

WELCOME TO

JUNE 2026

PROMOTIONS

June 2026

AMERICANISM

Department President's Theme
"Growing Stronger for Our Veterans"

National President's Theme
"Serving America's Heroes"

Program Goals

Flag Education, POW/MIA Recognition, Star Family Recognition



The Americanism Program honors, educates, and remembers by promoting patriotism, preserving traditions, and sharing knowledge.

Promoting Education Honoring

Organize efforts to educate the community on the importance of flag etiquette. Topics include folding the flag, respectful disposal of the flag, and displaying the flag.

Encourage members of your Auxiliary to volunteer in schools and community centers.

Recognize outstanding flag displays by businesses and/or organization by presenting a certificate of appreciation from your Auxiliary.

Flag retirement ceremonies, ceremonies that honor our flag serve as one of the most beautiful forms of respect for our Country

Instruct members on the proper salute, the pledge of allegiance, and how to stand at attention or parade rest.

1. Do not let the flag touch the ground.
2. Do not fly flag upside down unless there is an emergency.
3. Do not carry the flag flat or carry things in it.
4. Do not use the flag as clothing.
5. Do not store the flag where it can get dirty.
6. Do not use it as a cover.
7. Do not fasten it or tie it back. Always allow it to fall free.
8. Do not draw on or otherwise mark the flag.

June 14th is Flag Day
July 4th - Celebrate 250 years
of Freedom!

Use #AmericanismFL
Post on social media



Approved by
Kathy Wright
Department President



Lanaie Reed
Americanism
Patriotic Instructor Chair
AmericanismFL@gmail.com

Patriotic Instructor

Welcome to the 2026-2027 year!

Department President's Theme
"Growing Stronger for Our Veterans"

National President's Theme
"Serving America's Heroes"

June 2026

Did you read the Patriotic Instructor program page?

It referenced getting back to the basics.

Here we go, let's get our hands dirty, plant the seeds, and grow our Auxiliaries!

The role of the Patriotic Instructor

The **VFW Auxiliary Patriotic Instructor** is an appointed role responsible for

- (1) teaching patriotism, promoting Americanism and awareness of patriotic days, while supporting Veterans/Families
- (2) ensure the meeting room adheres to the Ritual, lead flag salutes, often carrying the Flag in ceremonies
- (3) educating members on the proper use and etiquette of the U.S. Flag

Patriotic Days

June 6 - Anniversary of D-Day

June 12 - National Women Veterans Recognition Day

June 14 - Flag Day

June 19 - Juneteenth

June 27 - PTS(D) Awareness Day

RAPS

One gavel rap: Calls for attention.

Two gavel raps: Signals members to rise.

Three gavel raps: Signals members to be seated.

Parade Rest



Heart Salute



Flag Education

Instruct members on the proper salute, the pledge of allegiance, and how to stand at attention or parade rest.

Approved by:

Kathy Wright
Dept. President



Lanaie Reed

Patriotic Instructor
Dept of FL 2026-2027

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June 2026

"BUDDY" POPPY

Dept. Presidents Theme
"Growing Stronger for Our Veterans"

National Presidents Theme
"Serving America's Heroes"

Celebrate the 250th year of America by honoring veterans and encouraging the community to show pride and appreciation through events featuring our "Buddy" Poppy



Celebration Through Poppy Events

To commemorate this historic year, poppies will be a prominent symbol at all events. Poppies can be used not only to honor veterans, but also as a means for fundraising throughout the year. We encourage everyone to incorporate poppies into their gatherings and activities.

Recognizing Auxiliary Impact

It is important to honor veterans and acknowledge the meaningful impact that your auxiliary has made by utilizing poppies. These efforts help raise awareness and provide support to those who have served.

Reporting Poppy Activities

Please remember to report all your poppy functions. Sharing these activities ensures recognition of your commitment and helps track the ongoing support for veterans across the community.

Poppy Card Donations

At SOI, you are encouraged to donate to get a poppy card at the Poppy Chairman's table and display the card on your hotel room door. This initiative aims to showcase our gardening skills to Kathy and further demonstrate our community's dedication to honoring veterans.

June–July Activities: Parade and BBQ

Select a child to be a prince/princess or king/queen for the parade or BBQ. Offer a bouquet and corsage for the winner and a small gift. Send in pictures and reports.



LET'S BE THE GARDEN WITH GRACE AND GOALS IN 2026-2027!!



Approved by
Kathy Wright
Department President

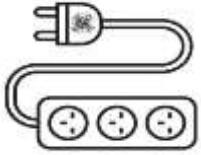
MARY CONKLE
"Buddy" Poppy Chairman
mmac2123@comcast.net

Extension & Revitalization

June 2026

Goals:

Maintain & Strengthen Current Auxiliaries, Present to Unaffiliated Posts, Establish New Auxiliaries



According to Webster's dictionary-

Extension: has many different meanings- an enlargement in scope or operation: the action of extending : state of being extended, to spread or stretch forth, to stretch out to *fullest* length..

Debbie's version- *add new Auxiliaries to the Department of FI: to ensure all Auxiliaries are productive and healthy*

Revitalization to give new life or vigor to: to make (someone or something) active, healthy, or energetic again.

Debbie's version-*To have all Auxiliaries be strong, healthy and very productive advocates for our Veterans!*

5 Essentials of an Auxiliary

The National Organization requires only five (5) things of an Auxiliary:

1. Auxiliaries should have at least ten (10) business meetings per year. Five (5) members in good standing (of that Auxiliary) shall constitute a quorum for the transaction of business.
2. Dues should be paid by at least ten (10) members on or before February 1 of the current year.
3. Quarterly audits by Trustees must be submitted.
4. Officers elected, installed and reported to National Headquarters no later than June 30. This generates the bond application via email.
5. The offices of President and Treasurer **MUST** be bonded by August 31, 2026

Approved by
Kathy Wright
Department President

Debbie McCollum, Chief of Staff
Ucfnole21@yahoo.com

Historian & Media Relations

June 2026

DEPARTMENT PRESIDENT'S THEME

"Growing Stronger for Our Veterans"



NATIONAL PRESIDENT'S THEME

"Serving America's Heroes"

Historians in VFW Auxiliaries serve a critical function: they are the keepers of our shared history, diligently recording our past, documenting our present, and shaping how our future generations will understand our contributions. More than just archivists, they are the storytellers, communicators, and advocates for the VFW Auxiliary's mission.

Capture the essence of our activities, achievements, and the unwavering dedication of our members in serving veterans, their families, and our communities.

Remember to use the **5 W's**: Who – What – When – Where – Why. By addressing each aspect, we can paint a complete picture and communicate effectively with others, fostering understanding and collaboration. This approach not only enhances the quality of our analyses but also builds trust and credibility with our audience.

Historians employ a variety of media to chronicle the Auxiliary's journey:

Pictures: Capturing the moments of service, camaraderie, and community impact. From event photos to portraits of dedicated members, visuals bring our history to life.

Videos: Documenting events, interviews, and testimonials. Videos provide a dynamic and engaging way to showcase the Auxiliary's work.

Words: Crafting narratives that capture the essence of our activities. This includes writing reports, articles, and stories that highlight the Auxiliary's contributions and the individuals who make them possible.

Songs: Preserving the spirit of patriotism and the service through music. Whether it's documenting traditional songs or composing new ones, music can be a powerful way to connect with our history and values.

In today's digital age, historians should use and adapt to various media platforms to share and celebrate the contributions of their Auxiliaries and Programs. This includes:

- **Social media:** Utilizing platforms like Facebook, YouTube, Instagram and Pinterest to share photos, videos and stories about the Auxiliary's activities and impact. Reels can be used to showcase snippets of photos and video to get the word out about our Auxiliaries and what we do.
- **Newsletters:** Creating informative newsletters that keep members and the community informed about the Auxiliary work. (digital/printed)
- **Local Media:** Build a relationship with local newspapers, radio stations and television channels to promote the Auxiliary's activities and achievements.

Approved by:
Kathy Wright
Department President



Kathy Ingall
Historian/Media Relations Chairman
vfwauxflhistorian25.26@gmail.com

Hospital Program

June 2026

Program Goals:

**Volunteer Recruitment & Recognition * VAVS (CDCE)
Women Veterans Health Care * Honors Escort**

Did you know that VAVS has a new name??

It is VA Center for Development & Civic Engagement or (CDCE)

Making our Veterans Happy with Kindness,
Compassion, and Comfort at:

VA/non-VA Hospitals VA/non-VA Nursing Homes

Domiciliary Our own VFW Post Veterans

Homeless Veteran Shelters VA Clinics



Recruit Volunteers: Consider running a

“We Want You” to help our Veterans !

recruitment-ad on Facebook – have contact info

Find creative ways to honor and celebrate our Veterans!

Have a painting party.

Celebrate nontraditional holidays in a fun way

June 2 – National Donut Day

June 17 – Eat your veggies day

July 7 - World Chocolate Day

July 24 - Ice Cream Day

Make a flag garden for the 4th of July

Approved by:
Kathy Wright
Department President



Karen Heikkila
Hospital/VAVS Chairman
hospitalauxfl@yahoo.com

LEGISLATIVE

Department of Florida VFW Auxiliary - June 2026

Be an Advocate - Be Informed - Be Engaged

Program Goals 2026-2027

- Budget
- Health Care
- Disability Assistance and Memorial Affairs
- Education, Employment and Transition Assistance
- Military Readiness
- National Security, Foreign Affairs and POW/MIA

National Presidents Theme
"Serving America's Heroes"

Department Presidents Theme
"Growing Stronger for our Veterans"

Motto
"Gardening with Grace & Goals"

Everyone can make a difference for Veterans, you and your members can help support legislation for Veterans benefits, future healthcare, educating members and the community on the importance of how to make a difference when contacting legislators.

Here are a few suggestions to get your Auxiliary more involved, and make sure you report anything regarding legislative goals done after April 15, 2026, for your 2026/2027 reporting year:

- **Do you know your Florida and National Legislators**
 - Each State has 2 Senators in Congress
 - Florida has 28 Legislators in the House of Representatives
- Your Auxiliary can start by calling the office of our Senators, or send an email to stating importance of supporting any legislation that will benefit our Veterans (see below for direct contact)
- Send a letter to support national legislation, Go to VFW website – <http://vfw.org/advocacy/national-legislative-service> click on VFW Action Alert, which will bring you to the page to read goals and click to send an email on current legislation that needs support for our Veterans.



Rick Scott - Senior Senator

110 Hart Senate Office Building Washington, DC 20510-0903,
(202) 224-5274 www.Rickscott.senate.gov

Ashley Moody Jr. Senator

387 Russell Senate Office Building Washington, DC 20510-0903,
(202) 224.3041 www.moody.senator.gov

Approved by:
Kathy Wright
Department President



Betty A. Bailey,
Legislative Chairman 26/27
Bann652@aol.com

Membership

June 2026

“Growing Stronger for Our Veterans” Gardening with Grace & Goals



Let's celebrate our nations birthday with offering our Annual members a 25% discount when converting to life!

Plan a membership drive during your July 4th activities. Raffle off a Life membership, encourage your members to bring guests.

Review the Membership program page on the Department website, become familiar with the membership goals, Invite, Include, Invest and Engage this will help guide you to a successful year with membership!



Be sure to have your membership QR code available!

Approved by:
Kathy Wright
Department President

As we begin the new Program year, with Kathy Wright as our Department President, we will be celebrating our membership wins at each of our conferences, in fall and winter; certificates will be handed out when reaching 95%, luggage tags at 100% and a Pop-Up phone attachment for 100%+3 to all Auxiliary Presidents and Treasurers and District Presidents. A special award will be given to all who attain the Circle of Champions.

Our goal is to be at 100% as a Department by December 31st!

Just a few ideas to get the year rolling in membership...

1. Find a Membership Chairman who likes to talk with people. Who is a cheerleader in your Auxiliary? Ask them to help you with attaining your membership goals.
2. Plan activities so you can attract new members and encourage current members to come out and support our organization.
3. Review your membership roster with your members and create a plan to reach out to all your members this year and encourage participation.

Holly Evans
Membership/Mentoring Chairman 2026-2027
hadams1221@hotmail.com



Department of Florida June Mentoring



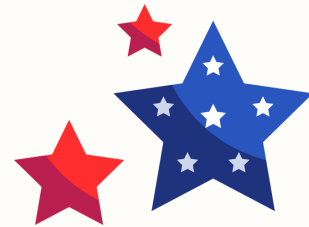
Definition of mentoring - It is the collaborative, relational partnership where a more experienced individual (the mentor) shares their knowledge, skills, and perspective to foster the personal or professional growth of a less experienced person (the mentee).

Let's be honest...

We could all use more mentors in our Auxiliaries!

Summer Mentoring suggestions;

1. Invite all new officers to School of Instruction August 15-16th Florida Hotel in Orlando. Suggest carpooling and book a couple of rooms. Include paying for officers to attend this conference in your standing orders. This is a great conference for all and make it a yearly commitment.
2. Identify potential Program Chairmen for your Auxiliary, find who would be willing to promote our national programs. Explain to your members why you need chairmen.
3. Find your reporter! Who likes to tell your Auxiliaries stories? Set someone up for success and mentor them by training how to report.
4. Now is the perfect time to gather the Post and Auxiliary officers together to discuss goals and form a planning committee for the coming year. What are opportunities for both organizations? Maybe suggest meeting before the July House Committee Meeting.
5. Who can help engage with your membership, who has that magic that can bring members together and help strengthen your Auxiliary. Don't be afraid to ask!



Approved by:
Kathy Wright
Dept. President



Holly Evans -
Membership/Mentoring
Chairman 2026-2027
hadams1221@hotmail.com

VFW NATIONAL HOME

JUNE 2026



facebook

Communication through **Social Media**

Posters, Flyers, E-Mails, Newsletters, texting, plus Verbal.

Getting the information out to your members, and community.

Promoting the VFW National Home

The VFW National Home

Is a special place created to support Veterans, active-duty military, and their families especially those with children.

It was founded in 1925
Eaton Rapid, Michigan



SHARE THIS "PROMOTION"

Our VFW National Home Ambassador

Mary Anne Kreutz

Promote Membership

Vfwnationalhome.org

National President's Donna Mills

"Serving America's Heroes"

Vfwauxiliary.org

Department President of Florida

Kathy Wright

"Growing Stronger for our Veterans"

Vfwauxfl.org

Each evening the children of our comrades

At the VFW National Home, kneel at

Their bedsides in reverent prayer...

Let us... join them in prayers...May

God Bless our National Home, "followed

By the recitation of, "Suffer the little

Children to come unto me, and forbid

Them not; for such is the Kingdom of God"

"Health & Happiness Fund"

25 Cents per Member

Department of Florida Auxiliaries

Approved by:
Dept. President
Kathy Wright



Jeanne F Laurine
VFW National Home Chairman
Jeannelaurine8@gmail.com

DEPARTMENT PRESIDENT'S SPECIAL PROJECT

June 2026

**DEPARTMENT PRESIDENT'S
THEME:**

**“GROWING STRONGER FOR
OUR VETERANS”**

NATIONAL PRESIDENT'S THEME:

“SERVING AMERICA'S HEROES”

The purpose of the Special Project is to promote and raise funds to support a group / organization that is important to the Department President. Department President Kathy Wright has chosen Esophageal Cancer Research as her Special Project in honor of her Husband, Past State Commander Glenn Wright (2024—2025), who passed away from this cancer on October 2, 2025. All monies raised will go to the **Moffitt Cancer Center** in Tampa. Moffitt is one of the **top cancer research centers in the United States and the strongest research infrastructure in the state of Florida.** Moffitt actively runs esophageal cancer clinical trials and **ALL** donations directly fund research and clinical trials. **100% of ALL donations go to supporting research and patient care.**

DEPARTMENT AWARDS THIS YEAR:

DAISY \$100—\$499

CARNATION \$500—\$999

ROSE \$1000—\$1599

RED HIBISCUS \$1600 +

NATIONAL SPECIAL PROJECT:

National President Donna Mills and VFW National Commander in Chief Cory Geisler have chosen **“Operation Bring Them Home”** as their joint Special Project. This Department of Defense Agency works to “return **ALL** of our Heroes to their Families and bring them home with Honor”. As the National President and National VFW Commander in Chief have stated: “Helping this organization means helping families find peace”.

We'll spend more time discussing ideas on **HOW** to support these projects in the coming months. **I hope you'll join me and go for the RED HIBISCUS!!**

Becky Kieffer
Dept. Pres. Special Project
bkiso2012@gmail.com

Approved by:
Kathy Wright
Department President



Dept. of Florida VFW Auxiliary



Scholarships Program June 2026

Plant the Seeds. Inspire the Voice. Create the Future.
June Focus: Start Strong. Plan Ahead. Plant the Seeds.

Scholarships are more than contests and awards — they are opportunities to encourage patriotism, creativity, leadership, education, and service in our communities.

Important Scholarship Dates to Remember

July 1, 2026 — Continuing Education Scholarship application process begins

October 31, 2026 — Voice of Democracy and Patriot's Pen entries **due** to participating VFW Posts

February 15, 2027 — Continuing Education applications **due** to National Headquarters

March 31, 2027 — Patriotic Art and 3-D Patriotic Art entries **due** to participating Auxiliaries

March 31, 2027 — Red Carpet Recognition entry form **due** to Department Scholarships Chairman

Promote Continuing Education

Begin identifying Auxiliary members, spouses, sons, and daughters who may qualify for the Continuing Education Scholarship.

Prepare for Voice of Democracy and Patriot's Pen

Connect with your VFW Post to ask how the Auxiliary can help promote the 2026–2027 theme: **“What a Veteran Taught Me About America.”**

Plan Recognition Early

Begin thinking about how your Auxiliary can **Roll Out the Red Carpet** for Scholarship participants later this year. Recognition can be simple: certificates, photos, refreshments, patriotic decorations, or go big!

Seeds for Scholarships Fundraising Idea

June is also a great time to begin talking about Scholarship donations. Many Auxiliaries will be discussing yearly program contributions at their **July meetings**. Please remember to include **Scholarships** in that conversation.

Consider a donation to:

National Continuing Education Scholarship Fund
National Patriotic Art Scholarship Fund
Local student awards & recognition events

Create a **“Seeds for Scholarships”** donation display at a meeting (after approval). Members can “plant a seed” by making a donation or voting to include Scholarships in yearly program giving.

Suggested giving ideas:

\$1 — Plant a seed

\$5 — Help a student grow

\$10 — Inspire a voice

\$25 — Support a future scholar

\$50 or more — Grow the future of Scholarships

Please reach out to me if you have any questions!

Approved by:
Kathy Wright
Dept. President



Stoney Lawrentz-Edwards
Scholarship Chairperson
StoneyLawrentz@gmail.com



Veterans & Family Support

June 2026

WELCOME BROTHERS & SISTERS

to the start of
2026 - 2027 year

NATIONAL VETERANS SERVICE (NVS)

This part of our VFS - “Veterans & Family Support” program benefits Active-duty Vets & their Families. **AT NO COST**

- ❖ Promote Service Officers Contact Info for Veterans dealing with Pre & Post Discharge issues, entitlements, benefits, & claims.
- ❖ Share info about “Military Appreciation Program (MAP) resources including info on how to “Adopt-A-Unit”, sending care packages, grants & financial assistance through UNMET NEEDS Program.
- ❖ Research & communicate financial aid available for student veterans like
“Sports Clips Help a Hero Scholarship”

**Check out links given on
26~27 VFS Program Page for
National Veterans Service,
Student Veteran Support, &
Mental Wellness**

Approved by:
Kathy Wright
Department President



POST TRAMATIC STRESS (PTS) & MENTAL WELLNESS

Brothers & Sisters, let's change the stigma & conversation surrounding Mental Health. Do you know the 5 Signs, where to look for resources & help? Share the toll-free Suicide Prevention & Crisis lifeline 988 (then press1), online chat, or text 838255. Veterans, their Families, & Friends can get 24/7 confidential support 365 days a year. You can make a difference through Caring & Kindness, be a shoulder to lean on or an Ear to Listen. Purchase the Auxiliary Suicide Awareness Prevention Pin from the VFW Store or print & hand out blue teardrop stickers. Let's start making a difference by talking & sharing info!!

Time is now to start the Conversation

UNITING TO COMBAT HUNGER (UTCH)

Address Veteran Homelessness & Food Insecurity. Conduct food & necessity drives. Support food pantries. For more info contact VFW Foundation at foundation@vfw.org



Jean Lockwood VFS Chairman
jeanciolaalockwood52@gmail.com

Youth Activities

June 2026

Patriotism through Literacy

Build a Brighter Future with a VFW Auxiliary Lending Library!

Establishing a **VFW Auxiliary Lending Library** in your community is a meaningful way to expand access to books and inspire a love of reading—especially in areas where public libraries may not exist. This initiative empowers Auxiliaries to create and manage lending libraries where children and families can borrow books freely.

Your Auxiliary can work together to decide the best location and approach for your community. With proper approval, libraries can be placed in locations such as:

- 📍 Outside your VFW Post
- 📍 Recreational Fields
- 📍 Moose, Elks, or Masonic Lodges
- 📍 Community Centers
- 📍 City Hall

★ **Why Start a Lending Library?**

By giving children access to books, you help encourage imagination, creativity, literacy, and lifelong learning. Studies show that **61% of low-income families have no children's books in their homes**, which can contribute to lower reading achievement. Your library can help close that gap and make a lasting difference.

★ **Getting Started is Easy!**

- Outdoor library boxes are available through Amazon and other retailers
- Partner with local Scouts BSA or Eagle Scout candidates who may assist while earning badges
- Use the **Patriotism Through Literacy** reading list from the VFW Auxiliary National website
- Work with local schools to provide books for all reading levels

★ **Project Ideas:**

- **Take a Book – Leave a Book** exchange system
- Host youth reading events at your Post
- Invite Scouts, clubs, and student groups to help build and maintain the library
- Share your success using **#auxlendinglibrary**

Together, we can strengthen our communities, support literacy, and invest in our youth **one book at a time.** ❤️💙

Approved by:
Kathy Wright
Department President



Sherri Golder
Youth Chairman
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