VFW National Membership Program

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Membership Mission

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

Introduction

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

Membership Goals

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

Membership Objectives

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

- Increase Legacy Life Membership

Membership Resources

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

- Membership materials ranging from applications, recruiting brochures, posters, and benefits brochures can be ordered directly from the Membership Department using the Membership Order Form (located under Membership Quick Links once you log into vfw.org)
- 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, 2022 will be entered into a random drawing. The commander plus guest and quartermaster plus guest for the Department that is selected will each receive:

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

Early Bird Award—VFW Legislative Conference

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

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

Department Early Bird Incentive

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

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

Post Commander and Quartermaster – New & Reinstated Member Award

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

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

Kansas City Spree

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

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

100% Post, District & Department

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

100% Commander Drawing

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

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

Post Commander and Quartermaster Division Challenge

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

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

Legacy Life Membership Acquisition

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

- **A Legacy Society Post Proclamation.**

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

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

Elite Recruiter

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

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

Recruiter of the Year

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

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

New Post Development and Post Revitalization Department Award

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

All-American Criteria

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

All-American Post Criteria

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

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

All-American Post Award

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

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

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

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

All-American District Criteria

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

All-American District Award

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

All-American Department Criteria

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

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

All-American Department Award

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

Conference Membership Award

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

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

Post Membership Divisions and Minimum Qualifying Percentages

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

District Membership Divisions and Minimum Qualifying Percentages

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

Important Notes

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