

May 1, 2024

Development

The Always On program kicked off on March 30. Below are the results by channel through April 27. As you can see, Display, has produced the most revenue with Search having the higher Click thru Rate (CTR). Social is lagging in all metrics and is consistent in our testing prior to this strategy. We will no longer be running ads on social moving forward and using the investment in the channels that perform better.

Always on Ads	Channel	Impressions	Clicks	CTR	Conversions/ Gifts	Conversion Rate	Revenue	Avg Gift	Spend	Net	CTA
	Display	1,478,433	3,229	0.22%	115	3.60%	\$5,140	\$44.69	\$8,228	(\$3,089)	(\$26.86)
	Social	3,190,074	3,438	0.11%	49	1.40%	\$1,683	\$34.35	\$3,755	(\$2,072)	(\$42.28)
	Search Paid	28,926	4,076	14.09%	24	0.60%	\$1,190	\$49.58	\$1,520	(\$330)	(\$13.73)
		4,697,433	10,743	0.23%	188	1.70%	\$8,013	\$42.62	\$13,503	(\$5,490)	(\$29.20)

CTA (cost to acquire) is still higher than we'd like to see in Display and Search. We believe this is because of the low starting ask on the donation form. We are in the process now of updating the donation form by removing the \$15 ask and adding \$500 to the end of the ask string. It is believed that increasing the asks will not hurt conversion but will drive up average gift and therefore driving down CTA.

From an add standpoint, below are a few observations from the initial ads:

- "NO ONE DOES MORE FOR VETERANS" language has been the top converting performing ad outside of those with videos.
- The bright red color is leading in display. We believe the red stands out on screen.
- "GIVE TO HONOR A VETERAN YOU LOVE" is another top ad from a conversion standpoint.
- Photos of a single veteran smiling are winning from a click-through standpoint (.16% click-through rate).
- The "EVERYTHING WE DO, WE DO FOR VETERANS" language isn't performing as well, but we haven't been live long enough to give a better analysis. We should still press in and wait to see if these take off.

Our partners feel that we are off to good start. New ads will continue to be developed to ensure creative is kept fresh.

This week's Development Campaigns are listed below:

- May 1 Appeals:
 - o May acquisition #1 announcement email #1 to recipients of the acquisition package.
 - o May acquisition package #1 with nickel, notepad, and check.
 - o May engagement email #2 to all Friends of Freedom.
- May 3 Appeal:
 - o Urgent gram matching gift package to member and nonmember donors.

Contact: VFW Development Director Kelly Jones, KellyJones@vfw.org.

Human Resources

- Promotions:
 - o Kierra Hogan has been promoted to Claims Consultant, NCRBO in Veterans Service Programs in the D.C. Office.
- Positions Actively Recruiting For:
 - o Part-time Shipping Receiving Clerk – K.C.
 - o Member Services Advisor – K.C.
 - o National Pre-Discharge Claims Rep – Joint Base Lewis McChord, Washington.

Contact: VFW Human Resources Director Sari Maple, SMaple@vfw.org.

Programs

- VFW National Convention 2nd Annual Cornhole Tournament:

Please encourage our members to register teams and participate in the 2nd annual VFW Cornhole Tournament taking place at the 125th VFW National Convention in Louisville!

The series will take place on Sunday, July 28, and Monday, July 29, 2024. All proceeds from the competition go to VFW PACT Act benefit assistance. For more information and to sign up for this event, visit <https://kccrew.com/leagues/vfwcornholetournament/>.

Contact: VFW Programs Director Lynn W. Rolf, III, LRolf@vfw.org.

Administrative Operations

- There are currently 43 Posts under suspension, three of which are new. The organization has 5,636 chartered Posts.

- Administrative Operations is engaged in 25 Article IX Disciplinary Actions, 17 Administrative Removals/Actions and 13 membership eligibility challenges.
- Currently Administrative Operations has 158 Bylaws/Articles of Incorporation submissions in for review, eight of which are new; current turnaround time on Bylaws/Articles of Incorporation submissions is approximately 45-60 days.

Disciplinary Action Guide:

There have been recent updates to the Disciplinary Action Guide that outlines the process to successfully complete a disciplinary action. We have included information to the guide that encompasses sentencing guidelines which is located as an appendix at the end of the guide and outlines sentencing/penalty considerations, clarifications, and examples.

The guide is available on the Document Repository in the “Guide to Disciplinary Action” folder or on the VFW website behind the login under My VFW/Bylaws: Training, Forms & Templates/ Training/Training Guides & Standard Operating Procedures.

Department Inspections:

At this time all 10 Department inspections have been completed, which satisfies the Commander-in-Chief’s goal from the beginning of the year.

With the Department inspections being completed for the 2023-24 term, the team will be conducting an after-action review and compiling information from each of their inspections so we can put together a list of best practices and common issues to share with all Departments. This will assist Departments in identifying shortcomings prior to their own inspections as well as provide resources of who they can reach out to assist in specific areas where they may need additional help.

If you have any questions or concerns, please contact Quentin Carroll at QCarroll@vfw.org.

Election Reports:

2024-2025 Election reports have been mailed out. Per the Bylaws and Manual of Procedures, Posts should have opened nominations for the upcoming year in March and closed the nominations and elections of Post Officers in April. To access the election report online; sign in to VFW.org and proceed to My VFW. Select Online Membership System (OMS), then press the drop-down menu on the left side of the screen for Election Report and select Post Election Report Filing.

The 2024-25 Election Report is now available in OMS. Please ensure when you file your Election Report for the new term that you have selected 2024-25 from the drop-down option as OMS will typically default to the current term.

NOTE: The National Bylaws and Manual of Procedure require a properly completed Election Report for the ensuing year to be submitted to Department and National Headquarters by June 1, 2024.

Department Proof of Eligibility:

With the start of Department Conventions right around the corner I wanted to remind everyone of the requirement to submit proof of eligibility for all newly elected Junior Vice Commanders and

any elected Department Quartermaster or appointed Department Adjutant who are new to their position this coming year (2024-25).

Additionally, proof of eligibility for any new Department Commander or Senior Vice Commander, who for whatever reason were not in the line of succession the previous year, to which we already have proof of eligibility on file.

This proof of eligibility must be submitted to the Adjutant General pursuant to Section 516 of the National Bylaws and Manual of Procedure.

This must be done after officers are installed and prior to National Convention and is most easily completed by sending documentation via email to Joseph Wolfgeher at jwolfgeher@vfw.org.

Department Approved Resolutions and Amendments:

This is a reminder to please send your Department approved resolutions and/or amendments to the National Bylaws, Manual of Procedure and Ritual that require action by the National Convention, immediately following the close of your Department Convention.

In order to meet the requirements mentioned in Article XIV of the National Bylaws/Manual of Procedure, stating “All proposed amendments will be available to Posts by the Adjutant General at least fifteen (15) days before the assembling of the National Convention for those amendments being proposed for consideration at the convention”.

It is extremely important we receive these documents within two (2) days from the conclusion of your Department Convention. A response is required even if your department does not have any resolutions/amendments to submit.

Please send the electronic version (word document) to TGniotczynski@vfw.org.

Contact: VFW Administrative Operations Director Quentin Carroll, QCarroll@vfw.org.

Membership

- The end of the membership year is approaching! Do you know where your Post, District, or Department stand? Are you often lost in the sauce when it comes to Memstats, membership percentages, and prior year totals? Join us this coming Monday, May 6, at 2:00 p.m. CST for our Membership Monday training “Year-end OMS Roundup!” Learn what you can do with the OMS system and how to use it to reach your membership goals! See the [Membership Facebook](#) page for details and Zoom link.
- This is a busy time for membership drives. Make sure your recruiting events are set up for success. If you need assistance to fund a recruiting event, please have your Department leadership reach out to us in Membership at membership@vfw.org or 888.564.6839.
- If you have questions about Memstats, Post Query, or if you are trying to charter a Post and you have more than 15 members on a charter application, call Matt Nute at 816.968.1122. We have many resources available to help you.

- Need recruiting training/resources?! If you have a topic for training, we would love to hear from you! Contact us by emailing, Membership@vfw.org. Follow our Facebook page, <https://www.facebook.com/VFWmembership>.

Contact: VFW Membership Interim Director Corey Hunt, CoreyHunt@vfw.org.

Meetings and Events

- Ongoing, exhibitor requests processed into eShow for Louisville 2024. To date, 75 total booths represent revenues of \$95,253.75. **Note:** There are outstanding monies due included in the total. Continuing to follow-up on these amounts.
- Saturday, May 4, working with Taylor to do Kentucky Convention Center resume (meeting specs) for all meetings/activities at convention center, 80+ page document that requires no interruptions and total focus. Upon completion, the document is forwarded to the event manager at convention center to confirm meeting room.
- Ongoing, working with Taylor on processes within department.
- Taylor finalized the 2025 Washington Conference contract with legal and Hyatt Regency Crystal City.
- Finalizing miscellaneous contracts with legal for future meetings.

Contact: VFW Meetings and Events/Exhibits Director Vanessa Kane, CMP, CMM, VKane@vfw.org.

VFW Foundation

- The Burger King®/VFW Unmet Needs fundraising campaign launched May 1, 2024, and will run through the entire month. Customers will be able to donate a dollar or round up their purchase price. Since 2007, Burger King Franchisees have raised nearly \$7.5 million in support of the Unmet Needs program which provides financial aid grants to veterans, service members, and their families who are experiencing unexpected financial difficulties. Nearly 1,150 Burger King Franchise restaurants are participating in this year's campaign. [Find a participating restaurant near you across the U.S.](#) Any questions can be directed to Donation Specialist, VFW Foundation Renee, Martin at RMartin@vfw.org.
- The VFW Foundation received a \$10,000 grant from Brown Forman in support of the VFW National Convention and \$50,000 from Fiserv, \$10,000 for convention sponsorship and \$40,000 for NVS support.
- On April 21-23, VFW Foundation Consultant Tony Lowe, attended the NVS Service Officer Training Conference in Annapolis, Maryland. The event for 200 service officers was sponsored through the generosity of Humana, USAA, Wounded Warrior Project, Leidos-QTC Health Services, Express Scripts, and

Heroes with Hearing Loss, Hamilton CapTel. Mr. Lowe conveyed our gratitude to the donors who enthusiastically confirmed future collaborative support for the NVS mission.

Contact: VFW Foundation Director of Donor Relations Richard Freiburghouse, RFreiburghouse@vfw.org.

National Legislative Service

- Burial Benefits Improvement Legislation Introduced: Sens. Jerry Moran (R-KS) and Mazie Hirono (D-HI) introduced [S. 4100](#), *Honoring Veterans' Legacies and Burial Benefits Enhancement Act*. This bill aims to preserve veterans' legacies for posterity, upgrade burial benefits for certain decedents, and establish a nonprofit entity enabling private donations, rather than tax dollars, to fund Veterans Legacy Program grants. Grantees would conduct historical research on veterans buried in national cemeteries and share their findings with the local communities through educational outreach programs. This legislation would also ensure dignified interments and enhance burial benefits for eligible family members and Medal of Honor recipients, regardless of service era.

Contact: VFW National Legislative Service Director Patrick Murray, PMurray@vfw.org.

National Veterans Service

- NVS participated in VA notification letters roundtable discussion.
- NVS director testified on claims sharks before the Louisiana State Legislature.
- VFW's NVS Pre-Discharge representatives briefed transitioning service members on VA benefits at military installations across the country.
- NVS BDD leadership met with Qualtrics for survey engagement.
- NVS leadership virtually participated in Germany's VA benefits townhall.
- NVS health leadership participated in a VA Employee Engagement council meeting.
- NVS health team participated in a VA survivor and caregiver listening session.
- NVS health team engaged with the Sierra Club Coalition for Women's Health.

Contact: VFW National Veterans Service Director Michael Figlioli, MFiglioli@vfw.org.

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