

2024-2025 Membership Program Summary

This document is to summarize the main points of the 2024-2025 Membership Program. It does not contain the complete program, only the highlights and specifics of awards, contests, and expectations.

1: Individual Recruiting Awards

Recruiting awards in 2024-2025 will only count NEW members. By definition, a NEW member is an individual who is joining the VFW for the first time, someone who does not have a record in our membership database. Lapsed members who formerly belonged to the VFW will be credited to the Post and will count towards membership totals as with all paying members, but recruiter credit will only be given for new members.

Recruiting awards will be sent directly to the Post, rather than to the specific member, so that they may be handed out in front of one's comrades. The National Headquarters will mail these awards out periodically in October, January, March, May, and then after the end of the membership year.

1/5/10/15 members recruited: recruiting pin
25 members recruited: Commander-in-Chief's Coin
50 members recruited: Commander-in-Chief backpack
75 members recruited: Commander-in-Chief's Medallion Set
100 members recruited: Century Cap or \$50 VFW Store credit & citation

2: Early Bird Award

The top two Posts in each division on Jan. 1, 2025, will have a 5-night hotel stay (single room) paid for two individuals from the Post attending the VFW Legislative Conference, Washington D.C. One room will be booked per award/Post.

One major change to be noted is that we are minimizing the issuance of cash stipends this year in favor of providing hotel accommodations at the Legislative Conference and the National Convention.

3: New Member Award

For every 15 New members brought into a Post during the year, the Post will receive a travel charger with the CIC logo. A Post can receive this award up to five times during the year.

4: "Operation: All-In" Award

The top two Post commanders and the top two District commanders in each division who achieve 102% membership by June 30th, 2025, will each be awarded a five-night hotel accommodation at the National Convention.

5: 102% Streamer

All Posts, Districts, and Departments that attain 102% or greater in membership before July 1, 2025 will receive a distinctive streamer.

6: 105% "Above And Beyond" Drawing.

Every Post and District that exceeds 105% in membership by June 30, 2025 will receive an entry in this drawing. Twenty Post Commanders and Twelve District Commanders will receive a \$1,000 stipend to be used towards attending the VFW National Convention.

This is one of the few awards where a cash stipend will be issued.

7: Post Division Recruiting Challenge

For every 10 new members recruited between July 1, 2024, and June 30th, 2025, Posts will earn one entry to be entered into a drawing. One Post per division will receive a \$1,000 membership grant deposited into the Post account.

This award is paid out directly to the Post.

8: 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 or 200 Legacy Life members by July 1, 2025, 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 and a Legacy Society Post Proclamation.

This is also one of the few awards where a cash stipend will be issued.

9: Top Department Recruiter

The top Recruiter in every Department on July 1, 2025, will receive an engraved Cavalry Saber. Note: Minimum of 25 new members required to win this award.

*Reminder: This will only count **new** members.*

10: Elite Recruiter and Recruiter Of The Year

Elite Recruiter:

Any VFW member who signs up 250 or more new members by July 1, 2025, will receive a 5-night hotel accommodation at the VFW National Convention and a distinctive cap, citation, and name badge. In the event that an Elite Recruiter has already received a 5-night hotel accommodation from another award, a \$1,000 stipend will be issued at the National Convention.

Recruiter of the Year:

The VFW member who signs up the greatest number of new members greater than 250 by July 1, 2025, will receive a 5-night hotel accommodation at the VFW National Convention, reserved seating at the VFW National Convention joint opening session, a distinctive cap, citation, and name badge, and the Commander-in-Chief's Crystal Eagle trophy. In the event that the Recruiter of the Year has already received a 5-night hotel accommodation from another award, a \$1,000 stipend will be issued at the National Convention.

To clarify: if the Recruiter of the Year or one of the Elite Recruiters has already received an award that includes a 5-night hotel stay at the National Convention, the \$1,000 stipend will be issued.

11: New Post Development Grant

For each new Post chartered the Department Quartermaster will receive a \$250 credit from the VFW Store to be used towards necessary materials for the new Post. Department Commanders and Quartermasters may apply for this grant directly through the National Membership Department.

This is specifically for establishing a new VFW Post with the required number of members.

12: Commander-in-Chief's Challenge

In order to incentivize recruiting new members and upgrading existing members to Life Membership, this challenge will be run monthly. Over the course of the month, the Post in each membership division that leads in points (as shown below) will receive a special award designated by the Commander-in-Chief. This award will vary from month to month, but the challenge will remain the same. In addition, at the end of the year during the National Convention we will recognize all Posts who led their divisions each month for the Commander's Challenge.

New Annual Member: 1 Point

Annual or Lapsed Member upgrades to a Life Membership: 5 points

New Life Member: 10 points

13: All-American Program

The All-American Program is designed to encourage excellence above and beyond the standard for membership. It is not meant to be awarded to Posts, Districts, or Departments that achieve the bare minimum – it is there to designate the elite, the best of the best.

Posts:

- Must achieve 102% or greater in membership
- Post Election Report must be submitted to National
- Must fulfill program criteria (Voice of Democracy, Patriot's Pen, Donation to Veterans & Military Support Program Services). Note that all donations are now set at \$125 to honor the VFW's 125th anniversary.
- Posts must submit quarterly community service reports.
- Make a Buddy Poppy purchase of at least 500.

All Posts that meet these requirements will be designated as All-American Posts and will receive an All-American Banner, a Post Streamer, and will be recognized in the VFW Magazine.

The top **FIFTEEN (15)** Posts in each membership division will be allowed to walk across the stage at the National Convention and will receive in addition to the above: All-American Post Citation, All-American Commander's Citation, All-American Name Badge (commander), All-American Cap (commander), All-American lapel pin (commander).

Commanders of Posts that do not finish in the top 15, as well as Quartermasters, Adjutants, and Post Members of an All-American Post will be allowed to purchase All-American caps from the VFW Store.

The top **five** Post Commanders in each membership division will also receive five nights hotel stay at the National Convention.

We are also bringing back the All-American Captains and Co-Captains! The commander of the top Post in each membership division will be designated as the Team Captain, with the 2nd through 5th place commanders designated as Co-Captains. The All-American caps for these Captains and Co-Captains will bear a special patch.

Districts:

- Must achieve 102% or greater in membership
- District Election Report must be submitted to National
- Must fulfill program criteria (Voice of Democracy, Patriot's Pen)

All Districts that meet these requirements will receive an All-American District Commander citation, an All-American Streamer, and will be recognized in the VFW Magazine.

The top **TEN (10)** Districts in each membership division will be allowed to walk across the stage at the National Convention and will receive in addition to the above: All-American Name Badge (commander), All-American cap (commander), All-American Lapel Pin (commander).

Quartermasters of All-American Districts as well as Commanders who were not in the top 10 may purchase an All-American cap from the VFW Store.

The top two District commanders in each membership division will receive five nights hotel stay at the National Convention.

In addition, the top District Commander in each division will be designated as Team Captain, and the 2nd place commander will be designated as Co-Captain. Their All-American caps will also bear the special patch.

Departments:

- Must achieve 102% or greater in membership
- Must submit legislative chair reports monthly through the Program dashboard
- Must complete program requirements (Voice of Democracy, Patriot's Pen, Veterans & Military Support Programs donation).

Departments that meet these requirements will have their commanders walk across the stage at the National Convention and will receive an All-American streamer, commander's citation, commander's name badge, commander's lapel pin, and commander's cap. The Department Quartermaster and Adjutant will be allowed to purchase a cap from the VFW Store. In addition, all Department Commanders whose Departments make All-American will receive 5 nights hotel stay for the National Convention.

Additional Notes:

- Any awards and stipends given to a Post may be transferrable to another member of that Post.
- No more than one stipend may be given to an individual for a specific event, with the exception of the Early Bird Award.
- All donations must be made through the dashboard.
- Employees and officers of the VFW National Headquarters will be excluded from receiving awards and stipends unless otherwise authorized by the Adjutant General and Quartermaster General. This means that employees of the National Headquarters who are paid for going out to events and recruiting members as part of their duties will not be swooping in to steal awards like Recruiter Of The Year. They will still be eligible to receive recruiter pins, etc.
- A New member is someone joining the VFW for the first time. All other members who pay their dues, whether they pay on time or have allowed their membership to lapse, will be counted as Continuous members. As always, Posts will be credited in Memstats for every member that pays dues to that Post during the membership year.