips and insight into recruiting new members, instructions on conducting a successful Post meeting, to downloading membership applications and brochures, this is your one stop shop for valuable membership information and promotional resources.

Read the 2021-2022 VFW National Membership Program.

➤ Training Videos and Webinars



➤ Additional Training Material

➤ Applications and Forms

➤ Brochures

➤ Eligibility

➤ Recruiting Tools

More About Us

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

Membership Recruiting & Retention

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➤ Training Videos and Webinars

Use videos for training!

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- Annual Report



NO ONE DOES MORE FOR VETERANS.

RECRUITING JUST GOT EASIER

The VFW Membership Department has everything you need to make your membership efforts successful at little or no cost.

Phone: 1.888.JOIN.VFW (564-6839)

Email: membership@vfw.org

Order online by logging into www.vfw.org



TRV April 2021



VETERANS OF FOREIGN WARS.

Membership Applications
This two-part carbonless form is necessary for recruiting and reporting new members.



Door Hanger Self-Marketers
These are an exciting way to spread the word about VFW and garner new leads. Includes former new-lead information, a reply card, and the order form for a Post business card.



Membership Recruitment Brochure
With a new and distinctive full-color design and updated information, this brochure is an essential part of any recruitment campaign, with info on the VFW as well as an application.



Take Pride Flyers
Learn about all the medals which qualify veterans to join the VFW! The flyers include full-color images and the history of all qualifying campaign medals from WWII to the present day.



Member Benefits Brochure
Show prospective and current members all the amazing benefits that come with their membership. These brochures include info about insurance and other programs for our members.



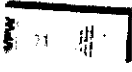
Women Veterans Brochure
This brochure highlights the benefits that come along with being a VFW member along with personal stories from our female members. Let them know that they served - they belong!



VFW Eligibility Fold-Up Poster
This 33" x 22" world map is the perfect addition to membership recruiting booths. Qualifying medals and badges are pictured along with space for your Post contact information.



Priority Goals Brochure
Learn about what the VFW is doing and has accomplished in Washington, to include a list of the many veteran-related bills our influence on Capitol Hill has helped to pass.



VFW Table Cover
Bring attention to your recruiting booth with this clean table wrap, available in 6" and 8" sizes. Multiple colors available through the VFW Store by calling toll-free 1.800.821.2866 or by visiting www.vfwstore.org.



Legacy Life Brochure
Leave a lasting legacy by upgrading your life membership to a bronze, silver or gold Legacy Life Membership.



My VFW

Assistance



Membership Quick Links

- Online Membership System (OMIS)
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- Become a Life Member
- Become or Upgrade to Legacy Life
- Membership Recruiting and Retention
- Request a Duplicate Card
- Access Department Post V-Mail
- Membership Order Form



Auto populates with your information when
Logged into OMS



Membership Order

Ship To:

Your Order:

This is a U.S. Address
Name

Use the dropdown list to select from a list of available items, and
type the quantity you would like in the textbox below.
Membership Application (25 per pkg):

Address

[Add to your order](#)

City, State, Zip

Shipping Information

Country

Phone

Department

Sub-Total	Shipping Cost
\$0.00 to \$10.00	\$5.00
\$10.01 to \$25.00	\$7.00
\$25.01 to \$50.00	\$11.00
\$50.01 to \$75.00	\$15.00
Over \$75.00	Call for Quote

District

Additional Information

Post

Other items such as Tablecloths, Post Charter Kit, Post Starter Kit,
and VFW Recruiting Kit can be purchased at www.fvwstore.org.

Email

Check One: Member
 Post Senior Vice Commander

NOTE: If you order applications only, the shipping is free.

Changes to Eligibility



- At the 2021 National Convention, Section 101 of the VFW Bylaws was amended by vote.

Original text: "Any citizen of the United States, and any United States National may be a member of the Veterans of Foreign Wars of the United States who is serving or has served honorably as a member of the Armed Forces of the United States..."

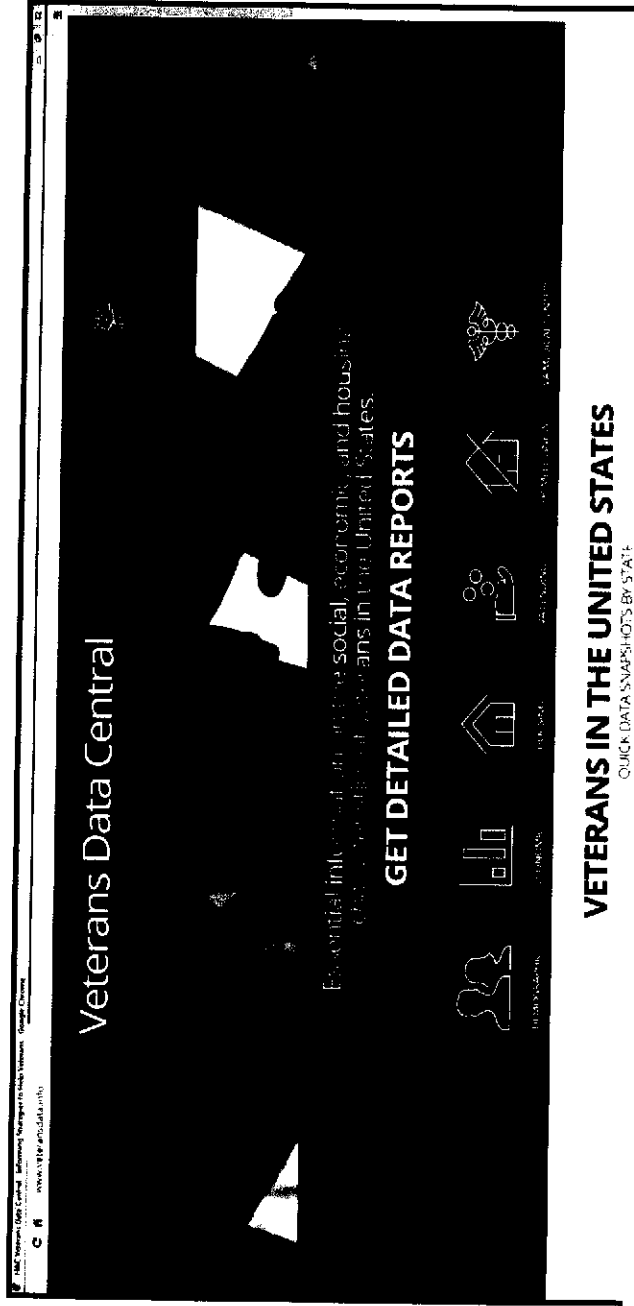
Amended text: "An individual is eligible for membership in the corporation only if the individual is serving or has served honorably as a member of the Armed Forces of the United States..."

- This change removes the requirement of US citizenship or status as a US national from our requirements, which brings the Bylaws in line with our Congressional Charter.

Note: The VFW Auxiliary has also followed this change eliminating US citizenship requirements

- Opportunities to stand up Auxiliaries in both the departments of Europe and the Pacific

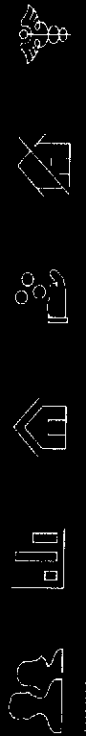
<http://www.veteransdata.info/>



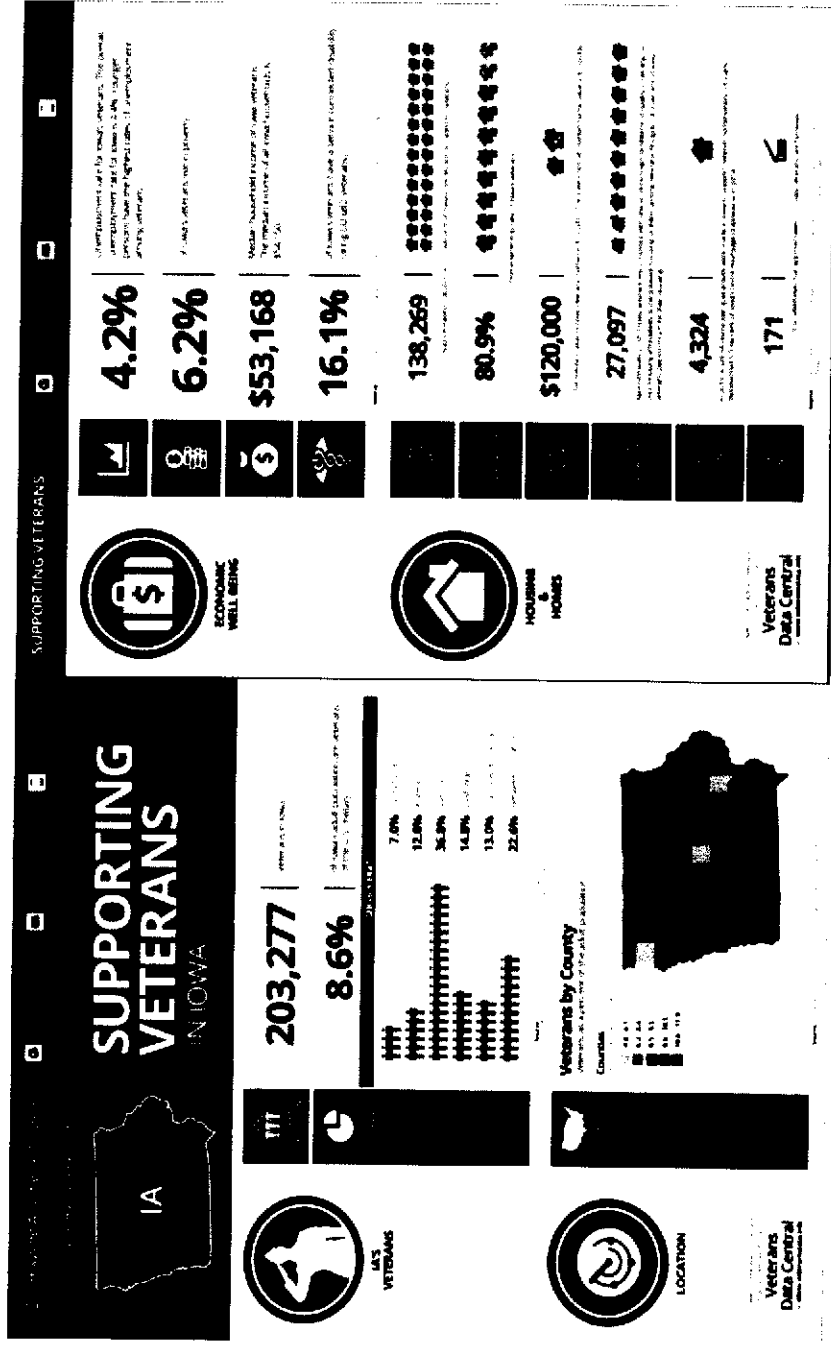
Veterans Data Central

Essential information on the social, economic, and housing characteristics of veterans in the United States.

GET DETAILED DATA REPORTS



VETERANS IN THE UNITED STATES
QUICK-DATA SNAPSHOTS BY STATE



SUPPORTING VETERANS

SUPPORTING VETERANS IN IOWA

203,277 (2014) **8.6%** (of total state population)

7.6% (2014) **12.6%** (2013) **26.9%** (2012) **14.9%** (2011) **13.0%** (2010) **22.6%** (2009)

Veterans by County

US VETERANS **LOCATION** **Veterans Data Central**

ECONOMIC WELL-BEING

4.2% (of population with a high school diploma or higher level of education) **6.2%** (of population with a bachelor's degree or higher level of education) **\$53,168** (median household income) **16.1%** (of population with a disability)

HOUSING & HOMES

138,269 (of population with a home) **80.9%** (of population with a home) **\$120,000** (median home value) **27,097** (of population with a home) **4,324** (of population with a home) **171** (of population with a home)

Reimbursement for Recruiting Events



MEMORANDUM

To: All VFW Department commanders and Department quartermasters

From: Rick Butler, Membership Director

Date: September 30, 2019

To aid in the Commander-in-Chief's mission of strengthening our membership through recruiting and retention, the VFW Membership Department has been empowered to assist with the costs of recruiting events put on by your Department.

The Department requesting assistance will be required to submit a formal letter or by email from the Department Quartermaster addressed to the Director of Membership a request for funding assistance for a recruiting event

The correspondence must identify the specific event, the date of the event and the cost of the event (IE booth rental, sponsorship). The Membership Director will review and determine a percentage of reimbursement and will email the Department Quartermaster the agreed amount to reimburse.

At the completion of the event, the Department will submit an After-Action Report (AAR) attached with this memo along with zero-balance receipts to the Membership Director.

The intent of this assistance is to offset Department expenses while increasing the VFW's presence at various events. As such, we will want these events staffed by experienced personnel who are trained in up-to-date recruiting methods and the proper procedures to include the usage of up to date membership materials when signing up and referring potential new members to the VFW.

If you have any questions about this process, please do not hesitate to contact me at 816.968.2752 or email me at: rbutler@vfw.org. Together we will ensure that your Department has all the tools available to meet our membership goals.

Rick Butler
Director, Membership

Membership Monday Webinars



The **Membership Department** is continuing training at all levels. Monthly recorded webinars, where we take questions from any member.

Questions and topics can be submitted by email to membership@vfw.org

These videos are posted to the following pages:

VFW National Headquarters YouTube page at:

<https://www.youtube.com/user/VFWVids>

Membership Facebook page at:

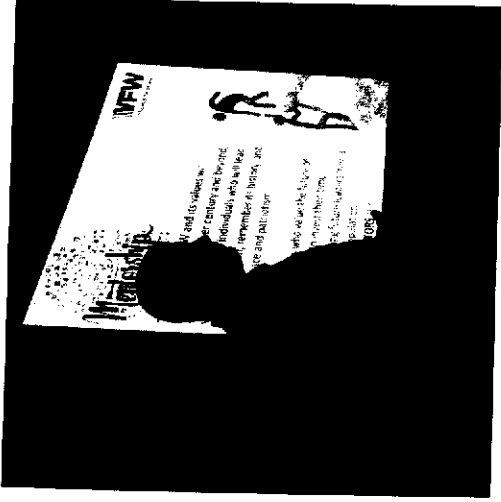
<https://www.facebook.com/VFWmembershipHQ>

VFW Training and Support page on www.vfw.org



Getting back out in the community after COVID, teach your members how to actively recruit for the VFW.

Your VFW Membership team can assist, we offer instructional training in your departments from two hour classes up to a full day stand alone workshop on OMS, resources and how to recruit/retain our membership.



Additional Resources



The VFW Membership Department is here to answer any questions or concerns from veterans, VFW members, Posts, Districts, and Departments. Reach us at 1-888-JOIN-VFW or at membership@vfw.org

Including, but not limited to:

- Questions regarding VFW eligibility, including interpretation military documents such as DD-214s or other proof of eligibility documents.
- Awards for recruiting and other membership achievements
- Membership material orders
- Assistance and guidance in Post development and revitalization

Questions?



EVERYTHING WE DO, WE DO FOR VETERANS.



VETERANS OF FOREIGN WARS.

A large, stylized graphic consisting of three thick, parallel diagonal bars slanting downwards from left to right, positioned behind the text.

VFW

VETERANS OF FOREIGN WARS.
Membership Department

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rbutler@vfw.org

Deputy Director

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