

HISTORIAN &

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MEDIA RELATIONS

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ACCESS MALTA

Member Resources

Teach your Auxiliary how to find;

1. The VFW Auxiliary Publicity Guide
2. Elevator Speech
3. Website and Social Media information (face book)
4. Print the adult and children photo release forms. (S.N.A.P.) Stop now, ask permission.

MEDIA IS THE PIECE OF THE PUZZLE THAT HELPS CREATE A SUCCESSFUL AUXILIARY Reach out to your newspaper. Find a Local, or Community Reporter, and submit a story with pictures to that person. Include information about yourself, including your title and contact information, and how the Auxiliary is honoring the Veterans through patriotic community service. Face book is a great way to share all the latest News from National and Department.

“STAND UP, SPEAK OUT” about what we do, who we are.

About how important our Veterans, their families, and our communities are to us. About patriotism, the love we have for God and our country.

GETTING STARTED THE RIGHT WAY

- Record your auxiliary’s events in a notebook by date. Be sure to detail the five w’s, who, what, when, where, and why.
- Organize photographs of events in your phone as they are taken. Create albums in your phone of each event with a title and date. Include pictures of any media (flyers, posters, newspaper articles, ect.).
- After an event, clean up your pictures by cropping, straightening, and adjusting the lighting. Delete any pictures that are not flattering.
- You are the record keeper. Your post members are counting on your pictures to tell the story. A story that can be told for years to come.
- Consider presenting your president with a photo album or digital scrap book at the end of the year.

REPORT YOUR ACTIVITIES EVERY MONTH TO THE DEPARTMENT CHAIRMAN.

Whether your Auxiliary had one, or five events in a month, write a detailed report about what you, as Historian did as part of keeping records. Include your time, miles, and expenses. When you’ve completed a report, TEXT up to 6 pictures that correspond with it, that tell the story, to 386-453-6513. Include the date and subject of your report.

OUR NEW HASHTAG is #historyauxfl.

DEPARTMENT PRESIDENT’S THEME

“Stand Up, Speak Out”

Remember, service is more than something we do, it’s who we are.

NATIONAL PRESIDENT’S THEME

“Banding Together for Veterans”

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