

**HANDS** *that*  
**SERVE,**  
**HEARTS**  
*that* **CARE**





# CIRCLE OF EXCELLENCE

**Every Department has the opportunity to join the Circle of Excellence.** The criteria are listed below. National Headquarters will be tracking this information. Consider this a checklist for the year of important items and deadlines that must be met. Membership is an important factor and will be encouraged by the Conference Membership Coaches, who will be working with Department Membership Chairmen to achieve the membership portion of the Circle of Excellence criteria. **Your Department MUST achieve 250 points or above to enter the Circle of Excellence.**

## Criteria for entering the Circle of Excellence:

### 1. Growth in Membership:

Membership Standings by June 30, 2023 based on June 30, 2022 final membership statistics. Membership will be based on figures listed on the CMR - Paid, Cancelled & Deceased report in MALTA.

Possible Points	Actual Points	Criteria
110		Over 101% in Membership, not including Deaths (current percent)
100		100% Plus in Membership, not including Deaths (current percent)
90		100% Plus in Membership, including paid Deaths (paid percent)
80		97-100% in Membership, including paid Deaths (paid percent)

### 2. Comply with Bylaws/Administrative Follow-Through:

- A) All installation reports MUST be received at National Headquarters by July 31, 2022. If not, the Department MUST submit a request for a suspension by that date for time to mentor and rejuvenate the Auxiliary.

Possible Points	Actual Points	Criteria
15		Installation report received at National Headquarters by July 15, 2022.
10		Installation report received at National Headquarters by July 31, 2022.

- B) All Auxiliaries MUST be bonded by August 31, 2022. If not, the Department MUST submit a request for a suspension by that date to allow time to mentor and rejuvenate the Auxiliary.

Possible Points	Actual Points	Criteria
15		All Auxiliaries bonded by July 31, 2022.
10		All Auxiliaries bonded by August 31, 2022 or request for suspension.

- C) The Department MUST have submitted a Council-approved Audit and Budget by October 1, 2022 or request an extension on or before that date.

Possible Points	Actual Points	Criteria
10		Council-approved Audit and Budget by October 1, 2022 or request an extension.

- D) Department, District and Auxiliary Officers (Presidents, Secretaries and Treasurers) dues MUST be paid by December 31, 2022 or submit an email or letter to relieve any non-paid Officers to National Headquarters by January 5, 2023.

Possible Points	Actual Points	Criteria
10		Dues of Officers at all levels paid by December 31, 2022 or email or letter to relieve non-paid Officers to Headquarters by January 5, 2023.

# CIRCLE OF EXCELLENCE

## Criteria for entering the Circle of Excellence:

- E) The Department MUST have submitted the names of their VAVS Representatives to National or request an extension on or before that date by October 1, 2022.

Possible Points	Actual Points	Criteria
10		Submit VAVS documentation to National Headquarters by October 1, 2022.

### 3. Department Communication:

- A) The Department MUST communicate with every Auxiliary at least quarterly in one or more of the following ways: email, mail, phone, website, newsletter, e-newsletter or General Orders.

Possible Points	Actual Points	Criteria
10		Communicate with Auxiliaries throughout the year.

- B) The Department Chairman of each National Program MUST send at least four (4) promotionals and/or communications to their National Ambassador.

Possible Points	Actual Points	Criteria
10		Department Chairmen are to promote National Programs at the Department level.

### 4. Training:

The Department MUST hold at least one training session\* on each of the following:

*\*Training session can take place at a Department School of Instruction, Meeting, Convention or other organized training events. These trainings can be combined into one session.*

- A) How to Identify an Unhealthy Auxiliary

Possible Points	Actual Points	Criteria
10		Department to host training session on how to identify an unhealthy Auxiliary by November 30, 2022.

- B) National Programs and Organizational Knowledge (e.g.,: Bylaws, Ritual and Booklet of Instructions)

Possible Points	Actual Points	Criteria
10		Department to host training session on National Programs and Organizational Knowledge by November 30, 2022.

- C) The uses of MALTA & the Online Academy by April 30, 2022.

Possible Points	Actual Points	Criteria
10		Utilize MALTA and the Online Academy by April 30, 2022.

# CIRCLE OF EXCELLENCE

## Criteria for entering the Circle of Excellence:

### 5. Programs Participation and Working Together on a Common Goal:

A) The Department President MUST complete and submit the online Year-End Report.

Possible Points	Actual Points	Criteria
25		Department President MUST submit the online Year-End Report by the May 2023 date specified in the Year-End Report email by National Headquarters.

B) What did your Department do to engage every Auxiliary in the work of the organization?

Possible Points	Actual Points	Criteria
10		Department President MUST describe what the Department did to engage every Auxiliary in the working of the organization in the online Year-End Report by the May 2023 date specified in the Year-End Report email by National Headquarters.

C) All Auxiliaries MUST complete at least one project, activity or donation that benefits veterans by April 30, 2023. If not, the Department MUST submit a request for a suspension by that date.

Possible Points	Actual Points	Criteria
10		All Auxiliaries MUST complete at least one project, activity or donation that benefits veterans by April 30, 2023. If not, the Department MUST submit a request for a suspension by that date.

D) The Department must hold a joint VFW and VFW Auxiliary Department-level project in addition to Current National Scholarship programs. Project must be completed by April 30, 2023.

Possible Points	Actual Points	Criteria
10		The Department must hold a joint VFW and VFW Auxiliary Department-level project in addition to current National Scholarship programs. Project must be completed by April 30, 2023. Project to be described in the online Year-End Report by the May 2023 date specified in the Year-End Report email by National Headquarters.

E) Any Auxiliary that is below 100% in membership on January 31, 2023 MUST be contacted by a Department Officer to determine a need for mentoring and/or other assistance. The Department Officer must contact the Auxiliary on or before April 15, 2023. The Department Officer must then report to the Department President by April 30, 2023.

*(If all Auxiliaries and Districts in your Department are at 100% on January 31, 2023 you will automatically receive 10 points.)*

Possible Points	Actual Points	Criteria
10		A Department Officer is to contact any Auxiliary below 100% in membership on January 31, 2023 on or before April 15, 2023. Department Officer is to report to the Department President by April 30, 2023. Outcomes are to be described in the online Year-End Report by the May 2023 date specified in the Year-End Report email by National Headquarters.

# CIRCLE OF EXCELLENCE

## **Circle of Excellence Awards:**

### **AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN**

1. \$500 to the Department for meeting all of the criteria listed on pages 1-3 and entering the Circle of Excellence.
2. Circle of Excellence Streamer for Department Banner.

### **AWARDS FOR DEPARTMENT PRESIDENTS**

1. Circle of Excellence medallion.
2. Circle of Excellence tie (men) or scarf (women).
3. Circle of Excellence pin.

DRAFT

# OUTSTANDING PERFORMANCE AWARDS

FOR DEPARTMENT CHAIRMEN 2022-2023

**The Outstanding Performance Awards are given each year to recognize hardworking Departments and Department Chairmen who have given an extra amount of effort.**

## **The Outstanding Performance Award:**

- \$200 goes to the one Outstanding Department in each of the 10 Program Divisions\*.
- A Citation and a Keepsake goes to the Department Chairman of the one Outstanding Department in each of the 10 Program Divisions\*.

## **Second-Place Outstanding Performance Award:**

- \$100 goes to the one Outstanding Department in each of the 10 Program Divisions\*.
- A Citation goes to the Department Chairman of the one Outstanding Department in each of the 10 Program Divisions\*.

## **Programs Judged:**

- Americanism
- Auxiliary Outreach
- "Buddy"® Poppy & VFW National Home for Children
- Extension & Revitalization
- Historian & Media Relations
- Hospital
- Legislative
- Membership
- Mentoring for Leadership
- Scholarships
- Veterans & Family Support
- Youth Activities

## **The Selection**

The National Program Ambassadors of each Program listed will select the recipients. Chairmen will be judged on quality, creativity and originality of all communications, promotions and events. Any time a Chairman does anything to promote or publicize the Program to the members and the community, he/she should send a copy of the item or communication, or a description of the event or presentation to the National Program Ambassador.

## **Required to qualify:**

A minimum of four mail and/or email promotions to the members in his/her Department must be sent to the National Ambassador.

**Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona. If neither the winner nor Department leadership are in attendance, awards will be mailed to recipients from National Headquarters upon return from the National Convention.**

*\*Program Divisions will be announced at the start of the Program Year.*

**2022-2023**

**NATIONAL PROGRAM  
AMBASSADORS**

AND

**NATIONAL PROGRAM  
AWARDS**

**DRAFT**



# AMERICANISM AMBASSADOR / PATRIOTIC INSTRUCTOR

## STEPHEN E. DOHERTY SR.

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How do you describe/interpret Americanism and Patriotism? Is it a feeling of pride when you see the Flag? Is it excitement when you hear the national anthem? (I get chills.) Or is it seeing the colors red, white and blue in a parade?

From the *VFW Auxiliary Podium Edition Bylaws and Ritual*:

*Americanism is an unfailing love of country; loyalty to its institution and ideals; eagerness to defend it against all enemies; undivided allegiance to the flag; and a desire to secure the blessings of liberty to ourselves and posterity.*

### Flag Education

Who's responsible to teach our children about our nation's patriotic traditions? I believe we all are. It should start at home with families and relatives, then friends and neighbors, teachers, coaches and leaders in each community. We have all seen the VFW and Auxiliary promoting and demonstrating the proper way to honor and show respect to our Flag and instructing children to recite the Pledge of Allegiance and sing "The Star-Spangled Banner."

*"The Flag is very much a part of our daily lives. We should always respect it because it represents everything we are as Americans – everything we hope to be."*

From the *VFW, Etiquette of the Stars and Stripes*

**STARS** - There are 50 white stars on the American Flag, all of which are equal in size and have five points each. They are arranged in a pattern of nine horizontal rows, alternating six and five stars per row, within a blue rectangle in the top left corner of the Flag. The white

star in the field of blue represents "New Constellation." One can presume the first state admitted to the union to be represented by the star in the upper left-hand corner and the latest star admitted being the star in the lower right-hand corner.

**STRIPES** – The 13 stripes represent the 13 original states. The red, white and blue colors and their arrangements in the Flag are often interpreted as expressing the very character of our nation. George Washington described the white in the Flag as symbolizing our desire for liberty – the land of the free. We say the red signifies the courage and sacrifices of the nation's defenders and the blue has been likened to the loyalty and unity of our citizens.

### Reach Out to Communities

Reach out to the schools, clubs and organizations in your community and encourage Flag education such as:

- How and when to display the Flag.
- How to fold and store a Flag.
- What each fold means.
- What the stars and stripes mean.
- How and when to properly salute the Flag.
- Conduct a Flag raising ceremony.
- Where should you face and salute during the national anthem if there is no FLAG.
- Invite students to a Flag retirement ceremony at a Scout or Post event.
- If you notice a tattered Flag, offer to replace it.

Involving our communities in these practices will not only promote patriotism among our students but also their families, businesses, individuals and community leaders. Include other groups like the Scouts to perform the opening at an Auxiliary meeting or local activities such as sporting events, parades and invite their families to join in.

Let's not forget about our veterans in hospitals, nursing homes or state veterans homes. They are the reason we do what we do. If our veterans cannot come to these events, use technology and social media to share these activities with them.

## Digital Connections

For more than 100 years, we have carried forward Auxiliary traditions. Today, we persevere by navigating new technology and using social media platforms to promote the Americanism Program. Last year's Americanism Ambassador started the Program's first-ever hashtag campaign to promote patriotism as a next-level tool to continuously connect with our communities. Whether you are capturing patriotic unity or Auxiliary traditions in action, tag the activity and/or event using the hashtag #AuxiliaryPatriotism. Record these moments by posting them to social media outlets such as Facebook, Instagram and YouTube. Are you celebrating a patriotic holiday, recognizing Gold Star, Blue Star and Silver Star families, teaching Flag education at local schools or honoring POW/MIA in your community? Show your patriotic pride by using the hashtag. In the first six months of the campaign, the #AuxiliaryPatriotism hashtag has been used more than 2,500 times. Let's continue this year with #AuxiliaryPatriotism and watch it grow in our communities.

Here are some ideas when tagging #AuxiliaryPatriotism:

- Lead a United States Flag raising ceremony at a local business or sporting event.

- Participate in a community patriotic holiday parade. Ask Auxiliary members or youth groups to get involved and help hand out Flags or decorate a float, if applicable.
- Host a recognition experience of Auxiliary Programs (e.g., patriotic holiday ceremonies, Patriotic Art Contest participants, hospital volunteers, legislative activities sponsoring veterans, "Buddy"® Poppy drives, or veterans and military caregivers or mentors.) Capture the art of Auxiliary traditions embedded in these events.
- Honor the POW/MIA with a candlelight vigil, luminary walk or Flag-folding service.
- Conduct a Facebook Live or School of Instruction hosted by the Patriotic Instructor.
- Produce a video demonstrating Flag etiquette. Invite Star families to special Auxiliary events such as a Family Freedom Festival.
- Partner with parents and educators to raise awareness and help educate America's future leaders about the meaning of patriotism. Inspire those in the classroom and the community to further build on the legacy of Auxiliary traditions and promote the Americanism Program.

# AMERICANISM PROGRAM

## Flag Education • Promote #Auxiliary Patriotism • POW/MIA Recognition • Star Family Recognition

This definition of “Americanism” was originated by the Commanders-in-Chief of the Grand Army of the Republic, United Spanish War Veterans, Veterans of Foreign Wars of the United States, the National Commanders of the American Legion and the Disabled American Veterans of the World War at a conference held in Washington, D.C., in February 1927:

“Americanism is an unflinching love of country; loyalty to its institutions and ideals; eagerness to defend it against all enemies; undivided allegiance to the Flag; and a desire to secure the blessings of liberty to ourselves and posterity.”

### Patriotic Instructors

The Patriotic Instructor educates members about the proper salute to the U.S. Flag, as well as the recitation of the Pledge of Allegiance. He or she also takes the time to understand the VFW Auxiliary Ritual and the Federal Flag Code. He or she helps members to understand the traditions and ceremonies of the organization. The *Understanding Auxiliary Traditions* helpsheet and video are available on the website at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). For detailed information on Auxiliary traditions, rituals and patriotic ceremonies, reference the *VFW Auxiliary Podium Edition: Bylaws and Ritual*. Patriotic items and educational materials are available for purchase through the VFW Store at 1-833-VFW-VETS or online at [vfwstore.org](http://vfwstore.org).

### Flag Education

A large part of showing Americanism and demonstrating patriotic spirit is respecting and properly caring for the U.S. Flag. Flag etiquette covers everything from proper display of our Flag to acceptable conduct around this symbol of our nation. For more information about Flag etiquette, the history of our Flag and to read the U.S. Flag Code, visit [vfw.org/community/flag-etiquette](http://vfw.org/community/flag-etiquette).

### Respect for the Flag - Engaging the Community

- **Flag Education in Schools** – Educating our youth about patriotism is an important step on the path to good citizenship. Encourage members of your Auxiliary to volunteer in schools and educate youth on the importance of respecting our Flag. Volunteers can visit individual classrooms or give a presentation at a school assembly. For more resources, visit [vfwauxiliary.org/what-we-do/americanism](http://vfwauxiliary.org/what-we-do/americanism).
- **Recognition of Outstanding Community Flag Display** – When a community member, business or organization takes the care and time to display our “Stars and Stripes,” it reinforces patriotism to the entire community. You may recognize this display of patriotism by presenting a certificate of appreciation from your Auxiliary.
- **Flag Retirement Ceremonies** – These ceremonies honoring our Flag serve as one of the most beautiful forms of respect for our country. This is the perfect way to involve the whole family of Auxiliary and VFW members. Flag retirement ceremonies can also serve as an event involving the entire community. For more information on this and other Flag etiquette, visit [vfw.org/community/flag-etiquette](http://vfw.org/community/flag-etiquette).

### Promote Patriotism – Celebrating Patriotic Holidays

Patriotic holidays are an opportune time to involve the whole family and bring community attention to your Auxiliary. When fun family events are presented to the community, prospective new members will walk through your door. Patriotic holidays can serve as the perfect way to show that your Auxiliary supports patriotism, veterans and their families as a top priority. For more information about patriotic days and ways to celebrate, visit [vfwauxiliary.org/what-we-do/americanism](http://vfwauxiliary.org/what-we-do/americanism).

### **National Vietnam War Veterans Day – March 29**

National Vietnam War Veterans Day honors a generation of men and women who served and sacrificed during the longest conflict in U.S. history. March 29 marks the anniversary of when combat forces departed South Vietnam in 1973, even though some troops remained until their final departure in 1975.

### **Loyalty Day – May 1**

On May 1, 1930, 10,000 VFW members staged a rally at New York's Union Square to promote patriotism. Through a resolution adopted in 1949, May 1 evolved into Loyalty Day.

### **Armed Forces Day – Third Saturday in May**

A day to pay tribute to the men and women currently serving in our nation's armed forces.

### **Memorial Day – May 30 (Traditional)**

Patriotism calls for all citizens to be reminded of the deaths of their fellow countrymen during wartime. By honoring the nation's war dead, we preserve their memory and thus their service and sacrifice.

### **Flag Day – June 14**

This day celebrates the official symbol for the United States: our "Stars and Stripes." Flag Day was first recognized by Congress on June 14, 1777.

### **Independence Day – July 4**

On this day in 1776, our forefathers formed a new nation by adopting the Declaration of Independence.

### **Patriot Day – September 11**

This day is to perpetuate the memory of those who perished in the attack on America that occurred on this date in 2001.

### **POW/MIA Recognition Day - Third Friday in September**

POW/MIA Recognition Day honors the commitments and the sacrifices made by our nation's prisoners of war and those who are still missing in action. National POW/MIA Recognition Day, traditionally on the third Friday in September, is one of the six days specified by law on which the black POW/MIA flag shall be flown over federal facilities and cemeteries, post offices and military installations.

Auxiliary members are passionate about bringing attention to former Prisoners of War and those Missing in Action by holding ceremonies to both educate their communities and honor these special veterans. One way to honor these veterans and educate youth and the community on this subject is by having a Missing Man Table Ceremony. This practice provides a visual demonstration of the significance of POW/MIA Recognition Day. You are encouraged to share this ceremony with youth groups partnering with the Auxiliary. Find a sample of the ceremony wording and table setup at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources).

### **Gold Star Mother's & Family's Day - Last Sunday in September**

On this day, Americans are encouraged to display the Flag and hold appropriate ceremonies as a public expression of our nation's gratitude and respect for our Gold Star Mothers and Families.

### **Veterans Day – November 11**

This is an opportunity to honor the brave men and women, both living and deceased, who fought America's battles past and present.

### **Pearl Harbor Day – December 7**

This day is in remembrance of the same date in 1941 when Japanese bombers staged a surprise attack on U.S. military and naval forces in Hawaii.

### **Branch of Service Birth Dates**

- U.S. Army - June 14, 1775
- U.S. Marine Corps - November 10, 1775
- U.S. Navy - October 13, 1775
- U.S. Air Force - September 18, 1947
- U.S. Coast Guard - August 4, 1790
- U.S. National Guard - December 13, 1636
- U.S. Space Force - December 20, 2019

### **Military Flags Order of Precedence**

According to Department of Defense guidelines, military service flags, insignias, etc., should be displayed in the following order (left to right as you face the flags): Army, Marine Corps, Navy, Air Force, Space Force and Coast Guard.

### **Star Family Recognition**

You may have seen a Blue Star, Gold Star or Silver Star service flag or service banner in the window of a home in your area. A service flag or service banner is a banner approved by the Secretary of Defense that family members of those serving in the United States Armed Forces can display.

- Blue Star Families can display a flag or banner with a white field and a red border, with a blue star for each family member serving in the United States Armed Forces during any period of war or hostilities.
- Gold Star Families can display a flag or banner with a white field and a red border, with a gold star that represents a family member who died during military operations.
- Silver Star Families can display a flag or banner with a blue field with an outer red and inner white border, with a silver star that represents a family member who was injured, wounded or became ill during or as a result of combat.

You are encouraged to recognize and honor these families in your community.

# AMERICANISM PROGRAM AWARDS

## **AWARDS FOR AUXILIARIES**

1. Most outstanding patriotic community event.

- Citation to every Auxiliary that hosts a patriotic community event. Criteria and entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Auxiliaries must send the entry form to their Department Americanism Chairman by March 31, 2023.

The Department Americanism Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2023.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences that hosts the most outstanding patriotic community event. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

The Department Americanism Chairman must sign and send a copy of the completed Department-winning entry form to the National Americanism Ambassador by April 30, 2023 for judging.

## **AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN**

1. Citation to each Department Americanism Chairman for participation in this Program. Citation will be presented at the 2023 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Americanism Chairman in each of the 10 Program Divisions for the best promotion of the Americanism Program in conjunction with another VFW Auxiliary National Program. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 9. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

# AUXILIARY OUTREACH AMBASSADOR

## LAURIE LUKAS

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The VFW Auxiliary Outreach Program is your Auxiliary's vehicle to partner with local groups and organizations. This Partnership assists those groups to help them achieve their program goals and objectives. Our communities are hungry for volunteers. Show them we are here to help!

The VFW Auxiliary has been a leader in community volunteerism since our founding. What better way to show we care by continuing to step up and lend a hand? By building partnerships, we strengthen ourselves, those we assist and our communities.

Reaching out into your community to assess the needs of others is key to launching your successful Auxiliary Outreach Project. Remember these basic steps:

- Seek out local groups and organizations in need of assistance.
- Ask what your Auxiliary can do to partner with them.
- Vote on your Auxiliary floor to accept the challenge to volunteer.
- Execute the partnership.
- Record the details and report your success.

### How do you find partnering opportunities?

- Mine your members, family, friends and neighbors. Find what their interests are and what they do.
- Check local community bulletin boards and city/county/neighborhood calendars.
- Look for opportunities in your local newspapers and magazines.
- Reach out to find the right contacts and ask if their groups or organizations need assistance.
- Develop ideas and present the possible partnership to your Auxiliary at a meeting for approval.
- Put the plan into motion under the direction of your partner.

- Finally, when your partnership is complete report your success.

It's a win-win for all concerned.

### Suggestions for VFW Auxiliary Outreach

#### Local Community Center

- Sports, classes and enrichment
- Senior center activities
- Informational events (Spring fair, recycling events)
- Adult class assistance
- Community beautification event

#### Schools

- Parent/teacher groups
- Library, office, field day, carnivals

#### Community Food or Shelter Programs

- Intake, distribution, serving

#### First Responders

- Police or Fire Department Safety Fair

#### Animal Shelters and Adoption Events

### Important Reminders

- Auxiliary Outreach is not to be reported under any other Auxiliary Programs.
- Auxiliary Outreach participation by our members is completely under the direction of the sponsoring organization. Remember you are the volunteer!
- Partnerships are to be approved by vote of the Auxiliary and recorded in your minutes.
- Sponsoring, planning, funding or arranging for activities concerning the event are NOT reportable under the Auxiliary Outreach Program
- Events may only need a handful of Auxiliary members at a time. Keep track throughout the year of those long-standing partnerships.
- Can your Post Home or meeting location be the site of your partnership? Yes, under certain circumstances. If the event is completely under the control of your sponsoring partner and all other requirements of the Program have been met, you may volunteer and report this partnership.
- Partnerships in Auxiliary Outreach may be a single event or regular ongoing events throughout the year.

- Make sure you wear something that signifies you are a member of the VFW Auxiliary. For example, a membership pin, shirt, hat, jacket or vest.
- Be prepared to answer questions about our organization. Have some written information about your local Auxiliary if someone is interested. However, you should avoid active recruiting. Your volunteering is the best advertising to give potential members a taste of how great our organization is.
- You do not need to have formal verification from the group you are volunteering for. Just remember your partnership was already approved by your Auxiliary.

## What Does Qualify VS. Does Not Qualify as Auxiliary Outreach

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### QUALIFIES

- Spending time in a local homeless shelter kitchen serving meals, bussing tables or cleaning up.
- Working with the police or fire department on bicycle or home safety training class.
- Your Auxiliary approves helping a local cancer group setting up their event or manning a booth.
- Volunteering with the garden club to clean up local parks.
- Help a group collect food donations for the local food pantry.

### DOES NOT QUALIFY

- Taking comfort items to the local USO.
- Donating trophies to a youth sports group.
- Hosting a luncheon/dinner for a local community club.
- Sending an Auxiliary check to support a charity that organized a walk-a-thon or run.
- Collecting clothing and comfort items for homeless Veterans at the Post Home. (This would be Veterans & Family Support.)
- Passing the collection basket at church services.

Remember who we are. We are members of an organization that takes pride and pleasure helping our veterans, their families, our communities and our nation. Our volunteering does make a difference in our communities. It enriches our lives and the organizations that receive our help through partnerships.



# AUXILIARY OUTREACH PROGRAM

## Building Partnerships Outreach • Auxiliary Participating in Outreach

Auxiliary Outreach is volunteer work performed by one member, a group of members or an Auxiliary for the benefit of their community or its institutions. Auxiliary Outreach can:

- Be performed by people of any age, skill set or ability level.
- Benefit any group outside of the VFW and Auxiliary.
- Benefit animals, the environment and public spaces.
- Be done in communities of all types and sizes – rural, suburban and urban, small and large.

We volunteer to make a difference in our community, but we receive benefits including:

- Helping others
- Learning new skills
- Career advancement
- Increased confidence
- Meeting new people
- Fighting stress and depression
- Developing a stronger sense of purpose
- Personal growth

### Outreach and the VFW Auxiliary

While emphasis is placed on our core VFW and Auxiliary Programs, we realize Auxiliary members and Auxiliaries also participate with other community organizations. Members and Auxiliaries can now report and be recognized for such community work through the Auxiliary Outreach Program.

Projects may be done by a member who is representing an Auxiliary, by an Auxiliary alone or with the VFW Post.

Collectively, all of our volunteer hours need to be counted to effectively show the importance of the local VFW and VFW Auxiliary to the community.

Be visible and show your pride in the VFW Auxiliary by wearing Auxiliary-branded attire when you participate in Auxiliary Outreach. A shirt, jacket or hat with the Auxiliary emblem can start a conversation about the Auxiliary and what we do. It is also a great way to show members volunteering out in our communities and not just in our Post homes.

### What's Considered Auxiliary Outreach

When an Auxiliary member, group of members or an entire Auxiliary volunteers for an organization outside our own, it should be considered Auxiliary Outreach **if the project was approved by the Auxiliary and recorded in the meeting minutes prior to the project.**

Examples include:

- Participation in walks that benefit other organizations as an event spotter, water station volunteer, timekeeper, etc. (Walking or running in the race is not part of Auxiliary Outreach.)
- Working with local police on child ID kits.
- Working with firefighters on fire safety and prevention.
- Working with EMTs to host CPR training.
- Working with parks and recreation departments to plant trees, adopt-a-park initiatives and develop community art installations.
- Volunteering at an animal shelter.
- Handing out food at soup kitchens.
- Delivering food for Meals on Wheels.

When we participate in Auxiliary Outreach we become better citizens of the communities in which we live.

### What's Not Considered Auxiliary Outreach

- **Auxiliary Outreach is for projects NOT AFFILIATED with VFW or VFW Auxiliary Programs.**
- Volunteer work that is performed for the benefit of the Post or Auxiliary is NOT considered outreach service. Examples of projects that do not qualify include:
  - Repairs or maintenance to the Post home.
  - Cooking or serving a meal for a Post or Auxiliary fundraiser.
  - "Buddy"<sup>®</sup> Poppy distribution.
  - VFW or Auxiliary meetings, conventions, conferences or schools of instruction.
  - Church activities for one specific congregation and not the entire community (e.g., usher, elder, deacon, minister, etc.)



# AUXILIARY OUTREACH PROGRAM AWARDS

## **AWARDS FOR AUXILIARIES**

1. Most outstanding community partnership with another organization.

- Citation to every Auxiliary that partners with another organization within their community. Criteria and entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Auxiliaries must send the entry form to their Department Auxiliary Outreach Chairman by March 31, 2023.

The Department Auxiliary Outreach Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2023.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding community partnership. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

The Department Auxiliary Outreach Chairman must sign and send a copy of the completed Department-winning entry form to the National Auxiliary Outreach Ambassador by April 30, 2023, for judging.

## **AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN**

1. Citation to each Department Auxiliary Outreach Chairman for participation in this Program. Citation will be presented at the 2023 Department Convention.

2. \$25 VFW Store Gift Certificate to one Department Auxiliary Outreach Chairman in each of the 10 Program Divisions for the most effective promotion of the Auxiliary Outreach Program. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 14. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

# “BUDDY”® POPPY & VFW NATIONAL HOME FOR CHILDREN AMBASSADOR

## CATHEY FARLEY

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Making a difference for veterans and their families: The who, what, when, where, why and how of the “Buddy”® Poppy & VFW National Home for Children Program.

**Who?** Anyone can promote the “Buddy”® Poppy and VFW National Home. It is not restricted to VFW comrades or Auxiliary members, nor is there an age restriction.

**What?** The VFW “Buddy”® Poppy is the official flower of the VFW worn to commemorate those who died for their country. The VFW and Auxiliary distribute poppies in exchange for charitable donations used to provide financial, social and emotional support to members and veterans and to support the VFW National Home for Children, and is retained locally in the relief fund.

The VFW National Home for Children is a place where a veteran and/or their family can find the help they need and the families of those left behind by war can remain together keeping the family circle intact even when their service member didn’t come home. The VFW National Home has evolved to meet the needs faced by families:

- Reintegration
- Post-Traumatic Stress
- High unemployment
- Rehabilitation from battlefield injuries

**When?** Traditionally, the VFW and the Auxiliary promote the “Buddy”® Poppy to coincide with Veterans Day, Memorial Day and other patriotic holidays. However, since every day can be a day to honor veterans, the “Buddy”® Poppy can and should be promoted throughout the year. There are no limitations on the number of events during which the “Buddy”® Poppy can be distributed or when such events may be held.

By promoting the National Home whenever you promote the “Buddy”® Poppy, Auxiliary members will be able to reach more people and increase support for our veterans.

**Where?** There are an unlimited number of possibilities where the “Buddy”® Poppy and National Home can be promoted. At every community or Post event, at sports arenas and schools, the “Buddy”® Poppy and National Home can be distributed or promoted together. The combination of these two Programs is undoubtedly a great formula for success.

**Why?** The “Buddy”® Poppy Program provides compensation to the veterans who assemble the poppies, financial assistance in maintaining state and national veterans’ rehabilitation and service programs and partially supports the VFW National Home For Children. Promoting the two Programs at the same time serves as a platform to inform the public of the opportunities available to support and honor veterans through a donation to the “Buddy”® Poppy & National Home Program.

**How?** Access the tools available to Auxiliary members on the VFW Auxiliary National website’s Program & Publicity Resources page at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources).

Tools include:

- The “Buddy”® Poppy Chairman’s Guide. This guide shares history, planning tips, alternative distribution ideas and information about National contests and awards.
- The *Veterans Behind the “Buddy”® Poppy* video.
- A virtual tour of the VFW National Home for Children.

Ways to promote the “Buddy”® Poppy and the National Home include:

- Social media.
- Fundraising events.
- Becoming a life member of the National Home.
- Learning about donation options on the National Home website at [vfwnationalhome.org/you-can-help/](http://vfwnationalhome.org/you-can-help/).
  - √ Tribute Bricks – Add a personalized brick to a sidewalk at the National Home.
  - √ Home Front Hero - Set up recurring donations.
  - √ Plan Your Legacy - Include the National Home in your will or trust.
- Purchasing items from the National Home’s Amazon Wish List. Purchase items needed for the day-to-day operation of the National Home.
- Shopping with AmazonSmile. The AmazonSmile Foundation will donate 0.5% of the purchase price from your eligible purchases to the National Home.
- Distributing “Buddy”® Poppies at any and every event.

- Participating in the “Buddy”® Poppy contest. The VFW decides how poppy displays will be judged on the National level and suggests Department contests are set up to correspond with the categories and rules.
- When promoting the National Home, include a “Buddy”® Poppy and brochure and explain how the National Home benefits from donations collected during “Buddy”® Poppy distribution. By promoting the National Home whenever you promote the “Buddy”® Poppy, Auxiliaries will be able to reach more people and increase support for our veterans.
- Call the National Home for help at 800-313-4200.
- Visit [vfwnationalhome.org/get-help/](http://vfwnationalhome.org/get-help/) for eligibility requirements and to begin application process.

Join forces with every Program Chairman. Whenever there is an event or fundraiser by another Program, ask if you may distribute “Buddy”® Poppy and National Home material.

“Buddy”® Poppy + National Home = “Unwavering Support for Uncommon Heroes®”

**A FORMULA FOR SUCCESS!**

# “BUDDY”® POPPY & VFW NATIONAL HOME FOR CHILDREN PROGRAM

## “Buddy”® Poppy Education and Community Outreach • National “Buddy”® Poppy Display Contest VFW National Home Education and Community Outreach

### “Buddy”® Poppy

The “Buddy”® Poppy has been an integral part of the VFW community for more than 95 years. As the VFW’s official memorial flower, the Poppy represents the blood shed by American service members. It reiterates that we will not forget their sacrifices.

The Poppy movement was inspired by Canadian Army Col. John McCrae’s famous poem, “In Flanders Fields.” Poppies were originally distributed by the Franco-American Children’s League to benefit children in the devastated areas of France and Belgium following World War I.

The VFW conducted its first Poppy distribution before Memorial Day in 1922, becoming the first veterans’ organization to organize a nationwide distribution. The initial campaign was conducted with Poppies the VFW got from France and members soon discovered it took too long to get the flowers shipped from France and they came up with a better idea; VFW “Buddy”® Poppies would be assembled by disabled, hospitalized, aging and needy American veterans who would be paid for their work, and then ship the Poppies to VFW members for distribution in communities across the country. In February 1924, the VFW registered the name “Buddy”® Poppy with the U.S. Patent Office. A certificate was issued on May 20, 1924, granting the VFW all trademark rights in the name of Buddy under the classification of artificial flowers. No other organization, firm or individual can legally use the name “Buddy”® Poppy.

These small but mighty memorial flowers have raised millions for the welfare of veterans and their dependents. “Buddy”® Poppies are still assembled by disabled, hospitalized, aging and needy veterans in five locations, with the VFW providing compensation to the veterans who assemble the Poppies. The Poppy program also provides financial assistance in maintaining state and national veterans’ rehabilitation and service programs, and partially supports the VFW National Home for Children.

#### How to Order

- Contact your VFW Department Headquarters to order Poppies. Poppies do not need to be ordered through your Post.
- Request the order form from your Department Headquarters at least two to three months (8 to 12 weeks) in advance of your distribution date.
- Brochures, “Buddy”® Poppy distribution supplies, and promotional items can be purchased from the VFW Store at [vfwstore.org](http://vfwstore.org) or by calling 1-833-VFW-VETS.

#### “Buddy”® Poppy Distribution Tips

- Contact your city/town clerk’s office to see if a permit is required for your distribution event.
- Get permission from the desired distribution location(s) store managers/owners prior to promoting your “Buddy”® Poppy distribution event.
- Make sure all Auxiliary members know the time, day and place of your distribution event.
- Share information about your distribution event with your local paper and on social media. Post fliers in high-traffic areas such as grocery stores, coffee shops, the post office, etc.
- Ask for assistance from youth groups such as VFW and/or Auxiliary youth, JROTC, after-school clubs and faith-based youth.
- Ask volunteers to wear Auxiliary- and/or VFW-branded clothing to both promote the Auxiliary and VFW and connect the distribution of poppies to the organization.
- Remind volunteers they are NOT SELLING “Buddy”® Poppies, but DISTRIBUTING them for donations.
- Never refuse someone a “Buddy”® Poppy because they are unable to donate. A “Buddy”® Poppy honors all veterans.

- See the VFW's "Buddy"® Poppy Chairman's Guide for further assistance in setting up a "Buddy"® Poppy drive, as well as other helpful resources. The guide can be found at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources).

### Honor the Dead by Helping the Living

- At the Auxiliary and Post level, all proceeds from Poppy drives are to be placed in the Relief Fund with receipts and expenditures in accordance with the Treasurer's Guide and the *VFW Auxiliary Podium Edition: Bylaws and Ritual*. (Sec. 904)
- "Buddy"® Poppy drives can be hosted at any time during the year – not just Memorial Day and Veterans Day. Try doing one at least once a quarter. If you have enough volunteers, host a monthly Poppy drive.
- Distribution of "Buddy"® Poppies should be included in every Auxiliary, District or Department activity including parades, patriotic events, membership drives, BINGO or trivia nights, etc.
- There are many creative ways to distribute the "Buddy"® Poppy including window displays, posters, wreaths, remembrance walls, hats, event centerpieces, etc. Let your imagination run wild!

### National VFW "Buddy"® Poppy Display Contest

- Takes place annually at National Convention.
- Displays are judged in three (3) categories:
  1. Public Promotion of Poppy Campaign (Window, booth, parade, poster displays, campaign promotions, etc.)
  2. Memorial or Inspirational Displays (Wreaths, memorial tablets or plaques, patriotic or devotional themes)
  3. Artistic or Decorative Use of Poppies (Post Home displays, table centerpieces, corsages)
- At least one "Buddy"® Poppy used in the display must be in original form and color, with label attached. This applies to all three (3) categories listed above.
- See the VFW's "Buddy"® Poppy Chairman's Guide for rules, deadlines, judging and awards of the National "Buddy"® Poppy Contest, as well as other helpful resources. The guide can be found at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources).

## VFW NATIONAL HOME FOR CHILDREN

For more than 95 years, the VFW National Home for Children located in Eaton Rapids, Michigan, has helped military and veteran families who need a fresh start. Families can live there rent-free for up to four years and have access to professional case management services, on-site licensed child care, life skills training, tutoring and other educational services, as well as recreational and community service opportunities. Families find healing in a safe and peaceful environment of tree-lined streets, 42 single-family homes, facilities such as a gym, library, computer and science labs, day care center, playgrounds, fishing pond, hiking trails, and more!

Founded in 1925 as a place where families left behind by war—mothers and children, brothers and sisters—could remain together, keeping the family circle intact even when their serviceman didn't come home, the VFW National Home for Children serves as a living memorial to America's veterans by helping our nation's military and veteran families during difficult times.

Reintegration, post-traumatic stress, high unemployment, rehabilitation from battlefield injuries, emotional wounds, financial stress, fractured family

relationships, hopelessness and more can be the outcome for families with a parent serving our country—now, recently, or from earlier generations. Over the years, the National Home has met the changing needs of America's military and veterans' families.

Through it all, one thing has remained constant: the National Home's commitment to honor our nation's veterans and service members by providing help and hope for their children and families. The National Home's community is open to families of active-duty military personnel, veterans and—recognizing that the effects of war can last for generations—descendants of members of the VFW and the VFW Auxiliary. The family can include one or both parents with one or more children.

In accepting families to the program, only one thing is asked of them: They must be committed to making changes in their lives. To remain at the National Home, they are expected to demonstrate consistent progress toward family goals. Together, in partnership with the whole family, the National Home is dedicated to helping each family reach its full potential.

Even military families not living on the National Home campus can receive invaluable assistance through the National Home Helpline, which is staffed by caring professionals who help callers with urgent needs seek solutions in their own communities. If you know someone who needs assistance, encourage them to:

- Call the Helpline at 1-800-313-4200,
- Email [help@vfwnationalhome.org](mailto:help@vfwnationalhome.org), or
- Visit [vfwnationalhome.org/help](http://vfwnationalhome.org/help).

The VFW National Home for Children, a 501(c)3 non-profit corporation, is governed by a seventeen (17) member Board of Trustees made up of VFW and VFW Auxiliary members, who as Life Members of the National Home, are dedicated to the mission of the National Home.

One way the Auxiliary supports the National Home is through gifts of 10 cents per member to the Health & Happiness Fund. Contributions are critical since the campus and its programs receive no government funding. The Health & Happiness Fund supports the following at the National Home:

- Christmas gifts
  - Graduation gifts
  - Maintenance of Auxiliary-sponsored buildings
  - Emergency repairs and renovations
- Donations can be made online in MALTA or by mail.

#### **To donate online in MALTA:**

- Visit [vfwauxiliary.org](http://vfwauxiliary.org) and select "MALTA Member Login."
- Log in to MALTA.
- Select "Make Gift" from the Main Menu.
- Select the "Make a Gift" button.
- Enter the amount you choose to donate.
- Enter payment information.
- Select the "Pay Now" button.
- You will receive confirmation your gift has been made.

#### **To donate by mail, send a check earmarked Health & Happiness to:**

VFW Auxiliary National Headquarters  
Attn: Health & Happiness Donations  
406 W. 34th Street, 10th Floor  
Kansas City, MO 64111

Another way to offer support is by becoming a life member of the National Home. There are two types of membership:

1. VFW and VFW Auxiliary members and organizations are eligible to become life members. Life members may vote for the Trustees who represent their National Home District and approve any proposed changes to the bylaws and articles of incorporation.
2. Any individual or organization wishing to support the National Home's mission can become an Associate Life Member. Associate Life Members do not have voting privileges.

The cost of becoming a life member is a one-time fee of \$50 and includes a membership certificate, a wallet card and a Life Member pin.

Visit [vfwnationalhome.org/membership](http://vfwnationalhome.org/membership) for:

- More information
- Life membership application
- To purchase a life membership

**For more information, visit the National Home's website at [vfwnationalhome.org](http://vfwnationalhome.org).**

# “BUDDY”® POPPY & VFW NATIONAL HOME FOR CHILDREN PROGRAM AWARDS

## AWARDS FOR AUXILIARIES

1. Most outstanding event that demonstrated how the “Buddy”® Poppy and the VFW National Home for Children impact each other.

- Citation to every Auxiliary that hosts an activity and/or event that exhibited and/or explained how the “Buddy”® Poppy and the VFW National Home for Children impact each other. Criteria and entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Auxiliaries must send the entry form to their Department “Buddy”® Poppy & VFW National Home for Children Chairman by March 31, 2023.

The Department “Buddy”® Poppy & VFW National Home for Children Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2023.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding activity and/or event that shows how the “Buddy”® Poppy and the VFW National Home for Children impact each other. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

The Department “Buddy”® Poppy & VFW National Home for Children Chairman must sign and send a copy of the completed Department-winning entry form to the National “Buddy”® Poppy & VFW National Home for Children Ambassador by April 30, 2023 for judging.

2. Most outstanding community education about the “Buddy”® Poppy & VFW National Home for Children.

- Citation to every Auxiliary that hosts an activity and/or event that educates the community about the “Buddy”® Poppy & VFW National Home for Children. Criteria and entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Auxiliaries must send the entry form to their Department “Buddy”® Poppy & VFW National Home Chairman by March 31, 2023.

The Department “Buddy”® Poppy & VFW National Home Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2023.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences that hosts the most outstanding activity and/or event that educates the community about the “Buddy”® Poppy & VFW National Home for Children Program. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

The Department “Buddy”® Poppy & VFW National Home for Children Chairman must sign and send a copy of the completed Department-winning entry form to the National “Buddy”® Poppy & VFW National Home for Children Ambassador by April 30, 2023 for judging.

3. Citation to each Auxiliary that contributes a gift of 25 cents or more per member to the Health & Happiness Fund based on June 30, 2022, membership statistics. Citation will be mailed directly to the Auxiliary from National Headquarters.

## **AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:**

1. Citation to each Department "Buddy"® Poppy & VFW National Home for Children Chairman for participation in this Program. Citation will be presented at the 2023 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department "Buddy"® Poppy & VFW National Home for Children Chairman in each of the 10 Program Divisions for the best promotion the "Buddy"® Poppy & VFW National Home for Children Program in conjunction with another VFW Auxiliary National Program. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
3. \$25 VFW Store Gift Certificate to one Department "Buddy"® Poppy & VFW National Home for Children Chairman in each of the 10 Program Divisions for the most creative promotion of the "Buddy"® Poppy & VFW National Home for Children Program. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
4. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 18. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

**DRAFT**



# EXTENSION & REVITALIZATION AMBASSADOR

The Chief of Staff, Extension Program name has been changed to Extension & Revitalization Program. This change was made to better describe the work of the Chief of Staff, who manages this Program.

## SHARON CONNOLLY

### -National Chief of Staff

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Extension & Revitalization and Mentoring for Leadership are once again two separate Programs. After lengthy consideration, we felt that both Programs were equally important to the health of our Auxiliaries. If a Department chooses to have one Chairman for both Programs, that's perfectly acceptable. Just remember that there are two Year-End Reports to complete.

As Chief of Staff, your Department relies on you to offer educated and informed advice to Auxiliaries and members within your Department. You should familiarize yourself with the current *Podium Edition: Bylaws and Ritual, Article VIII*, to educate yourself about the duties of Auxiliary, District and Department Officers and the role of Auxiliary interaction with the Post.

Extension & Revitalization is a two-part Program: instituting new Auxiliaries and revitalizing struggling ones. Most of my emphasis this year will be on revitalizing troubled Auxiliaries. It doesn't do any good, on any level, to bring a new Auxiliary in the front door, only to have one go out the back. We need to save what we have and grow new, well-functioning Auxiliaries.

### Official Visit Communication

District Presidents will look to you for guidance as they perform their Auxiliary visits. You need to educate them about how to recognize red flags that may lead to a problem in an Auxiliary. They appreciate timely advice, not criticism. Encourage District Presidents to reference the Official Visit Communication guidelines available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). The report must be an honest assessment of the Auxiliary and affirm that the Auxiliary is in good working order or that it has areas in need of improvement. Distribute reports to the Auxiliary, District and Department Presidents

and Department Chief of Staff. Doing so will allow any concerns to be corrected before they become major problems. If your Department does not have Districts, it is the responsibility of the Department President to complete the visit or to assign an alternate.

### Revitalize and Rejuvenate

Since District Presidents have first-hand knowledge of their Auxiliaries, it is important that they communicate with the Department President and Chief of Staff to identify areas of concern. When identifying a problem, the District President, with the assistance of the Department President and/or Chief of Staff, can work with that Auxiliary to rectify the situation. When visiting individual Auxiliary meetings, be sure to recognize any achievements the Auxiliary has attained. Every member needs to feel that their involvement is necessary to the success of their Auxiliary. All Officers of the Auxiliary, the Mentoring for Leadership Chairman and the Membership Chairman should take part in revitalizing the Auxiliary. Encourage the Auxiliary to reach out to their community to recruit new members and inform the community of the advantages afforded to those areas that have active VFW Posts and Auxiliaries.

### Presentations to Unaffiliated Posts

An Auxiliary cannot be established without a 2/3 vote of a Post, but let's make it unanimous by sharing our virtues with the Post. Identify the unaffiliated Posts in your Department and inform them about the benefits of having an Auxiliary. Choose a positive, knowledgeable member to speak to the Post Commander and ask for permission to address the Post membership about the benefits of having an Auxiliary. It is a win for both Post and Auxiliary, and especially for the veterans we serve.

Extension presentations and tools are available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources), including:

- A PowerPoint and PDF titled "Why Having an Auxiliary Can Boost Your Post." This presentation is beneficial for Post members to see how helpful the Auxiliary is to the Post.
- "Top 10 Reasons for Your Post to Have an Auxiliary" is a wonderful resource when you meet with Post members.

- The VFW Auxiliary Eligibility Wheel and current membership applications are other tools you will want to have with you when you speak to Post members.

Be mindful that it is up to the Post to decide on the action to take. Avoid using intimidating language, phrases and actions in your communications; this will only cause challenges for years to come.

Be mindful of your mission. Encourage Post members to imagine how great it would be to have his/her family involved in the Post/Auxiliary. Remind them of how we can work together as a family, the VFW and Auxiliary family, who care for and serves veterans, service members, their families and the community at large.

### **Welcome New Auxiliaries**

You have started a new Auxiliary. Congratulations! Be sure to prepare a welcome packet to distribute to each new and rejoined member. In addition to welcoming members of the new Auxiliary, Department Chiefs of Staff are encouraged to create a Department Charter Kit to present to new Auxiliaries at their institution. The kit should include:

- *National Program Book*
- *Building on the VFW Auxiliary Foundation.*

*And may also include:*

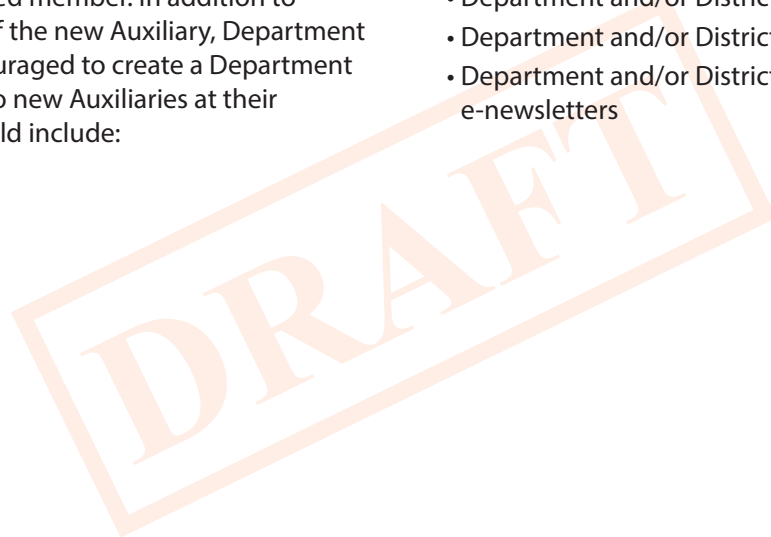
- Department Program Book
- Current Department and District rosters
- National and Department Fact Sheets
- *Robert's Rules of Order*
- Welcome letter from the Department President

The Department Charter Kit does not replace the National Charter Kit: it adds to it. Every new Auxiliary deserves a healthy start!

### **Recognize New Auxiliaries**

Recognize new Auxiliaries in all Department promotional materials and communications. There are many ways to share including:

- Department and/or District websites
- Department and/or District Facebook pages
- Department and/or District newsletters and/or e-newsletters





# EXTENSION & REVITALIZATION PROGRAM

## Maintain and Strengthen Current Auxiliaries • Present to Unaffiliated Posts Establish • New Auxiliaries

Chiefs of Staff work with District Presidents and the Department President to maintain current Auxiliaries. They encourage members, promote teamwork and provide guidance during challenging times such as suspension, consolidation or even the loss of a Charter. Chiefs of Staff also work closely with their Department President and organizers to establish new Auxiliaries.

### Maintaining Current Auxiliaries

The National Organization has developed many resources for members use, including tools available on the Online Auxiliary Academy and the Program & Publicity Resources page of the National website: [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Two of these resources have proven to be valuable tools in helping Auxiliaries be more productive.

1. The Healthy Auxiliary Tool Kit includes seven (7) resources to assist Auxiliaries in identifying and solving issues:
  - Healthy Auxiliary Checklist
  - Healthy Auxiliary Member Questionnaire
  - Auxiliary Meeting Clinic
  - Communication Phone/Text Tree
  - Good Job Certificate
  - Healthy Auxiliary Certificate
  - VFW Auxiliary Mentoring Guide
2. *Building on the VFW Auxiliary Foundation* makes every effort to educate members on all aspects of the duties of Officers at all levels, how to be a Chairman, the why of reporting, etc.

These tools invite all members to come forward and take on a position of leadership, mentoring, and being a member who advocates for their Auxiliary and the veterans we serve.

### 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. (Sec. 210) Five (5) members in good standing (of that Auxiliary) shall constitute a quorum for the transaction of business. (Sec. 212)
2. Dues should be paid by at least ten (10) members on or before February 1 of the current year. (Sec. 207)
3. Quarterly Audits by Trustees must be submitted. (Sec. 814)
4. Officers elected, installed and reported to National Headquarters no later than June 30. This generates the bond application via email. (Sec. 804A and 806A)
5. The offices of President and Treasurer MUST be bonded by August 31.

### Establishing New Auxiliaries

Whether a VFW Post decides on its own that it wants an Auxiliary or whether an Auxiliary member or non-member sees the potential for a new one, the steps for creating an Auxiliary are the same.

1. A VFW Post must vote by 2/3 majority to have an Auxiliary. (An Auxiliary can never exist on its own without a Post and can never be started without that Post's permission.)
2. The Department President appoints the official organizer of that Auxiliary, and he/she must be a member of the Auxiliary.
  - It would help to allow two others who are knowledgeable with Auxiliary business and work well with others to be on an organizing team. They can answer questions and assist with training, educating and mentoring the new Auxiliary once it is instituted. It is recommended that the organizer and the organizing team work with the Auxiliary and its members for at least a year, or until they are ready to proceed as an Auxiliary in good standing.

3. A minimum of 15 eligible applicants must be on the application for the Charter. Transfers are accepted at the close of the institution and just prior to the installation of the newly-formed Auxiliary.

The Department Chief of Staff could assist by providing the following tools for the organizer and organizing team:

- Talking points for the first meeting.
- A procedure for membership applications.
- When and how to collect dues.
- Assist in securing and filling out official and proper paperwork.
- See that deadlines and filings are met in a timely manner.
- For more information on this topic, see Article II of the *VFW Auxiliary Podium Edition: Bylaws and Ritual*.

### **Suspensions, Cancellations and Consolidations**

An Auxiliary is in danger of losing its Charter when they are unable to meet the 5 Essentials of an Auxiliary. Suspensions are used in certain cases to give Auxiliary members a chance to fulfill their duties and continue with their mission of serving veterans, service members and their families.

Please know that being placed on suspension is not negative. It is not labeling your Auxiliary as a “bad Auxiliary.” It simply means there is some work that needs to be done to get your Auxiliary where it needs to be. A team appointed by the Department President to mentor, educate and listen will help bring your Auxiliary back to health.

Cancellations can only be done by the National President, with or without the recommendation of the Department President.

If a VFW Post closes or consolidates, Auxiliary National Headquarters will be notified. **ONLY AFTER THIS NOTIFICATION** can the process for closing or consolidating begin.

- Far too often, an Auxiliary will start the cancellation or consolidation process because they heard through the grapevine the Post was shutting down or consolidating with another Post. Rumors can be harmful and actions should not - and must not - be taken due to rumors.

- The notification from National Headquarters will allow ample time to close, move members to their desired working Auxiliary or consolidate where the Post goes.

Be sure to wait for direction from National Headquarters before taking any action at all.

EVERY Auxiliary’s goal should be to meet the 5 Essentials, so members can begin serving veterans and families in all the unique and wonderful ways they can. Chiefs of Staff are there to help Auxiliaries maintain their Charters, continue to be healthy Auxiliaries and to proceed under the direction of the Department President to ensure all resources are utilized. Know what you read and what is written using the following words found often in our National Bylaws:

#### **MAY:**

Past-tense verb of might used to indicate:

1. Possibility
2. Permission

#### **MUST:**

Verb used to indicate:

1. Obligation
2. Probability or certainty

Noun:

1. Something that is required

#### **SHALL:**

Verb used to indicate:

1. At a future time
2. Determination, obligation or intention

#### **SHOULD:**

Past-tense verb of shall used to indicate:

1. Obligation
2. Probability

# EXTENSION & REVITALIZATION PROGRAM AWARDS

## **AWARDS FOR MEMBERS**

1. \$25 VFW Store Gift Certificate to one member in each of the four Conferences who assisted the Department Chief of Staff in nurturing/strengthening /revitalizing a struggling Auxiliary and utilized *Building on the VFW Auxiliary Foundation* in their efforts. The Department Chief of Staff is to complete and submit the nomination form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources) to the National Chief of Staff by April 30, 2023. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

## **AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN**

1. Citation to each Department Chief of Staff for participation in this Program. Citation will be presented at the 2023 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Chief of Staff in each of the 10 Program Divisions for the best promotion of how to revitalize a struggling Auxiliary. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 25. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

# HISTORIAN & MEDIA RELATIONS AMBASSADOR

## NICOLE KOUTZ

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Is your Auxiliary telling its story to members of your community? Are you sharing Auxiliary news, events and projects that help our veterans, their families and your community? Are you keeping a record for future members? That is what this Program is about. It encompasses sharing the five Ws: the who-what-where-when-and-why of an Auxiliary and it also preserves memories. Some might think it only involves taking pictures, but members involved with this Program compile, chronicle and share events and memories in written and digital format through photographs, memorabilia, print news and video clips.

### Media

We must continue to reach out to members and non-members to tell the story of who we are, what we do, how we help veterans and to educate others about our nation's patriotic traditions. If we don't, fewer people will know about our organization. Fewer will know how we raise money for our veterans and their families. Fewer will know how we fight for our veterans' rights on Capitol Hill. And fewer will know how we support young people with scholarships and other opportunities.

Media is a piece of the puzzle that creates a successful Auxiliary. It's important to communicate with traditional media contacts and to continue reaching out to the community. Traditional media outlets include:

- Television
- Radio
- Newspapers
- Magazines
- Newsletters
- Door hangers

However, we must also reach out using digital media such as email, Auxiliary and Department websites, social media and video. Social media outlets include:

- Facebook
- Instagram
- Twitter
- Snapchat
- TikTok
- YouTube

Social media may be intimidating, but don't let that stop you from learning how to use it. Find a tech-savvy

member of your Auxiliary, a family member or student who can help you learn to navigate and apply these forms of media. Be open-minded and willing to learn. You don't need to utilize all social media options, however, email and Facebook are vital skills for all Auxiliary Historian & Media Relations Chairmen.

### Historical Records at All Levels

It is important to keep written reports and photos of our history at all levels of the organization. Think about how interesting it is to read about and see what took place in your Auxiliary, District or Department years ago. Photos illustrate how people (and fashion!) have changed over time while our mission of helping veterans and their families has remained the same.

There are various ways to keep records and photos:

- Digital photobook
- Digital scrapbook
- Traditional photo album
- Traditional scrapbook
- Three-ring binder

Include newsletters, event flyers, menus, thank-you notes and other mementos. Your method and design don't need to be fancy, but the records need to be in chronological order.

I encourage each Historian at all levels to write down what is happening in your Auxiliary and Department, to take photos and put them in a book with descriptions that include the five Ws. It is so important to document names and dates either on the back of or under the photo. When you do, you're helping our future members know who the Auxiliary members were and what they did at a specific time in our organization's history.

### National President's Official Visit

Each Department Historian is to send me a PowerPoint presentation. The presentation should include:

- A minimum of five photos of the National President during her visit to your Department.
- Photos of events, fundraisers, meetings and ceremonies that take place in your Department throughout the year.
- 15-slide minimum; 40-slide maximum.

Consider what you are proud of and would like to share with the National President and include photos and other items representing those events.

Some of you may be concerned because you have never used PowerPoint or have little experience with the program. That's OK! Ask a fellow member to help or recruit a student at a local school to assist you.

# HISTORIAN & MEDIA RELATIONS PROGRAM

## Historian Duties • Media Relations

The member responsible for Historian & Media Relations duties is a memory keeper and collector of the five W's: the who-what-where-when-and-why of your Auxiliary. These individuals compile and chronicle memories and events in written and digital formats, including photographs, memorabilia, print news, audio and/or video clips and social media posts.

The Historian & Media Relations member captures the narrative of the Program year. At the Auxiliary, District and Department levels, these members are the people who get the word out about the Auxiliary to our communities. They inform the public about our valuable National Programs.

### Auxiliary, District or County Council Historian & Media Relations

This member keeps a written report of the history of his or her Auxiliary, District or County Council and submits this to his or her respective President at the end of the year. Supplemental material can include photographs and newspaper clippings that document special Auxiliary events.

### Department Historian & Media Relations

This member keeps a comprehensive record of the Department President's activities, and should include his or her travels, official visits and other official functions. Collect material in written form to capture your Department's history, in chronological order. As with the Auxiliary Historian, the person in this position also compiles photographs and newspaper and/or video clips of Auxiliary news.

The Department Historian & Media Relations member also documents and photographs the National President's visit, and may reach out to local media outlets to organize interviews and news opportunities for the National President.

### National Historian & Media Relations

This member documents the travels and activities of the National President. Department-level reports and photos are essential for this job. According to Article VIII, Sec. 822 of the National Bylaws, "The Historian shall collect all authentic material pertaining to the history of their Auxiliary, carefully compile the same, and submit a report at the end of the year."

In addition, he or she may also choose to compile a keepsake pictorial scrapbook, photobook, slideshow or video for the National President, but this is not essential. For the media relations piece of this role, a great place

to start is the VFW Auxiliary website: [vfwauxiliary.org/](http://vfwauxiliary.org/) resources.

### There you will find:

- The VFW Auxiliary Publicity Guide that includes lots of valuable information and ideas to promote your Auxiliary.
- The VFW Auxiliary Elevator Speech/What We Do that summarizes who we are, what we do and how we describe ourselves as an organization to the media.
- Website and social media information – There are a lot of resources here, everything from the basics to setting up a Facebook page for your Auxiliary.

### Who should you contact about Auxiliary news?

It's a good idea to read and watch the media in your local area. Subscribe to newspapers and watch newscasts. Learn the names of reporters who cover stories most similar to yours and tailor your own list of media contacts. Send information directly to these contacts rather than the editor—news staff who specialize in relevant areas, like society and calendar page editors, are more likely to be receptive to including Auxiliary events. Feel free to send a reporter or editor a personal email, and be sure to include your contact information.

### What's newsworthy?

Consider these questions: Does it involve local people? Does it interest non-members? Is it timely? Does it help the community? Is it unique and new?

If the answer is yes, this is a chance for you to pitch a story with an "angle" that will showcase your Auxiliary's hard work and accomplishments. Let's show our communities, and our nation, everything we do to improve the lives of veterans, service members and their families.

### Photography tips

Photos should be clear and sharp, at least 1 MB (megabyte) in size and taken with attention to detail. Avoid the following photo faux pas:

- Closed eyes
- Mouths open or full of food
- Distracting objects in the frame or awkward placement of people or things (e.g., trees popping out of someone's head, bunny ears, etc.)
- Offensive language on articles of clothing

# HISTORIAN & MEDIA RELATIONS PROGRAM AWARDS

## **AWARDS FOR AUXILIARIES**

1. Most outstanding Historian & Media Relations report.

- Citation to every Auxiliary that submits a Historian & Media Relations report to their Department Historian & Media Relations Chairman by March 31, 2023. Criteria and entry form (required) are available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources).

The Department Historian & Media Relations Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2023.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding Historian & Media Relations report. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

The Department Historian & Media Relations Chairman must sign and send a copy of the completed Department-winning entry form to the National Historian & Media Relations Ambassador by April 30, 2023 for judging.

## **AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN**

1. Citation to each Department Historian & Media Relations Chairman for participation in this Program. Citation will be presented at the 2023 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Historian & Media Relations Chairman in each of the 10 Program Divisions for the best training on media relations. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
3. \$25 VFW Store Gift Certificate to one Department Historian & Media Relations Chairman in each of the 10 Program Divisions for the best PowerPoint. PowerPoint is to consist of pictures of events that took place in your Department throughout the 2022-2023 Program Year. Minimum number of slides: 20; maximum number of slides: 40. It is required that at least five slides include the National President Jane Reape. If the National President Jane Reape does not visit your Department you will be excused from the two slide requirement. PowerPoint must be submitted on a thumb drive or emailed to National Historian & Media Relations Ambassador Nicole Koutz by April 30, 2023 for judging. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
4. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 28. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.



# HOSPITAL AMBASSADOR

## MARY SPINDLER

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Hospital volunteers have been putting smiles on veterans' faces for well over a hundred years. One of the oldest components of the organization, the Hospital Program provides a meaningful way for volunteers to give back to those who have given so much for all of us. The acts of kindness and good deeds shown to others make a positive and lasting impact on many lives.

In today's busy world, some may have only a few hours to devote, while others have ample time to spare. In either case, all volunteer efforts make a difference. An added benefit of volunteerism is knowing that you have helped another person and made their world a little better place, and that is the essence of ***Hands that Serve, Hearts that Care.***

### **Join the Challenge to Find Creative Ways to Serve Veterans**

Does your Auxiliary, District or Department repeat the same hospital projects every year? If so, keep in mind that some individuals remain in one facility for years and years on end, and often have seen the very same activities/events multiple times. After a while, the repetition may ultimately cause them to find these activities less enjoyable. This year, my challenge to all of you is to find new and innovative ways to acknowledge and entertain the residents. So, put on your thinking caps and try to come up with some new ideas! It is quite acceptable to incorporate some of the same beloved traditions, but the volunteers in charge of coordinating the event should also make a concentrated effort to bring something new to the table each time. When planning hospital projects, put your own twist on it, and let's see who can be the most creative!

### **Honoring Veterans on Holidays**

Any time is a great time to carry out a project, but holidays are especially meaningful and provide ample opportunities throughout the year to honor and acknowledge those who served. Listed below are some holidays most patients would enjoy:

- Valentine's Day and National Salute to Veteran Patients. Cards made by students are always appreciated. Ask schools or youth groups to participate and arrange for them to be delivered to the facility. Even adults can make cards and join the fun!
- Easter baskets or treats.
- Memorial Day – Plan an activity at a local nursing home or hospital.
- Flag Day – Onsite Flag raising ceremony.
- July 4th picnic (if allowed) or donations of patriotic baked goods.
- Patriot Day – Remembrance ceremony.
- Thanksgiving cards or treats.
- Christmas program.

### **Recruiting and Engaging Volunteers**

Recruiting both member and non-member community volunteers and engaging them in the work of the Hospital Program is integral to its success. In most medical facilities, an extra hand can help lighten the load for staff and is greatly appreciated.

Hospitals and nursing homes are in almost every community, and often include veteran residents who do not have spouses or close relatives to assist them. Volunteers who live near a VA or non-VA medical center may opt to serve in such a facility, though the needs and duties differ in each case. In every instance, it is important to consult with any nursing home, hospital or VA facility before considering activities, as well as adhering to all their policies, including screenings. Auxiliary projects must be voted on and approved before they take place.

## Recruiting Non-Members

Many individuals do not realize that they do not have to be a member of the VFW Auxiliary to assist in the Hospital Program, so it is up to our own members to spread the word! It all begins with a conversation, telling anyone who will listen about our organization and the hospital projects that benefit so many veterans. If you know of a person or group who volunteers in your community in other capacities, take a few moments to explain how they can become involved. As a bonus, your Auxiliary might attract new members!

Here are a few things to keep in mind as you seek out community volunteers:

- Non-member volunteers are sponsored under the Auxiliary and must adhere to Auxiliary protocol.
- Youth groups are good candidates for recruiting, as well as high school students wishing to enhance their resume for college applications.

- Reaching out to other civic organizations in the community may spark their interest in joining our cause.
- To keep non-member volunteers motivated and involved, they should be publicly recognized for their service. Sponsored volunteers can receive a Hospital pin for 100 hours of service, and the forms to apply for them can be found on the VFW Auxiliary National website, [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources).

In the words of Mother Teresa: "I can do things you cannot, you can do things I cannot; together we can do great things." I encourage everyone to get on board with the Hospital Program and look forward to learning about your Hospital activities in the various medical facilities.

DRAFT

# HOSPITAL PROGRAM

## Volunteer Recruitment, Recognition and Support

### Valentines for Veterans • Women Veterans Health Care • Honors Escort

VFW Auxiliary members have been volunteering in hospitals and medical facilities since the organization's inception in 1914. The Hospital Program was one of the first nationally adopted programs for the organization.

#### Where can we serve?

Members, non-members and youth can volunteer in many different types of facilities under this program.

- Local hospitals
- Veterans' homes
- Nursing homes
- Domiciliaries
- Both VA and non-VA medical facilities and clinics

#### Who can serve?

- Members
- Non-members
- Youth
- Families

#### What can we do?

Volunteer opportunities are based on the facility where you are volunteering. Some facilities will have a volunteer program in place with specific jobs, events and needs. Many facilities will have varying types of opportunities to suit different ages and abilities. Be sure you follow all the guidelines given by that facility and regularly ask how you can assist them.

#### What can we earn?

Members can earn Hospital Volunteer Service Pins from National Headquarters for their volunteer hours. More information on hours needed and the proper forms to use can be obtained from Department Hospital Chairmen or at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Hospital Chairmen should track total hours (both VA and non-VA) and submit an application for the pins. Members can also be named an Outstanding Hospital Volunteer of the Year in their Program Division. Applications are available from the Department Hospital Chairmen.

Non-members can also earn a one-time only volunteer pin for 100 hours. See the Hospital Program Guide or ask the Department Hospital Chairman for more information.

#### Volunteer Recruitment, Recognition and Support

New volunteers are needed every day across the country. Volunteers offset millions of dollars in expenses in health care. They help create a friendly and caring atmosphere no matter where they volunteer. Here are tips for recruiting and keeping volunteers:

- Monthly sign up sheet for regular events.
- Emails and phone calls for special events.
- Public recognition of current volunteers.
- Be specific about what volunteers will be doing, including the time commitment.
- Find out how each person best communicates, whether by phone, email, Facebook or texting.
- If someone says "no" to the first invitation, be sure to ask again!

For more information about being a volunteer, how to handle a Department Hospital Fund and other topics on this program, download the Hospital Program Guide at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources).

#### Valentines for Veterans

Share the love we have for our veterans and service members this Valentine's Day by sending a store-bought or handmade valentine, hosting a party, recognition event or dinner in their honor. Fellow members, individuals and groups in your community can use their creativity to show compassion for our veterans and service members.

#### Women Veterans Health Care

Women have served our nation for generations and are the fastest growing group within the veteran population. Comprehensive health services are available and tailored to the unique needs of women veterans. Learn about the resources and health care services available and help them receive the benefits and services they deserve.

#### Honors Escort

The Honors Escort Program is an opportunity to honor each veteran in a respectful and open manner and provides an opportunity for a veteran's family and friends, other veterans and medical facility staff to participate in a display of high regard and reverence for the individual at the time of death.

# HOSPITAL AND VAVS PROGRAMS

The VFW Auxiliary provides volunteers and resources to VA facilities across the country and saves the Department of Veterans Affairs millions of dollars a year.

The table below illustrates how the VFW Auxiliary Hospital Program supports the Veterans Affairs Voluntary Service (VAVS) Program.

## **HOSPITAL PROGRAM**

VFW Auxiliary establishes relationships with:

- Hospitals
- Nursing homes
- Veterans homes
- VA facilities
- Other medical facilities where veterans are served

### **PROVIDES NEEDS**

How VFW Auxiliary members participate:

- Participate in projects voted on and accepted by the Auxiliary.
- Make items such as lap robes, hats, quilts, cards, etc.
- Fundraise for the Department's Hospital fund.
- Encourage volunteers in ALL medical facilities.
- Promote projects and volunteer opportunities to all members and the community.
- Present Hospital Volunteer Appreciation certificates.
- Order VFW Auxiliary Hospital Pins for total hours earned from all facilities.
- Hours are earned in **ALL** VA and non-VA facilities.

**HOURS earn VFW Auxiliary Awards!**

## **VAVS PROGRAM**

The Department of Veterans Affairs created the Veterans Affairs Voluntary Service (VAVS) Program.

For organizations to serve in VA medical facilities:

- Members participate in this VA partnership with Veterans Service Organizations

### **COMMUNICATES NEEDS**

How VFW Auxiliary members participate:

- Be a Regularly Scheduled (RS) or Occasional volunteer.
- Regularly Scheduled (RS) volunteers:
  - Comply with VAVS Guidelines.
  - Participate on a regularly scheduled basis.
  - Are supervised by a VA employee.
  - May be appointed by the Department President as VAVS Representative or Deputy Representative.
- Occasional volunteers:
  - Do not meet the requirements of RS volunteers.
  - Volunteer with a group or organization occasionally.

**HOURS earn VAVS AND VFW Auxiliary Awards!**

**TOTAL HOURS FROM BOTH PROGRAMS  
EQUAL OUR REPORTED HOSPITAL VOLUNTEER HOURS.**

For more information on the VFW Auxiliary's participation in Veterans Affairs Voluntary Service (VAVS) Program, please see the VAVS Participation Guide or contact the Department Hospital Chairman.

The VAVS Participation Guide is available online at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources).

# HOSPITAL PROGRAM AWARDS

## AWARDS FOR MEMBERS

1. Citation to one member in each of the 10 Program Divisions who recruits the most Hospital (VA and non-VA facilities) volunteers from July 1, 2022, to March 31, 2023. Entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
2. "Hospital Volunteer Recruiter of the Year" plaque awarded to one member in the nation who recruits the most Hospital volunteers (VA and non-VA facilities) from July 1, 2022 to March 31, 2023. Entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Winner will be announced and award presented at the 2023 National Convention in Phoenix, Arizona.
3. Citation to the Outstanding Hospital Volunteer of the Year in each of the 10 Program Divisions. Entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona. Member entries are due to Department Hospital Chairmen by March 31, 2023.

Department Hospital Chairmen must send all winning entries to the National Hospital Ambassador Mary Spindler by April 30, 2023 for judging

## AWARDS FOR AUXILIARIES

Most outstanding innovative method of serving hospitalized veterans.

- Citation to every Auxiliary that demonstrates an innovative method to serve hospitalized veterans. Criteria and entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Auxiliaries must send the entry form to their Department Hospital Chairman by March 31, 2023.

The Department Hospital Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2023.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding innovative method of serving hospitalized veterans. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

The Department Hospital Chairman must sign and send a copy of the completed Department-winning entry form to the National Hospital Ambassador Mary Spindler by April 30, 2023 for judging.

## AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Hospital Chairman for participation in this Program. Citation will be presented at the 2023 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Hospital Chairman in each of the 10 Program Divisions for the best promotion of innovative methods to serve hospitalized veterans. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 33. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

# LEGISLATIVE AMBASSADOR

## BOBBIE GOLDMAN

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AuxiliaryGoldman@gmail.com

Organizations like the VFW Auxiliary exist out of necessity. The military community needs services that our elected leaders do not always provide. Americans shed blood to form a democracy independent of the British monarchy, to get women the right to vote and to get the Voting Rights Act passed. We will stand on their shoulders and let our elected leaders know that taking care of veterans is our honor but it's their responsibility!

### We can do this by focusing on three things:

- Building relationships with political and civic organizations geared toward young adults.
- Ensuring that legislative activities are nonpartisan.
- Getting creative.

### Reaching Young Adult Voters

Examples of political and civic organizations at colleges or for young adult voters are the Young Republicans National Federation and Young Democrats of America, the ROTC and sororities and fraternities of nearby colleges. Reach out to their leadership team and introduce yourself. Don't just make contact, develop a partnership.

- Talk about the VFW's *Action Corps Weekly* and how to sign up, [vfw.org/advocacy/grassroots-efforts/vfw-action-corps-weekly](http://vfw.org/advocacy/grassroots-efforts/vfw-action-corps-weekly).
- Invite them to be your guests at Post and Auxiliary events.
- Ask for help using social media to contact elected leaders.
- Offer to help then with their events such as voter registration drives.
- Copy and send VFW Action Alerts to them. Do not

forward to ensure you're not unsubscribed.

- Ask about veterans of their generation and what they need.

Partnerships with these kinds of groups will make the legislative work we do more effective and will keep the VFW Auxiliary available and responsive to the youngest generation of veterans. It could also be a lot of fun.

### Legislative Guidelines

Legislative activity is not the same as political activity. We support bills, not people or political parties. No Auxiliary space, which includes websites and social media accounts, should show favoritism towards a candidate, party or issues not endorsed by the VFW.

- If you reach out to your state's Young Republicans National Federation, put equal effort into working with Young Democrats of America and vice versa.
- Any voter registration activities should be politically neutral.
- While it's true that veterans have opinions about hot button topics, our organization has no official opinion on things like environmental issues or gun rights. If you are engaged in that kind of activism, which you are free to do, you do so as a private citizen, not an Auxiliary member.
- Remind members that they are free to say whatever they want about whomever they want before and after meetings, but there is no space for partisanship when conducting official Auxiliary business.
- Invite all candidates running for a local office to your Post for a town hall or debate.
- If asked, decline to endorse any candidate.
- Ask the moderator of your Auxiliary's social media accounts to remove any posts that suggest the organization favors one party over another.

This is important because today's military is made up of liberals, conservatives, moderates, republicans and democrats. They all deserve legislation that makes their lives better.

## Creative Correspondence

Being creative is not only fun, it also makes a stronger, more memorable impression. Consider these examples:

- When emailing a politician, write a little poem instead of letter, such as “America needs teachers. Soldiers need jobs. Ending the Troops to Teachers program is very odd. Return the program in 2022 or else I’m not going to vote for you.”
- Remind politicians to “stick” by veterans by mailing them a coupon for tape or glue.
- Use tissues to show how many tears are shed over the 22 veterans who kill themselves every day.
- Turn your correspondence in to a joke such as “Knock, knock. Who’s there? HR. HR who? H.R. 239. Support me.”

Politicians get hundreds of emails and letters a day. We want ours to stand out. Being as creative as possible makes us unique and it keeps us from getting in a rut.

The website [votervoice.net/vfw/bills](http://votervoice.net/vfw/bills) will tell us where to start. Our dedication to veterans, our new younger friends, our inclusive approach and our creative spirits will take us to the finish line.

DRAFT

# LEGISLATIVE PROGRAM

## Be An Advocate • Be Informed • Be Engaged

One of the main objectives of the Legislative Program is to improve the lives of our veterans, service members and their families through advocacy. Your efforts, combined with nearly 1.5 million other VFW and Auxiliary members, can influence lawmakers whose decisions affect veterans and their families every day. Join the chorus of voices that will ring out in legislators' offices this year.

Study the issues laid out clearly in the VFW Priority Goals. A copy can be found on the National website at [vfwauxiliary.org](http://vfwauxiliary.org) by selecting "What We Do" then clicking on "Legislative."

The Priority Goals reflect the resolutions passed by the VFW to strengthen and ensure an adequate VA system for millions of current and future veterans.

They call for much-needed attention to crises such as veteran homelessness and suicide. They request fully funding research on traumatic brain injuries, reducing the claims backlog, fighting veteran unemployment and improving timely transition assistance for veterans after leaving military service. The goals are grouped under six areas of concern:

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

These goals are released in January each year by the VFW. Be sure you check the VFW or Auxiliary websites for the current Priority Goals.

### **VFW Action Corps Weekly**

It's free and it's full of news about what's happening on Capitol Hill, with veteran and service member issues and with our national security. Subscribe at the National website at [vfwauxiliary.org](http://vfwauxiliary.org) by selecting "What We Do" then clicking on "Legislative."

Contact your legislators: find out who's who. To identify your congressional representatives, visit the VFW website at [vfw.org/advocacy/grassroots-efforts](http://vfw.org/advocacy/grassroots-efforts).

### **Step by Step—A Bill**

To follow the progress of a bill through the stages of the legislative process, visit [congress.gov](http://congress.gov), where you may find a specific bill by its number or by a key word or phrase.

### **VFW in D.C.**

One of the most crucial responsibilities of the VFW Washington, D.C. office is to actively lobby Congress and the administration on behalf of veterans. The office monitors all legislation affecting veterans and alerts VFW and Auxiliary members about key legislation under consideration.

By testifying at committee hearings and interacting with congressional members, the VFW played an instrumental role in nearly every piece of veterans' legislation passed in the 20th Century, as well as bills developed in the 21st Century.

To contact the D.C. office:  
Website: [vfw.org/advocacy](http://vfw.org/advocacy)  
Phone: 202-543-2239  
Mail: 200 Maryland Ave., N.E.  
Washington, D.C. 20002



# LEGISLATIVE PROGRAM AWARDS

## **AWARDS FOR AUXILIARIES**

1. Most outstanding consistent partnership and/or communication with young adult civic and/or political groups.
  - Citation to every Auxiliary that maintains a consistent partnership and/or communication with young adult civic and/or political groups. Criteria and entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Auxiliaries must send the entry form to their Department Legislative Chairman by March 31, 2023.

The Department Legislative Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2023.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding consistent partnership and/or communication with young adult civic and/or political groups. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

The Department Legislative Chairman must sign and send a copy of the completed Department-winning entry form to the National Legislative Ambassador Bobbie Goldman by April 30, 2023 for judging.

## **AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN**

1. Citation to each Department Legislative Chairman for participation in this Program. Citation will be presented at the 2023 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Legislative Chairman in each of the 10 Program Divisions for the most creative/unique promotion of the VFW Priority Goals. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 38. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

# MEMBERSHIP AMBASSADOR

## JASON ESTELL

5396 63rd St. N  
St. Petersburg, FL 33709-3226  
352.584.4960  
jason211983@gmail.com

## CONFERENCE COACHES

### BIG TEN STATES

**SANDY WELDON**  
3338 Black Hawk Ave NW,  
Trailer 509  
Oxford, IA 52322-9173  
319-594-5613  
sandyweldon@gmail.com

### EASTERN STATES

**FELICIA WEEKS**  
1121 Mcadoo Ave  
Gwynn Oak, MD 21207-4755  
410-340-3069  
mirretha@aol.com

### SOUTHERN STATES

**DONNA BODKINS**  
1281 Frosty Hollow Road  
Fisher, WV 26818-4128  
304-668-4185  
dbodkins@k12.wv.us

### WESTERN STATES

**ANNIE THOMPSON DUNCAN**  
2019 Van Wick Street  
Los Angeles, CA 90047-4642  
323-804-5971  
annie2019duncan@att.net

### Mission Possible: New Recruits

Our organization has been working for more than a hundred years to Invite, Include and Invest in our members while working toward the future of our organization. As I travel from Department to Department, I see one unfortunate thing happening to this great organization – I call it “aging out.” Several Auxiliaries are having problems since they never invested in new younger members. Now they are getting older and can’t do all the things needed to keep the Auxiliary viable. We need to invest in our organization by inviting new, younger members that

can eventually fill the potential age gap and continue to move the Auxiliary forward for another 100 years.

This year is no different. We have a mission in front of us and together we will walk away at the end of the year with our mission completed. We are going to hit social media hard this year. How, you ask? Auxiliary recruitment videos made by members.

By posting and sharing short, informational videos on social media we can use our unique perspectives to tell our story aimed at younger Americans, service members and their families who are eligible to join this great organization but just don’t know they are eligible

to join. Most everyone is on some social media platform or another. Now is the time to take advantage of these platforms and take membership to a whole new level.

It is my sole mission to grow this organization so it will be around for another 100 years. With ***Hands that Serve, Hearts that Care*** we will complete this mission and take our organization to new heights.

This doesn't mean that we forget about retaining our wonderful members and our legacy. It's important to engage new members, but it's equally important to include current members. Everyone must feel accepted and given the chance to flourish. You never know who someone is and what they can do until you invite them to join and give them the chance to succeed.

#### **How can you get current members involved? You can ask them to:**

- Help fold and send out membership renewals or new member packets/newsletters.
- Serve meals at the Post Home.
- Volunteer at the local VA or veterans home.
- Write letters to senators or representatives.
- Work "Buddy"® Poppy drives.
- Promote the Scholarships Program in schools.
- Make a membership video for an award this year.

There are ways you can work membership if you can't make videos. You can share your passion for the work our organization does for veterans by:

- Inviting them to an Auxiliary or VFW event.
- Striking up a conversation with a stranger or acquaintance and telling them about the Scholarships Program.
- Wearing your Auxiliary attire.
- Thinking outside the box - anything that will spread the word and engage people about the VFW Auxiliary. For example, I have Auxiliary/patriotic tattoos that start plenty of conversations which lead to new members.

#### **Eligibility**

As we take on this mission and recruit new prospects, we must remember one thing: eligibility. You have invited someone to join and they're interested. The next step is for the potential member to obtain proof of eligibility. This often seems like the hardest part. Make sure you know what documents are acceptable to prove eligibility. Acceptable proof of eligibility:

- DD-214 separation documentation.
- Record from memorial or website showing eligibility.

- The Wall of Faces, [vvmf.org/Wall-of-Faces](http://vvmf.org/Wall-of-Faces).
- Any proof that is acceptable to the VFW.

#### **Membership Plan**

As we take on this mission and move forward to the future, every Auxiliary must have a membership plan. If you don't put a plan together, the year will fly by and be over before you know it. Remember to contact current members while also reaching out to former members. Select a mentor for new members to help them learn the Auxiliary way.

Don't forget to plan your membership recruitment events. Try to hold four per year in your community. As the Program Year begins, schedule your events and set your calendars for when you plan to do these events. All these little reminders and information will help with the mission at hand.

#### **Video Tips**

I know some of you are scared about making a video, but don't be. It is easy to produce and make short, self-made clips right from the palm of your hands. Your smart phone will be your best tool in this part of the mission. I want to give you some advice to help you along the way:

- Always hold your phone horizontally when taking a video. This will ensure your video is in full-screen mode.
- Your video should be approximately one minute long. If it is too long, you'll lose your audience.
- Be clear and to the point to get your information across.
- Include younger members as they likely know all the tricks of the trade.

#### **Recruitment tips include:**

- Smile.
- Create your own recruitment speech that is from the heart to make it personal and relatable to potential members.
- Always, and I mean always, have membership applications handy and/or a brochure to help explain what the Auxiliary does day-to-day.
- Tell people why you joined the VFW Auxiliary.
- Have the "8 Ways You Can Help Veterans" cards with you to hand out. These are available on the VFW Auxiliary National website's Program & Publicity Resources page at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources).
- Smile... you can never smile too much.

### **Mission Resources Available to You**

National Headquarters has developed great membership resources to help as you hit the ground running. All resources are located in MALTA or on the VFW Auxiliary National website at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). There you will find resources such as:

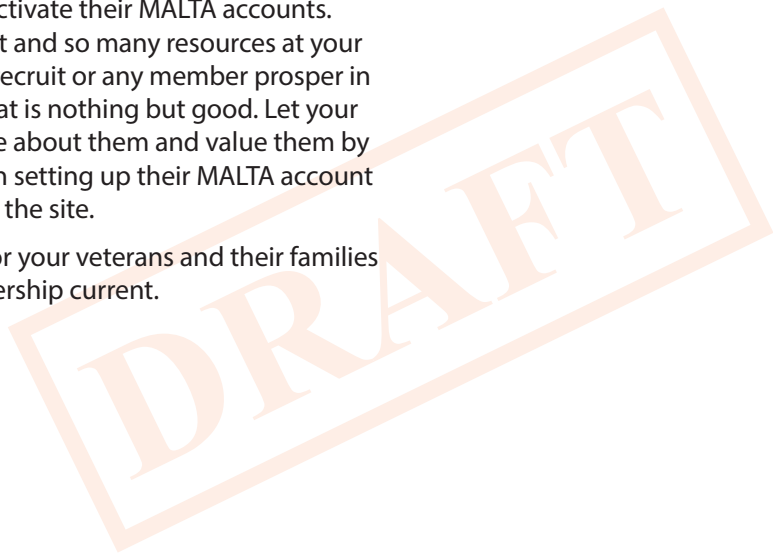
- VFW Auxiliary Membership Applications
- VFW Auxiliary Brochure Order Form
- Member Change/Update Form
- Membership Engagement Packets

These tools are available to help increase membership and help build the future of this organization.

### **MALTA and Membership**

The internet is used in all facets of life including the VFW Auxiliary; you need to know how to navigate the web to access many Auxiliary tools. Start with MALTA; make sure all new members activate their MALTA accounts. Having a MALTA account and so many resources at your fingertips will help any recruit or any member prosper in our organization and that is nothing but good. Let your members know you care about them and value them by offering to assist them in setting up their MALTA account and help them navigate the site.

Please continue to honor your veterans and their families by keeping your membership current.





# MEMBERSHIP PROGRAM

## Invite New Members • Include Current Members • Invest in the Future of the Organization

The VFW Auxiliary started with a small group of women who wanted to serve veterans, and it has grown exponentially and now includes both males and females as members. There is only one way to add members: **ask someone to join**. And once they join, **ask them to participate**.

### Ask Someone to Join

There are numerous places and times to ask someone if they want to join the VFW Auxiliary. Your approach will look different depending on who your audience is. In all cases, the potential member should have some knowledge of what the VFW Auxiliary is and what we do before they ever receive an application.

### Important tools:

- Fact Sheet, available for free from National Headquarters.
- Business card with contact information. (Order yours from the VFW Store, [vfwstore.org](http://vfwstore.org).)
- National website, [vfwauxiliary.org](http://vfwauxiliary.org).

### Follow Up!

Most likely, the first time you talk to someone new about the organization, that person will not be ready to commit. It's important to ask for their contact information and then follow up within a week.

### Ask Them to Participate

The key to keeping members is getting them involved. Call or email a new member within a week with the next meeting date and time, or the next possible event or project. Offer to pick him/her up, or invite them to get coffee before or after a meeting. Put a team of members in charge of contacting new members or members who haven't been to a meeting recently. The team should be friendly and knowledgeable about the Auxiliary.

### Ways to Encourage Participation:

- Monthly sign-up sheet for regular events.
- Emails and phone calls for special events.
- Public recognition of current volunteers. (Consider posters at your VFW Post Home, if permitted, that spotlight member involvement.)
- Be specific about what they will be doing, including the time commitment.
- Find out how that person best communicates, whether by phone, email, Facebook or texting.
- Have another member stay with them for the entire length of the activity or event.
- If they say "no" to the first invitation, be sure to ask again!
- Plan family friendly events! Members with children in the home want opportunities to do things with their family.

### Have a Plan

Every Department and Auxiliary should have a Membership Plan. This plan should include:

- Contacting current members.
- Outreach to former members.
- Recruiting events for new members.
- Picking a mentor for a new member.
- Before a membership year begins, set your calendar for these events:
  - Make it as easy as possible for members to renew their dues. They can renew online in MALTA!
  - Plan at least four recruiting events in your community each year.

# MEMBERSHIP PROGRAM AWARDS

MEMBERSHIP AWARDS FOR AUXILIARIES, DEPARTMENTS AND CONFERENCES WILL BE BASED ON THE PAID TOTAL LISTED ON THE CMR-PAID, CANCELED AND DECEASED REPORT IN MALTA REPORT IN MALTA CMR - PAID, CANCELED AND DECEASED

## AWARDS FOR MEMBERS

1. **\*Heart-Shaped Hands Pin** to each VFW and VFW Auxiliary member who recruits five **(5) new members** to the VFW Auxiliary from July 1, 2022 through May 31, 2023. Due to Department Treasurer by June 10, 2023. Pin will be mailed directly to the member from National Headquarters.
2. **\*National Membership Achievement Award** to each VFW and VFW Auxiliary member who recruits **twenty (20) new members** to the VFW Auxiliary from July 1, 2022 through May 31, 2023. Due to Department Treasurer by June 10, 2023. Award will be presented at the 2023 National Convention in Phoenix, Arizona or mailed directly to the member from National Headquarters.
3. **Hands that Serve, Hearts that Care Award** to one VFW Auxiliary member in the nation who recruits the **most new members** from July 1, 2022 through May 31, 2023. The award will feature the member's name alongside the name of an honored veteran. Award will be presented at the 2023 National Convention in Phoenix, Arizona or mailed to the Department for presentation. Department Treasurers and VFW Members are not eligible.

**Forms are no longer needed from VFW Auxiliary Recruiters; reports are compiled by VFW Auxiliary National Headquarters staff from information entered in MALTA.**

\*VFW members who qualify for award(s) #1 and #2 above will still need to complete the form & mail to Department by June 10 as Auxiliary cannot track VFW members in MALTA. See Resources page on the Auxiliary National website Resources page.

## AWARDS FOR AUXILIARIES

1. \$25 to each Auxiliary that reaches 98% Plus in Membership by March 31, 2023\*
2. \$25 to each Auxiliary that reaches 100% Plus in Membership by June 30, 2023\*

## AWARDS FOR DEPARTMENT CHAIRMEN

1. Citation to each Department Membership Chairman for participation in this Program.
2. \$25 VFW Store Gift Certificate to one Department Membership Chairman in each of the 10 Program Divisions for the best membership recruitment video.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of the Program Goals listed at the top of Page 43.

## AWARDS FOR DEPARTMENTS

1. Department Award #1: \$200 to the Department for 95% Plus in Membership by November 30, 2022\*.
2. Department Award #2: \$250 to the Department for 98% Plus in Membership by March 31, 2023\*.
3. Department Award #3: \$300 to the Department for 100% Plus in Membership by June 30, 2023\*.
4. Conference vs. Conference
  - a. Each member within the Conference with the highest total percentage in Membership by January 31, 2023 will receive special recognition during the 2023 Mid-Year Conference cruise.
  - b. Each member within the Conference with the highest total percentage in Membership by June 30, 2023 will receive special recognition during the 2023 National Convention in Phoenix, Arizona.

## AWARDS FOR CONFERENCE COACHES

1. **Hands that Serve, Hearts that Care** Keepsake to each Conference Coach for their hard work in this Program.

\*Based on the June 30, 2022 total membership numbers.

# VFW AUXILIARY ELIGIBILITY WHEEL



*\*Step- and adopted parents, children, siblings (and half-siblings), grandparents and grandchildren are considered the same as biological parents, children, siblings, grandparents and grandchildren and may join the VFW Auxiliary under their VFW-eligible veteran.*

# VFW AUXILIARY MEMBERSHIP / MEMBER TRANSFER APPLICATION

Recruited/Recommended by: \_\_\_\_\_ Recruiter Member ID \_\_\_\_\_

Auxiliary No. \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Member ID (If already a member) \_\_\_\_\_

Annual Membership  Life Membership

Rejoin Membership Rejoined Previous Member ID No. \_\_\_\_\_ Previous Auxiliary \_\_\_\_\_

Member at Large in Department of \_\_\_\_\_  Member at Large - VFW Auxiliary National Headquarters

**THESE FIELDS REQUIRED**

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_  
 Address \_\_\_\_\_ Male  Female   
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

**POST-AFFILIATED** (\*Must be a member to the VFW Post affiliated with the Auxiliary to which you are applying.)

Relationship \_\_\_\_\_ to Eligible Veteran\* \_\_\_\_\_ VFW Membership ID \_\_\_\_\_

**LIFE MEMBER TRANSFER** Previous Auxiliary \_\_\_\_\_

**ANNUAL TRANSFER** Previous Auxiliary \_\_\_\_\_  Paying  Nonpaying

**ANNUAL TRANSFER CONVERTING TO LIFE** (Fill out Life Membership information below.) Previous Auxiliary \_\_\_\_\_

**THESE FIELDS REQUIRED**

**NON-AFFILIATED** (\*Veteran is not a member of the VFW Post affiliated with the Auxiliary to which you are applying.)

Relationship \_\_\_\_\_ to Eligible Veteran\* \_\_\_\_\_ VFW Post (If applicable) \_\_\_\_\_

Name of campaign ribbons or medals: \_\_\_\_\_

Dates of Service: \_\_\_\_\_ to \_\_\_\_\_ Location: \_\_\_\_\_

**Investigating Committee Signatures**

1  \_\_\_\_\_ 2  \_\_\_\_\_ 3  \_\_\_\_\_

Per Section 102 of the National Bylaws.  Rejected  Accepted Meeting Date \_\_\_\_\_ Obligated Date \_\_\_\_\_

**LIFE MEMBERSHIP ONLY**  Check here if this is a gift.  
 Credit cards may **NOT** be used for initial payment of Annual Dues.

Cash  Check  Visa  MasterCard  Discover  AMEX

Life Membership Fee \_\_\_\_\_

Name on credit card \_\_\_\_\_

Billing address for card \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Credit Card No. \_\_\_\_\_

CVV Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature  \_\_\_\_\_ Date \_\_\_\_\_

**LIFE MEMBERSHIP ONLY**

ACH (Bank withdrawal)

Name of Bank \_\_\_\_\_

Bank Routing No. \_\_\_\_\_

Account No. \_\_\_\_\_

Attach voided check HERE.  
 (Required)

**LIFE MEMBERSHIP FEES**

Life Membership fees are not refundable.

Attained age by 12/31 of year applying for Life Membership.

Through 20	\$253
21-25	\$242
26-30	\$230
31-35	\$219
36-40	\$213
41-45	\$201
46-50	\$196
51-55	\$184
56-60	\$173
61-65	\$161
66-70	\$150
71-75	\$132
76-80	\$109
81-85	\$86
86-90	\$69

**OBLIGATION** In the presence of Almighty God and the members of this organization here assembled, I do of my own free will and accord, solemnly promise that I will never wrong or defraud this organization nor a member thereof nor permit either to be wronged if in my power to prevent it. I will never propose for membership any person not eligible, according to our Bylaws. I further state that I believe in God. I will be faithful to the United States of America, obedient to the laws and loyal to the Flag. Should my membership with this organization cease in any way, I will consider this obligation as binding outside of the organization as though I had remained a member. I do so promise.

I attest that I am at least 16 years of age. I further state that I believe in God. I pledge to comply with the National Bylaws of the Veterans of Foreign Wars of the United States Auxiliary. I attest I am not eligible for membership in the VFW. I further attest that the above is true and correct to the best of my knowledge, including my stated relationship to the Veteran.

Signature  \_\_\_\_\_ (Must be signed by all members.) Date \_\_\_\_\_



# MENTORING FOR LEADERSHIP AMBASSADOR

## STEPHANIE KRUEGER

10165 Fairview St.  
Taylor, MI 48180-3295

313.585.5066

stepherthevfer@aol.com

Of all the areas of our organization that are important to our success and our future, I can think of none that will have more of an impact on the Auxiliary than this one. Mentoring for Leadership is as simple or as complicated as we choose to make it. But the bottom line is this: We should devise a succession plan.

Make no mistake, a volunteer job is an important role. Finding our successor while we are still able to teach them is the best way. Simply put, we are the experts in our field. It does not matter if we are a Floor Officer, Chairman or elected Officer, or whether we serve on the Auxiliary, District or Department level. We all know the pitfalls, as well as the best methods, in our area of leadership. We need to make it our plan to find someone who is interested in our area of expertise and slowly mentor them to take our place. Of course, no one likes to be replaced, but the reality is we need to prepare for the future in all aspects of our organization and on all levels.

Training is imperative and learning by the seat of your pants leads to frustration. A gentle training, day by day, and week by week will lead to a stronger future.

Leadership comes in many packages. You have the Trustee who knows that job completely. That's a leader in that area. The Conductress/Conductor who is amazing on the floor and knows all the rules and protocol of their job - again they are a leader in that job. Chairmen, Treasurers, Secretaries, as well as Presidents, are leaders. No one can be an expert (or a leader) their first day in the Auxiliary and no one should be left alone with a new job when we have resident experts to teach them.

Mentoring is the responsibility of all of us and we need to begin today. We need to find our replacements and train them to be better than we are. We need to share our knowledge. What good does it do anyone for us to keep the information to ourselves? How does that make for a successful organization?

This year I ask you to look around and see how YOU can help this organization by mentoring. Hold a training event for members - on your local level, join up with other Auxiliaries. Make a game out of it. Make it so enjoyable to learn that others will want to be a part of it.

Team building is important for all aspects of the Veterans of Foreign Wars Auxiliary. So why not create mentoring teams. Remember we all had a teacher we never forgot. Why? Most likely because they saw something in us and nurtured it. They made us feel special, important. That's what we want to do during our 2022-2023 Program Year - make our mentees feel special and important. We want them to become the next experts and to feel special enough to want to share what they were taught. Work together to make the next term of office and terms for many years to come, a little bit better than the last one, and we have done our job.

Leaders are not born, they're made. They may have gifts that make them better able to lead than others, but the truth is leaders are only as good as the ones who taught them, encouraged them and brought out their true potential.

We have many resources available on the VFW Auxiliary National website's Program & Publicity Resources page at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). They did not just appear there magically. Someone worked to start writing them down, another added to them, and then another and each year they are fine-tuned just a bit more. Everyone needs a starting point to learn. You can be that starting point for someone. Others may not be sure that they can be a mentor; show them they know more than they think.

An event to train mentors is a great plan for a Department event. Get together and get going. A mentor needs to be taught how much they have to share, so help them.

Using the TEAM approach for Mentoring for Leadership will lead to success.

- T** – Teach someone what you know and are passionate about.
- E** – Everyone deserves to find their joy in our organization.
- A** – Always be on the lookout for the next leader.
- M** – Mentor all of the time since success is best when it is shared.

Individually we are one drop, but together we are an ocean!

Remember that a TEAM is a group of people who trust each other. Create your team!



# MENTORING FOR LEADERSHIP PROGRAM

## Ensure a Positive Member Experience • Engage in Learning and Training Opportunities Develop and Empower Members for Leadership Roles

Mentoring helps broaden leadership skills and leadership provides guidance for mentoring members; they work hand in hand.

### Mentoring

A stronger membership on every level of our organization will be accomplished through mentoring. Mentoring for Leadership will enhance all types of Program activities. Vigilance in mentoring will make the difference in obtaining and maintaining members; since a large number of other organizations are vying for our members' time and talents.

Through the mentoring process, extending the hand of friendship to a new member or even a tenured member who has been inactive for a while can create a strong and vibrant organization. Providing a positive and organized meeting experience will leave members wanting to come back, especially when good communication and respect for each other is demonstrated.

By engaging in mentoring activities you will build a stronger relationship amongst new and tenured members. Whether you create a formal or informal mentoring program, every Auxiliary should have a type of resource to assist in communicating and motivating members to better understand the organization. Utilizing the *Mentoring at VFW Auxiliary: Relationship Building for the Future* document will help you get started in creating a program for your Auxiliary. Through this Program you will be encouraged to embrace and promote the CARE concept.

- **Catch** the member when they first join.
- **Ask** them to participate.
- **Remember** what it felt like to be new.
- **Engage** them in a program that fits them.

Some individuals may be hesitant to take on the task of being a mentor; however, keep in mind there are also silent mentors amongst our members.

A mentor who is able to communicate, energize interest and is patient will enrich the member experience. The majority of our members have had someone who took interest in them, is knowledgeable

about the Auxiliary, willing to explain meeting proceedings, the *Podium Edition: Bylaws and Ritual* and National Programs.

Over time the mentee may express interest in going beyond just attending meetings. They may even realize they have gained confidence to take the next step in entering a leadership role. This may consist of holding an Officer position, Chairmanship or becoming a committee member.

### Leadership

Leadership can be difficult in any organization. Through mentoring, willingness to listen to the suggestions of others and following the guidelines set in place for the office or position held, leadership is easier.

A mentor who uses the *Building on the VFW Auxiliary Foundation* is the key to creating a successful leader. This resource should be shared on each level of the organization. The guidebooks provide suggestions and examples for Officers, Chairmen and members to understand their duties according to the National Bylaws and the best practices discovered during the 100-plus year history of the organization. The goal of the guidebooks is to develop and maintain consistent practices across the organization, to train and equip leaders of today and tomorrow, and to strengthen the basic building blocks of the organization: the foundation.

Mentoring for Leadership resource materials may be found at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources).

- *2022-2023 National Program Book.*
- *Mentoring at VFW Auxiliary: Relationship Building for the Future.*
- *Building on the VFW Auxiliary Foundation.*

Please be aware the Mentoring for Leadership and Chief of Staff Programs utilize many of the same tools and resources. Reviewing and sharing the various Membership materials available shall create dialogue and interest to the mentee and future leaders.

**Listed within the Chief of Staff Resources:**

- VFW Auxiliary Acronyms and Common Terminology
- Healthy Auxiliary Tool Kit
- Auxiliary Meeting Checklist
- Communication Phone/Text Tree
- Healthy Auxiliary Checklist – Auxiliary To-Dos and Deadlines
- VFW Auxiliary Meeting Challenges & Solutions
- VFW Auxiliary Member Questionnaire

**Utilize the various Membership Recruitment and Retention Tools:**

- Membership Engagement Packet
- Membership Moments
- VFW Auxiliary Fact Sheet
- Member Benefits One-Sheet
- Cultivate Engagement by Asking “How would you like to contribute?”

- Matching Member Talents to Leadership Success
- Engaging Existing Members
- Know your National Bylaws
- Understanding Auxiliary Traditions video
- VFW Auxiliary National Programs Overview

**Additional beneficial resources for the mentor, mentee and leader may be found at the Online Auxiliary Academy.**

- MALTA (Membership Auxiliary Leadership Technology Access)
- Administrative & Instructional
- Social Media (Facebook)
- Membership & Leadership

**Goals + Mentoring + Leadership = Healthy Auxiliaries**

DRAFT

# MENTORING FOR LEADERSHIP PROGRAM AWARDS

## **AWARDS FOR MEMBERS**

1. Citation awarded to the first, second and third place member in each Department who is instrumental in fulfilling the role as a mentor/leader. Three nominations from each Department Mentoring for Leadership Chairman are due by April 30, 2023, to the National Mentoring for Leadership Ambassador Stephanie Krueger. Nomination form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Citation will be mailed directly to the member.

## **AWARDS FOR AUXILIARIES**

1. Most unique activity or training in the Auxiliary to show members how to find and train mentees.
  - Citation to every Auxiliary that has an activity or training in the Auxiliary to show members how to find and train mentees. Criteria and entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Auxiliaries must send the entry form to their Department Mentoring for Leadership Chairman by March 31, 2023.

The Department Mentoring for Leadership Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2023.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding activity or training in the Auxiliary to show members how to find and train mentees. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

The Department Mentoring for Leadership Chairman must sign and send a copy of the completed Department-winning entry form to the National Mentoring for Leadership Ambassador by April 30, 2023 for judging.

## **AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN**

1. Citation to each Department Mentoring for Leadership Chairman for participation in this Program. Citation will be presented at the 2023 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Mentoring for Leadership Chairman in each of the 10 Program Divisions who has the best mentoring activity or training about how to mentor future leaders for a specific position within the VFW Auxiliary. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 48. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

# SCHOLARSHIPS AMBASSADOR

## MELODY JUDD

381 N 3rd Ave  
Show Low, AZ 85901-4718  
928.940.0694  
melodyfaye@frontier.com

The VFW Auxiliary is proud to offer and participate in scholarship contests that help further the education of our nation's youth, our members and their immediate family.

### Continuing Education Scholarship

The Continuing Education Scholarship award is \$1,000, with one winner from each of the four (4) Conferences receiving a scholarship. The money is paid directly to the American college or vocational/technical school of the winners' choice.

This scholarship is open only to VFW Auxiliary members, their spouses and children. The two qualifications for this scholarship are:

1. The Auxiliary member the applicant is applying under must have been a current Auxiliary member for one year.
2. The applicant must be at least 18 years of age.
3. There must be a financial need.

Today's workforce is changing due to the pandemic and this scholarship is meant to aid members and their families as they continue or return to college or vocational/technical/trade schools to learn new skills, allowing them to stay relevant in the workforce. We need to make our members aware of this scholarship. VFW Auxiliary National Headquarters receives less than 100 applications per year. It is up to us, the members, to share information at our meetings, in our newsletters, e-newsletters, social media and in our Post Homes.

### Young American Creative Patriotic Art Contest

Since 1979, the Young American Creative Patriotic Art Contest has promoted patriotism while recognizing

young artists in grades 9 -12. The Young American Creative Patriotic Art Contest accepts two-dimensional art on canvas or paper using various media. (See the official rules for art forms that are accepted for this contest.) The contest is open to students enrolled in a public, private, parochial or home school program.

This Program Year, 13 National scholarships will be awarded. The first-place winner receives a \$15,000 scholarship paid directly to the American college, vocational, technical or trade school of the winners' choice. Other National scholarships range from \$500 - \$7,500 with many Auxiliaries, Districts and Departments offering scholarships and awards. Please promote this scholarship contest in your area. We have amazing young artists throughout America.

### 3-Dimensional Patriotic Art Contest

The 3-Dimensional Patriotic Art Contest promotes patriotism while recognizing young artists in grades 9 -12. The 3-Dimensional Patriotic Art Contest accepts three-dimensional art using paper, papier mâché, pottery, sculpture, fabric, wood, metalwork, etc. (See the official rules for art forms that are accepted for this contest.) The contest is open to students enrolled in a public, private, parochial or home school program. Awards for this contest are \$2,500 for first place, \$1,000 for second place and \$500 for third place. Scholarships are paid directly to the American college, vocational, technical or trade school of the winners' choice. Please promote this contest in your area. We have talented and creative artists waiting to be discovered.

### Young American Creative Patriotic Art Contest and 3-Dimensional Patriotic Art Contest Escrow Fund

The Young American Creative Patriotic Art Contest and 3-Dimensional Patriotic Art Contest have limited funds to recognize youth that participate in these scholarship contests. We need your help to increase the number of scholarships and the amounts of these awards. Hold paint and sip nights, a craft show, host a sewing party to make lap blankets or set up a booth at an Auxiliary event and ask for donations. The more we increase the escrow fund, the more youth we can recognize at the National level.

### **Patriot's Pen and Voice of Democracy**

The VFW Auxiliary works in partnership with our VFW comrades to promote these two VFW-sponsored contests and encourage youth participation. Through written and oral essays, young Americans preserve the legacy of American patriots, describe democracy as ruled by the people and advocate patriotism through fresh eyes and young voices. Please review the rules and guidelines when promoting these scholarships to teachers, parents and students.

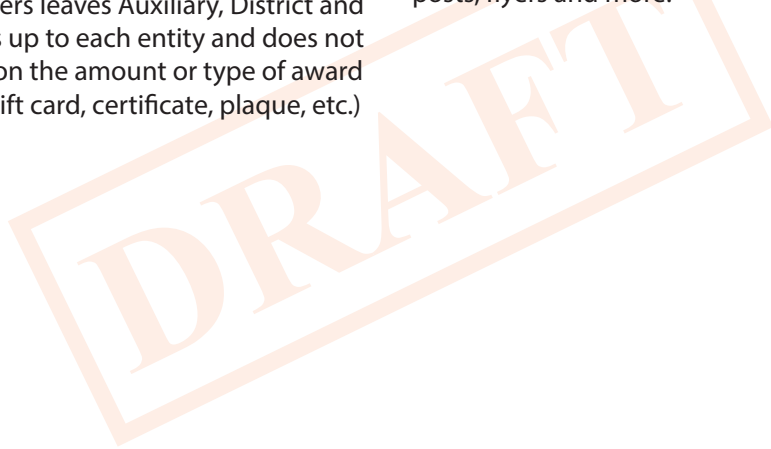
### **Celebrate Participation in the Scholarship Contest**

The Scholarships Program is a wonderful way to engage and introduce youth, our communities and potential members to the VFW and VFW Auxiliary. Celebrate and recognize everyone who participates - students, teachers, parents, members who promoted the Program, contest judges and local media if they help promote the Program or covered an award event. Everyone likes to be acknowledged and recognized for their efforts.

- National Headquarters leaves Auxiliary, District and Department awards up to each entity and does not provide guidelines on the amount or type of award offered (e.g., cash, gift card, certificate, plaque, etc.)

- Coordinate with your Post, District and/or Department to determine awards and ways to recognize students.
- The VFW Store offers several items to promote scholarships and items that can be used for awards. Visit [vfwstore.org](http://vfwstore.org) to see selected items.
- Announce the winners at an event at the Post – it can be an awards night, luncheon or ice cream social. Hold an event that is family-friendly.
- Invite all who helped promote the contest including members, teachers, community leaders, businesses, clergy and youth group leaders. This will encourage continued participating in the Program.
- Invite local media to cover the award recognition event. The media love to encourage and recognize youth, and this is a great way to promote and publicize the VFW and VFW Auxiliary.

Please visit [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources) for helpful tools for each contest, including links to criteria, rules, applications, fillable press releases, sample social media posts, flyers and more.



# SCHOLARSHIPS PROGRAM

## Student Participation • Recipient Recognition • Community Awareness • Increasing the Fund

Each of our scholarships encourage patriotism, assist students in attaining an education and help students reach their full potential. This increases VFW and Auxiliary recognition while supporting our communities, students and members.

### Continuing Education Scholarship

Open to any Auxiliary member (who has been a member for at least a year), their spouse, son or daughter with a financial need. Entrant must be at least 18 years old, complete the application and submit an essay of 300 words or less. The application must be received at National Headquarters by February 15:

Program Awards Administrator  
VFW Auxiliary National Headquarters  
406 W. 34th Street, 10th Floor  
Kansas City, MO 64111

Or email it to [info@vfwauxiliary.org](mailto:info@vfwauxiliary.org)

\$1,000 will be awarded to an applicant in each of the four Conferences. Applications are available from Department Scholarships Chairmen or at [vfwauxiliary.org/scholarships](http://vfwauxiliary.org/scholarships).

### Young American Creative Patriotic Art Contest and 3-Dimensional Creative Patriotic Art Contest

Open to any student in grades 9-12 by the March 31 deadline who is enrolled in a public, private or parochial high school or home study program in the United States, its territories and possessions; or dependents of U.S. military or civilian personnel in overseas schools. Student must be a U.S. citizen or U.S. national. Foreign exchange students, students age 20 or older, GED and adult education students, or national winners of previous Young American Creative Patriotic Art Contests are ineligible. Entries will be judged on patriotic theme and technique. One Department winner will be forwarded to Auxiliary National Headquarters. Please see the student brochure at [vfwauxiliary.org/scholarships](http://vfwauxiliary.org/scholarships) for more details on requirements and contest rules.

#### Deadlines:

Entries received by:

Local participating VFW Auxiliary – March 31  
VFW Auxiliary Department – April 15  
VFW Auxiliary National Headquarters – May 5

#### National Scholarships:

First Place – \$15,000  
Second Place – \$7,500  
Third Place – \$3,500  
Fourth and Fifth Place – \$1,500  
Sixth Place – \$1,000  
Seventh through Thirteenth Place – \$500

NEW  
AWARDS!

#### Two-Dimensional Art Forms Accepted

See the rules below:

##### Two-dimensional art:

- Must be on canvas or paper.
- Watercolor, pencil, pastel, charcoal, tempera, crayon, acrylic, pen, ink, oil, marker or other media may be used.
- Do not frame two-dimensional pieces.
- Submit canvas entries on a stretcher frame or canvas board.
- Other entries must be matted in white.
- Do not use color mats. Reinforce the back with heavy paper.
- Mounted and floating mats may also be used.
- The art should be no smaller than 8" x 10" but no larger than 18" x 24", not including mat.

#### 3-Dimensional Creative Patriotic Art Contest:

The 3-Dimensional Patriotic Art Contest promotes patriotism while recognizing young artists in grades 9 -12. This contest is open to students enrolled in a public, private, parochial or home school program. Entries will be judged on patriotic theme, creativity and technique.

##### Art Entries may be:

- Can be paper, papier-mâché, pottery, sculpture, fabric, wood, metalwork, etc.

##### Art Entries may NOT be:

- larger than 18" in any direction
- more than 5lbs in weight
- jewelry

#### National Scholarships:

- First place - \$2500
- Second place - \$1,000
- Third place - \$500

**Digital art, photography and jewelry are not accepted.**

Scholarships are paid directly to the American college, vocational, technical or trade school of the winners' choice. Please promote this contest in your area. We have talented and creative artists waiting to be discovered.

Please note that the 3-Dimensional Patriotic Art Contest is an additional scholarship and separate from the Young American Creative Patriotic Art Contest. See the official rules for art forms that are accepted for this contest.

### **FUND THE ARTISTS OF TOMORROW**

Help increase the Young American Creative Patriotic Art awards! Send a donation of any amount to add to the Patriotic Art Escrow Fund. The goal is to increase the number and dollar amount of the awards.

To donate by mail, send a check earmarked Patriotic Art to:

#### **VFW Auxiliary National Headquarters**

Attn: Patriotic Art Fund  
406 W. 34th Street, 10th Floor  
Kansas City, MO 64111

### **2021-2022 Voice of Democracy Audio-Essay Contest**

Theme: *To be announced*

Open to students in grades 9-12 by the October 31 deadline who are enrolled in a public private or parochial high school or home study program in the United States, its territories and possessions; or dependents of U.S. military or civilian personnel in overseas schools. Although U.S. citizenship is not required, students must be lawful U.S. permanent residents or have applied for permanent residence (the application for which has not been denied) and intends to become a U.S. citizen at the earliest opportunity allowed by law. Foreign exchange students, students age 20 or over, previous Voice of Democracy first place state winners, GED or adult education students are ineligible. One Department winner will be forwarded to VFW National Headquarters.

#### **Deadlines:**

Entries to VFW Post – Midnight, October 31  
Post Judging Complete – November 15  
District Judging Complete – December 15  
Department Judging Complete – January 10  
Department Winner to VFW National Headquarters – January 15

#### **National Awards:**

First Place – \$30,000 scholarship  
Second Place – \$16,000 scholarship  
Third Place – \$10,000 scholarship  
Fourth through 36th Place – \$7,000 to \$1,500 scholarship  
37th - 53rd Place – \$1,000 scholarship

### **2021-2022 Patriot's Pen Essay Contest**

Theme: *To be announced*

Open to students in grades 6-8, by the October 31 deadline who are enrolled in public, private or parochial school or home study program in the United States, its territories and possessions; or dependents of U.S. military or civilian personnel in overseas schools. Although U.S. citizenship is not required, students must be lawful U.S. permanent residents or have applied for permanent residence (the application for which has not been denied) and intends to become a U.S. citizen at the earliest opportunity allowed by law. (Foreign exchange students and former winners that placed in the National contest are excluded from the contest.) One Department winner will be forwarded to VFW National Headquarters.

#### **Deadlines:**

Entries to VFW Post – Midnight, October 31  
Post Judging Complete – November 15  
District Judging Complete – December 15  
Department Judging Complete – January 10  
Department Winner to VFW National Headquarters – January 15

#### **National Awards:**

First Place – \$5,000  
Second Place – \$4,000  
Third Place – \$3,500  
Fourth through 53rd Place – \$2,750 to \$500

### **Scholarship and Contest Resources**

Complete list of all contest rules can be found in the following resources:

- **VFW website:** [vfw.org/community/youth-and-education](http://vfw.org/community/youth-and-education)
- **VFW Auxiliary website:** [vfwauxiliary.org/scholarships](http://vfwauxiliary.org/scholarships)
- **Promotions from National Ambassador**
- **VFW Store:** [vfwstore.org](http://vfwstore.org) or 1-833-VFW-VETS



## Get The Word Out!

The first step is to identify likely individuals with whom you can discuss scholarship opportunities. The following are a few suggestions of groups that might be interested in what you have to say:

- Schools and JROTC Units
- Faith-based youth groups
- Youth-focused organizations
- Home-school associations
- Parent-teacher associations
- Youth sports teams
- Financial aid offices
- Student veteran centers

## Recognition Is Key

It is important that scholarship and contest winners receive recognition at every level.

### Ways to Recognize Winners:

- Present a certificate and/or gift.
- Ask the winner to give a speech or lead the Pledge of Allegiance at an Auxiliary event.
- Host an awards ceremony.
- Present awards at a school assembly.
- Contact local media to feature winners in the news.
  - Sample press releases available online at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources).
- Invite winners to participate in a conference.
- Don't forget to recognize the parents and teachers!

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# SCHOLARSHIPS PROGRAM AWARDS

## **AWARDS FOR AUXILIARIES**

1. Most outstanding promotion and/or participation of the Patriotic 3-Dimensional Art Contest.
  - Citation to every Auxiliary that promotes and/or participates in the Patriotic 3-Dimensional Art Contest. Criteria and entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Auxiliaries must send the entry form to their Department Scholarships Chairman by March 31, 2023.

The Department Scholarships Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2023.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding promotion and/or participation in the Patriotic 3-Dimensional Art Contest. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

The Department Scholarships Chairman must sign and send a copy of the completed Department-winning entry form to the National Scholarships Ambassador by April 30, 2023 for judging.

## **AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN**

1. Citation to each Department Scholarships Chairman for participation in this Program. Citation will be presented at the 2023 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Scholarships Chairman in each of the 10 Program Divisions for the best promotion of ways to increase student participation in the Scholarships Program. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 53. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

# VETERANS & FAMILY SUPPORT AMBASSADOR

## RENEE FULK

111 Via Presa  
San Clemente, CA 92672  
714.469.9938  
renee.fulk@cox.net

The Veterans & Family Support Program is at the very heart of the Auxiliary's mission and objectives: to care and provide support to the nation's heroes and their families. This should start with our own members. The VFW Auxiliary is comprised of veteran family members; we need to keep that in mind when interacting and working with each other. We also must remember that many of our own members are caregivers to their veteran. Let us show kindness, understanding and our gratitude to the family members of our organization who are making sure their veteran is happy and healthy, while also ensuring their own wellbeing.

Do you know of an Auxiliary member who is a full-time caregiver? It is possible the caregiver may be entitled to assistance from Veterans Affairs (VA). "The Program of Comprehensive Assistance for Family Caregivers (PCAFC) is for eligible Veterans who have incurred or aggravated a serious injury in the line of duty on or before May 7, 1975, or on or after September 11, 2001. This program provides resources, education, support, a financial stipend, health insurance (if eligible) and beneficiary travel (if eligible) to caregivers of eligible Veterans."

Visit [caregiver.va.gov](https://caregiver.va.gov) for more information or make an appointment to talk to a VFW Service Officer.

### Supporting Veteran Caregivers

As a caregiver for my veteran husband, I have taken an interest in attending medical appointments. I help him by listening to what the doctor prescribes to assist with illness and injuries and remind him of what was prescribed or recommended by the doctor. I also remind the doctor about what was discussed at prior appointments as they do not always recall or do not completely read the file and may have

missed something. I serve as an advocate for my veteran. However, many caregivers face more difficult challenges such as veterans who have disabilities. The caregiver needs to show love and support for their veteran, demonstrating patience and understanding and ensuring dignity

### Who cares for the Caregiver?

It is up to all of us to help and support caregivers in the following ways:

- Ask if they have time for a visit or phone call from you.
- Be an active listener.
- Give the caregiver some time off (respite care.) Ask if you can sit with the veteran to allow the caregiver an opportunity to run errands and allow them time for self-care.
- Drop off or have a meal delivered.
- Send a card or letter and let them know how much they are appreciated.
- Give the caregiver a gift card or treat them to a spa day for some pampering.

### Supporting Homeless Veterans and Their Families

How to support homeless veterans and their families:

Participate in a Stand Down. These two-to-three-day events provide supplies and services to homeless veterans, including food, shelter, clothing, health screenings and VA and Social Security benefits counseling. Volunteer and ask your Auxiliary to support this event.

For more information, visit:

[dol.gov/agencies/vets/programs/Standdown](https://dol.gov/agencies/vets/programs/Standdown)  
[va.gov/homeless/events](https://va.gov/homeless/events)

**Food Banks.** Coordinate with your community and/or local Veterans Administration to establish a way to distribute meals and food to those experiencing food insecurity.

**Homeless Shelters or Veteran Villages.** Check with your local community agencies, nonprofit organizations or faith-based organizations to collaborate and share resources to help those in need.

Additional Resources:

- National Coalition for Homeless Veterans: [nchv.org](https://nchv.org).
- Help for Homeless Veterans: [va.gov/homeless](https://va.gov/homeless), (877) 424-3838.

## **Supporting Families of Veteran Suicide**

Suicide awareness is a component of this Program and we need to be mindful of Veterans in crisis. We also need to be mindful of and supportive of those families who have lost their veteran family member to suicide.

- Point them in the direction of a VFW Service Officer.
- Be familiar with support services offered by the VA.
- Be kind and offer hugs of support. Let the family know you care and are available for support.
- Provide a meal(s) and help with day-to-day activities such as yard work or house cleaning.
- Have a fundraiser to help with financial support by paying utility or other bills.

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# VETERAN & FAMILY SUPPORT PROGRAM

## **VFW National Veterans Service • VFW Veterans & Military Support Programs Assist Veterans, Service Members and Their Families Promote Veteran & Military Suicide Prevention and Mental Health Awareness**

### **Spread the Word about National Veterans Service (NVS)**

The VFW's National Veterans Service (NVS) helps veterans, service members and their families obtain the benefits they deserve – at no cost.

NVS provides a nationwide network of nearly 300 VFW Service Officers who help veterans navigate the Veterans Affairs system. Those VFW Service Officers recover more than \$1 billion annually in VA benefits for veterans and their dependents.

These highly skilled professionals assist all veterans, whether they are VFW members or not, in filing claims for:

- Disability compensation.
- Rehabilitation and educational programs.
- Pension and death benefits.
- Employment and training programs.

NVS also works to ensure veterans receive quality, timely and accessible VA health care, including:

- Hospital care.
- Outpatient care.
- Specialized health care for female veterans.
- Alcohol and drug dependency treatment.
- Medical evaluation for disorders associated with military service, exposure to Agent Orange, radiation or other environmental hazards.

Donations to NVS can be made online or by mail. Donate online at [vfw.org/ways-to-help](http://vfw.org/ways-to-help), select National Veterans Service, click "Contribute."

Donate by mail by sending funds to the VFW earmarked for NVS. Mail check to:

VF National Headquarters  
Attn: NVS  
406 W. 34th Street, 11th Floor  
Kansas City, MO 64111

### **VFW Veterans & Military Support Program**

Veterans & Military Support contains programs initiated by the VFW: Military Assistance Program (MAP), Unmet Needs and the VFW "Sport Clips Help A Hero Scholarship." These programs serve active-duty and recently discharged military.

Donations to Veterans & Military Support can be made online or by mail.

Donate online at [vfw.org/ways-to-help](http://vfw.org/ways-to-help), select Veterans & Military Support, click "Contribute."  
Donate by mail by sending funds to the VFW earmarked for Veterans & Military Support.

Mail check to:

VF National Headquarters  
Attn: Veterans & Military Support  
406 W. 34th Street, 9th Floor  
Kansas City, MO 64111

### **Military Assistance Program (MAP) Funds Ways to Connect with Troops**

MAP helps VFW and Auxiliary members give more to their local military units. It helps forge and nurture bonds with those units by providing financial assistance for Posts, Districts and Departments to sponsor morale-boosting send-offs, homecomings and casual get-togethers.

Post and Auxiliaries participating in Adopt-a-Unit and Family Readiness Group events can also receive assistance. MAP keeps care packages circulating by covering postage costs.

For guidelines to apply for MAP funds, contact the VFW Veterans & Military Support office at 816-756-3390.

### **Unmet Needs Can Help in a Crisis**

A soldier is serving on foreign soil, but the rent is due back home. A soldier is driving a tank on alert for IEDs, and the family car needs a new radiator the family cannot afford. These are the situations Unmet Needs can address.

Grants of up to \$1,500 payable to a creditor can bridge the gap to make a mortgage or rent payment or to fund home and auto repairs, insurance, utility costs, food and clothing. To learn more, visit [vfw.org/assistance/financial-grants](https://vfw.org/assistance/financial-grants).

### **VFW “Sport Clips® Help A Hero Scholarship” Program**

The VFW and Sport Clips are giving the gift of scholarships to our nation’s heroes as a way of thanking them for their dedicated service to our nation. The VFW “Sport Clips Help A Hero Scholarship” awards scholarships of up to \$5,000 to qualifying veterans and service members to help them complete their educational goals without incurring excessive student loan debt. To learn more, visit [vfw.org/student-veterans-support](https://vfw.org/student-veterans-support).

### **Veteran & Military Suicide Prevention and Mental Health Awareness**

Make a difference in the life of a veteran or service member in crisis by educating yourself and others about the warning signs of suicide.

**The Veterans Crisis Line** connects veterans in crisis and their families and friends with qualified, caring Department of Veterans Affairs responders through a confidential toll-free hotline, online chat, or text. Veterans and their loved ones can:

- Call 1-800-273-8255 and Press 1,
- Chat online at [veteranscrisisline.net](https://veteranscrisisline.net), or
- Send a text message to 838255.

Confidential support is available 24 hours a day, 7 days a week, 365 days a year. Support for deaf and hard of hearing individuals is available. Tip: Add the Veterans Crisis Line number as a contact in your cell phone for easy referral.

Purchase the **Auxiliary Suicide Awareness Prevention Pin** from the VFW Store. When someone asks you about your pin, tell them that the VFW Auxiliary is concerned about the rates of suicides among veterans and military service members; we want everyone to be aware of the unique stress they face.

### **Mental Wellness Support and Resources**

A staggering 20 veterans commit suicide each day, and the VFW and VFW Auxiliary are committed to helping change the conversation and stigma surrounding mental health in the United States.

Change the stigma, improve research, support your community and explore treatment options at the resources below:

- **VFW Mental Wellness Campaign**  
[vfw.org/assistance/mental-wellness](https://vfw.org/assistance/mental-wellness)
- **The Campaign to Change Direction**  
[changedirection.org](https://changedirection.org)
- **Give An Hour**  
[giveanhour.org](https://giveanhour.org)
- **Patients Like Me**  
[patientslikeme.com/join/vfw](https://patientslikeme.com/join/vfw)
- **One Mind**  
[onemind.org](https://onemind.org)
- **The Elizabeth Dole Foundation**  
[elizabethdolefoundation.org](https://elizabethdolefoundation.org)
- **Help Heal Veterans (Therapeutic Craft Kits)**  
[healvets.org](https://healvets.org)
- **Veterans Voices Writing Project**  
[veteransvoices.org](https://veteransvoices.org)

# VETERANS & FAMILY SUPPORT PROGRAM AWARDS

## **AWARDS FOR AUXILIARIES**

1. Most outstanding activity and/or event that supports veteran, military and family caregivers.
  - Citation to every Auxiliary that hosts an activity and/or event that supports veteran, military and family caregivers. Criteria and entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Auxiliaries are to send entry form to their Department Veterans & Family Support Chairman by March 31, 2023.

The Department Veterans & Family Support Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2023.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding activity and/or event that supports veteran, military and family caregivers. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

The Department Veterans & Family Support Chairman must sign and send a copy of the completed Department winning entry form to the National Veterans & Family Support Ambassador by April 30, 2023 for judging.

2. Most outstanding activity and/or event that increases awareness of homeless veterans.
  - Citation to every Auxiliary that hosts an activity and/or event to increase awareness of homeless veterans. Criteria and entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Auxiliaries are to send entry form to their Department Veterans & Family Support Chairman by March 31, 2023.

The Department Veterans & Family Support Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2023.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding activity and/or event that increases awareness of homeless veterans. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

The Department Veterans & Family Support Chairman must sign and send a copy of the completed Department winning entry form to the National Veterans & Family Support Ambassador by April 30, 2023 for judging.

## **AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:**

1. Citation to each Department Veterans & Family Support Chairman for participation in this Program.
2. \$25 VFW Store Gift Certificate to one Department Veterans & Family Support Chairman in each of the 10 Program Divisions for the best promotion of support for veteran, military and family caregivers. Winners will be announced and awards presented at the National Convention in Phoenix, Arizona.
3. \$25 VFW Store Gift Certificate to one Department Veterans & Family Support Chairman in each of the 10 Program Divisions for the best promotion of support to increase awareness of homeless veterans. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
4. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 59.

# YOUTH ACTIVITIES AMBASSADOR

## RAMONA HENSON

150 Hillcrest Street  
Bridge City, TX 77611-4110  
409.330.1677  
hensonramona@yahoo.com

During my childhood and teenage years in the late 1960s and early 1970s, we all watched Walter Cronkite on the CBS Evening News. I would listen for the reports about American soldiers who were either killed or missing in action. It's important to remember these soldiers. They allowed us the freedom and rights that we continue to enjoy. We must remember the everyday folk who fought for what we have today. Our youth should know our history and the sacrifices made by those who served. They need to remember their names.

### Grave Beautification

Honoring veterans shouldn't cease upon death. Whether they die in battle or after living a long life, they continue to deserve our respect and remembrance. Teaching this to our youth can be accomplished by beautifying the gravesites and headstones of our veterans. While cemeteries take care of general lawn maintenance, often they do not clean the headstones.

Organize an event for youth to clean and beautify the gravesites of veterans at a national, private or municipal cemetery.

- The first step is to approach the cemetery for permission to beautify headstones and markers.
- Access the VA's National Cemetery Administration's guidelines for cleaning headstones and markers at <https://www.cem.va.gov/hmm/cleaning.asp>. Here you will find detailed information regarding acceptable cleaning practices. Please follow these instructions to avoid causing damage or harm to the participants or the headstones.
- Refer to YouTube for videos demonstrating safe practices.

### Requirements for Reporting

1. Take a before and after picture of every headstone.
2. Keep a log of gravesites beautified during your event. Record the names of veterans in the log with the name of the cemetery, including town/city and state.
3. Place a Flag on the gravesites. Follow the guidelines of individual cemeteries before placing a Flag holder near the headstone. Civilian cemeteries may prefer the placement of Flags on wood sticks that are placed directly in the ground. If allowed, create Flag holders using PVC pipe:
  - o Cut ½ inch PVC pipe to appropriate length.
  - o Placement of the pipe is one combat boot length (10") from the front of the headstone in the center.
  - o Once pipe is placed, insert Flag in pipe.
  - o Always step back and check to see if the Flag is straight.

### By Youth, For Youth

By Youth, For Youth speaks to the need to help develop our young people to become leaders, acknowledge and identify needs in their community and encourages them to care for those in need. Our veteran families often include youth who also make sacrifices for our country. and in some situations, they lose a parent for the cause of freedom.

With the help of youth, hold an event to benefit other youth in your community. Youth should help plan and organize the event.

- Collect food donations and distribute to military families in need.
- Hold a fundraiser to benefit a school supply drive for military families or other families in your community. Use funds from the event and other donations to purchase backpacks and stock them with school supplies using lists provided by your local school district.
- Assist youth to organize and promote a holiday gift collection drive. Collect toys, clothing and gift cards for youth who may otherwise not receive Christmas gifts.





# YOUTH ACTIVITIES PROGRAM

## Creating, Sponsoring and Working with Youth Groups

### Youth Groups Supporting Our Veterans Citations • Patriotic Youth Award

#### Get Excited for the Red, White and Blue! • Patriotism through Literacy • Illustrating America

The VFW Auxiliary is in a unique position to help teach our youth the skills to become responsible adults through serving our country, communities and veterans. We have a new generation of veterans who need the support of family, friends and country as they serve overseas and when they come home from conflicts abroad. Today's youth are the future of our nation.

### Creating, Sponsoring and Working with Youth Groups

As part of the Auxiliary Youth Activities Program, an Auxiliary can sponsor a youth group and engage youth in any one of our programs, including activities to honor our veterans or assist our service members and their families.

Take advantage of the service aspects some youth groups require. Many youth-focused organizations require various types of community service or activities to earn merits in their units. College-bound seniors earn school credit for some of these same activities. Remember that involving youth in service to veterans in conjunction with your Auxiliary can bring new membership to your Auxiliary. When youth and the whole family are included, members feel more invested in your Auxiliary. Sponsorship of a youth group can create a bright future for your Auxiliary, veterans and the community as a whole.

### Youth Groups Supporting Our Veterans Citations

The Youth Groups Supporting Our Veterans Citation is one way for Auxiliaries to recognize youth groups for their efforts and service projects honoring our veterans, and assisting service members and their families. The Youth Groups Supporting Our Veterans Citation is available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources) under Youth Activities.

### Patriotic Youth Award

The Patriotic Youth Award is designed to recognize individual youth for their patriotism and/or support of our veterans, service members and their families. A fillable, printable version of The Patriotic Youth Award is available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources) under Youth Activities.

### Get Excited for the Red, White and Blue!

Open to youth in grades K-12 at the time of local entry and a U.S. citizen or U.S. national. Entry will be judged on vocal ability, mastery of lyrics, originality or interpretation and entertainment value. The contest consists of two grade divisions: K-8 and 9-12. The Department first-place winner in each grade division will be forwarded to Auxiliary National Headquarters. There is one National winner in each grade division, with awards for first, second and third place in each grade division. Please see entry form at [vfwauxiliary.org/what-we-do/youth-activities](http://vfwauxiliary.org/what-we-do/youth-activities) for eligibility requirements and contest rules.

Deadlines:

Entries received by:

Local Auxiliary – March 31

Department – April 15

National Headquarters – May 5

### Contest Rules:

- Video of contestant's solo vocal performance of "The Star-Spangled Banner" must be recorded between July 1, 2021 and March 31, 2022.
- Contestant may sing a cappella, with backing tracks or instruments.
- Contestant may sing in the arrangement and genre of their choice.
- Contestant may **NOT** change the words.

### Patriotism through Literacy

Promote and support reading among youth with this simple, fun and potentially free (use your local library) initiative. Introduce youth to historical figures and teach them about events in our nation's history while fostering a love of reading that can lead to a lifetime of learning.

### Benefits of Patriotism through Literacy:

- Teach kids about various times in American history.
- Promote empathy and expose students to experiences unlike their own.
- Foster a love of books that leads to a lifetime of learning.

- Spend time with kids in the community in new, creative ways.
- Help youth gain better understanding of American history through nonfiction.

#### How can I participate in Patriotism through Literacy?

- Volunteer to read a historical or creative nonfiction picture book to kids at your local library.
- Donate historical fiction or creative nonfiction books to local schools, shelters or libraries.
- Host a read-a-thon and award small prizes (stickers, pins) for number of books or hours read.
- Run a writer's workshop for aspiring teen and tween authors at your Post Home.
- Invite an author of historical fiction or creative nonfiction to do a book talk/signing in your area.

Reading has many benefits, including improved grammar and writing skills, improved focus and concentration, and it helps children to understand and share the feelings of others; reading stretches our imagination. As Dr. Seuss said, "Reading can take you places you have never been before."

#### Illustrating America

Open to any student in grades K-8 by the March 31 deadline who is enrolled in a public, private or parochial school or home study program in the United States, its territories and possessions; or dependents of U.S. military or civilian personnel in overseas schools. Student must be a U.S. citizen or U.S. national. Foreign exchange students and students age 15 or older are ineligible. National grade division winners of previous Illustrating America contests may enter the subsequent grade division but are ineligible for the same grade division of which they are a previous national winner. Entries will be judged on patriotic theme and technique. The contest consists of three grade divisions: K-2, 3-5 and 6-8. The Department first-place winner in each grade division will be forwarded to Auxiliary National Headquarters.

There are National awards for first, second and third place in each grade division. The first, second and third place in each grade division will be displayed at National Convention. Please see the student brochure and entry form at [vfwauxiliary.org/what-we-do/youth-activities](http://vfwauxiliary.org/what-we-do/youth-activities) for more details on requirements and contest rules.

Deadlines:

Entries received by:

Local Auxiliary – March 31

Department – April 15

National Headquarters – May 5

#### Contest Rules:

- Art must be two-dimensional.
- Art must be on canvas or paper.
- Watercolor, pencil, pastel, charcoal, tempera, crayon, acrylic, pen, ink, oil, marker or other media may be used.
- Submit canvas entries on a stretcher frame or canvas board. Other entries must be matted in white or reinforced with heavy paper.
- The art should be no smaller than 8" x 10" but no larger than 18" x 24", not including mat.
- **Coloring sheets, digital art and photography are not accepted.**

#### Involve Youth in ALL Auxiliary Programs

Youth play such an important role in our future. Encourage involvement from an early age in all Auxiliary Programs. Every young person can find their place to serve when they are presented with a variety of opportunities to serve their communities and veterans.

Teach youth about Auxiliary efforts to:

- Respect and take pride in our country.
- Serve hospitalized veterans.
- Elect leaders who appreciate our military.
- Pass legislation that secures benefits for our veterans.
- And many other worthy efforts!

#### Project Examples

- Visiting and volunteering in VA and non-VA facilities.
- Raising funds for a community veterans memorial.
- Marching in patriotic holiday parades.
- Volunteering to help veterans and service members and their families with yard work or household repairs.
- Sending cards or small gifts to the VFW National Home for Children to support families.
- Planning a card- and letter-writing campaign in local schools to send mail to our troops overseas or veterans in VA facilities.
- Organizing assembly, collection and delivery of care packages for troops.
- Teaching veterans computer skills.

## Youth Group Examples for VFW Auxiliary Sponsorship

- Youth sports teams
- Church youth groups
- After-school programs
- Youth-focused organizations
- School clubs
- Home-school associations
- Youth community service groups
- Nonprofit organization youth advisory councils
- Service learning and civic engagement departments in high schools and colleges

## Make Your Auxiliary Accessible to Today's Youth

It has never been so easy to communicate your cause and events to the world. Social media as teaching and information tools have natural collaborative elements allowing our youth to view and comment on each other's activities. They are tweeting on Twitter, posting on Facebook, instantly sending pictures on Instagram and subscribing to YouTube channels.

If you don't know what any of this is – **LEARN.**

### POPULAR SOCIAL MEDIA NETWORKS

Facebook | Twitter | LinkedIn | YouTube  
Pinterest | Instagram | Snapchat | TikTok

**Get online and see what's new!**

Visit [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources) for publicity tips, social media guidelines and other helpful tips.

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# YOUTH ACTIVITIES PROGRAM AWARDS

## **AWARDS FOR AUXILIARIES**

1. Most outstanding veteran grave beautification activity and/or event by an Auxiliary with youth involvement.
- Citation to every Auxiliary that hosts a veteran grave beautification activity and/or event with youth involvement. Criteria and entry form (required) available at [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). Auxiliaries must send the entry form to their Department Youth Activities Chairman by March 31, 2023.

The Department Youth Activities Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2023.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding veteran grave beautification activity and/or event with youth involvement. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

The Department Youth Activities Chairman must sign and send a copy of the completed Department-winning entry form to the National Youth Activities Ambassador by April 30, 2023 for judging.

## **AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN**

1. Citation to each Department Youth Activities Chairman for participation in this Program. Citation will be presented at the 2023 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Youth Activities Chairman in each of the 10 Program Divisions for the best promotion of an activity by youth for youth. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 63. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

# Americanism

## Year-End Report

### 2022-2023

This form is for statistical purposes only  
Report to be processed in MALTA by May 10<sup>th</sup>.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

1. Number of Auxiliaries that utilized any of the Americanism material/resources available on the National VFW Auxiliary website.
2. Number of Auxiliaries that promoted, participated, recognized, any patriotic day and/or branch of service birthdays.
3. Number of Auxiliaries that distributed and/or presented American Flags and/or POW/MIA Flags.
4. Number of American Flags and/or POW/MIA Flags distributed and/or presented by Auxiliaries.
5. Number of Patriotic Appreciation Citations, Certificate of Appreciation or Respect for the Flag Citations presented to citizens and/or businesses in recognition of their displaying the American Flag, POW/MIA Flag and/or other displays of American pride.

# Auxiliary Outreach

## Year-End Report

### 2022-2023

This form is for statistical purposes only  
Report to be processed in MALTA by May 10<sup>th</sup>.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

1. Number of Auxiliaries that utilized any of the Auxiliary Outreach material/resources available on the National VFW Auxiliary website.
2. Number of Auxiliaries as a group that volunteered/partnered with another organization not affiliated with the VFW or VFW Auxiliary.
3. Number of organizations that Auxiliaries volunteered/partnered with during the year.
  - a. First Responders
  - b. Churches
  - c. Towns
  - d. Disaster relief
  - e. Cancer, Heart, ALS Association, etc.
  - f. Other
4. Number of combined member and/or Auxiliary hours volunteered with another organization not affiliated with the VFW or VFW Auxiliary.

# “Buddy”® Poppy & VFW National Home for Children Year-End Report 2022-2023

This form is for statistical purposes only  
Report to be processed in MALTA by May 10<sup>th</sup>.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

## “Buddy”® Poppy

1. Number of Auxiliaries that utilized any of the “Buddy”® Poppy material/resources available on the National VFW Auxiliary website.
2. Number of Auxiliaries that held “Buddy”® Poppy drives with their VFW Post.
3. Number of Auxiliaries that held “Buddy”® Poppy drives without their VFW Post.
4. Number of combined “Buddy”® Poppies that were distributed.
5. Number of Auxiliaries that participated in the VFW “Buddy”® Poppy Display contest.

## VFW National Home for Children

1. Number of Auxiliaries that utilized any of the VFW National Home for Children material/resources available on our National VFW Auxiliary website.
2. Number of Auxiliaries that promoted the VFW National Home for Children.
3. Number of Auxiliaries that promoted the VFW National Home for Children Helpline.
4. Number of Auxiliaries that purchased at least one VFW National Home for Children Life Membership.
5. Number of Auxiliaries that purchased at least one VFW National Home for Children Tribute Brick.

# Extension & Revitalization Year-End Report 2022-2023

This form is for statistical purposes only Report to be processed in MALTA by May 10<sup>th</sup>.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

1. Number of Auxiliaries that utilized any of the Extension & Revitalization material/resources available on our National VFW Auxiliary website
2. Number of Auxiliaries that utilized their Department Chief of Staff for help, suggestions and direction for Auxiliary/member issues.
3. Number of Auxiliaries that were presented with a VFW Auxiliary Health Certificate.
4. Number of new Auxiliaries instituted by date of report.
5. Number of Auxiliaries canceled by date of report.



# Historian & Media Relations

## Year-End Report

### 2022-2023

This form is for statistical purposes only  
Report to be processed in MALTA by May 10<sup>th</sup>.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

#### Historian

1. Number of Auxiliaries that utilized any of the Historian material/resources available on the National VFW Auxiliary website.
2. Number of Auxiliaries that created a Historian's book documenting the previous year by any means.

#### Media Relations

1. Number of Auxiliaries that utilized any of the Media Relations material/resources available on our National VFW Auxiliary website.
2. Number of Auxiliaries that sent a monthly or quarterly newsletter to each of their members via printed mail or email.
3. Number of Auxiliaries that have their own Auxiliary Facebook page.
4. Number of Auxiliaries that have their own Auxiliary website.
5. Number of Auxiliaries that have a joint Facebook page with their VFW Post.
6. Number of Auxiliaries that have a joint website with their VFW Post.
7. Number of Auxiliaries that held a Media Relations "how to" training to educate their members (example: how to log in to MALTA, email, navigate Facebook and other social media.).

# Hospital

## Year-End Report

### 2022-2023

This form is for statistical purposes only  
Report to be processed in MALTA by May 10<sup>th</sup>.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

1. Number of Auxiliary members that volunteered at any VA and/or non-VA medical facility. (Auxiliary member to be counted one time only per year.)
2. Total number of hours that Auxiliary members volunteered at any VA and/or non-VA medical facility.
3. Total number of hours that Sponsored Volunteers and/or students volunteered under the VFW Auxiliary sponsorship and supervision at any VA and/or non-VA medical facility.
4. Number of Auxiliaries that promoted, participated or hosted any activity listed below.
  - Honors Escort
  - National Salute to Veteran Patients-Valentines for Veterans
  - Veterans Health Care (VHA)
  - Women Veterans Health Care Program
5. Number of Auxiliaries that promoted, participated or co-hosted with their VFW Post, any activity listed below.
  - Honors Escort
  - National Salute to Veterans Patients-Valentines for Veterans
  - Veterans Health Care (VHA)
  - Women Veterans Health Care Program
6. Total dollar amount spent on all Hospital Program related items and/or projects.

# Legislative Year-End Report 2022-2023

This form is for statistical purposes only  
Report to be processed in MALTA by May 10<sup>th</sup>.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

1. Number of Auxiliaries that utilized any of the Legislative material/resources available on the National VFW Auxiliary website.
2. Number of Auxiliary members who are subscribed to VFW's *Action Corps Weekly* E-Newsletter.
3. Number of Auxiliaries that promoted, participated and/or hosted activities regarding the VFW Priority Goals.
4. Number of Auxiliaries that promoted, participated or co-hosted with their VFW Post, activities regarding the VFW Priority Goals.
5. Number of Auxiliary members who contacted their legislators on veterans issues by any means (example: emails, letters, postcards, phone calls, etc.)
6. Number of Auxiliary members who attended events where they could interact with legislators (example: legislative conferences, town halls, meet-and-greets, etc.)

# Membership

## Year-End Report

### 2022-2023

This form is for statistical purposes only  
Report to be processed in MALTA by May 10<sup>th</sup>.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

1. Number of Auxiliaries that utilized any of the Membership material/resources available on the National VFW Auxiliary website.
2. Number of Auxiliaries that promoted, participated, hosted or co-hosted with their VFW Post, activities regarding VFW and/or VFW Auxiliary education and Membership Recruitment.
3. Number of Auxiliaries that regularly educate their members on the benefits of their membership (Example: insurance plans, travel benefits, cancer grants, hearing plans, etc.)
4. Number of Auxiliaries that educate their members on the National Membership Program Awards.
5. Number of Auxiliary Members that participated in any recruiting event on any level.
6. Number of Auxiliaries that recruited at least one new member.

# Mentoring for Leadership

## Year-End Report

### 2022-2023

This form is for statistical purposes only  
Report to be processed in MALTA by May 10<sup>th</sup>.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

1. Number of Auxiliaries that utilized any of the Mentoring for Leadership material/resources available on the National VFW Auxiliary website.
2. Number of Auxiliaries that educated their members on the National Mentoring for Leadership Program Awards.
3. Number of Auxiliaries that had members who stepped up to the role of mentor.
4. Number of Auxiliaries that held a special recognition for their mentors in their Auxiliary.

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# Scholarships

## Year-End Report

### 2022-2023

This form is for statistical purposes only  
Report to be processed in MALTA by May 10<sup>th</sup>.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

#### **Continuing Education Scholarship Contest**

1. Number of Auxiliaries that promoted the Continuing Education Scholarship Contest.  
(example, distributed applications, publicized or promoted the scholarship)
2. Number of Auxiliaries that made a monetary donation to the Continuing Education Scholarship fund.

#### **Young American Creative Patriotic Art Contest**

1. Number of Auxiliaries that promoted the Young American Creative Patriotic Art Contest.  
(example, distributed applications, publicized or promoted the scholarship)
2. Number of students that submitted art entries to Auxiliaries for judging.
3. Number of art entries submitted to the Department for judging.
4. Number of Auxiliaries that made a monetary donation to the Young American Creative Patriotic Art Scholarship fund.

#### **3-Dimensional Patriotic Art Contest**

1. Number of Auxiliaries that promoted the 3-Dimensional Patriotic Art Contest.  
(example, distributed applications, publicized or promoted the scholarship)
2. Number of students that submitted art entries to Auxiliaries for judging.
3. Number of art entries submitted to the Department for judging.
4. Number of Auxiliaries that made a monetary donation to the 3-Dimensional Patriotic Art Contest Scholarship fund.

#### **VFW Scholarships**

1. Number of Auxiliaries that assisted their VFW Post in promoting or conducting the Patriot's Pen Essay Contest.
2. Number of Auxiliaries that assisted their VFW Post in promoting or conducting the Voice of Democracy Audio Essay Contest.

#### **Recognition**

1. Number of Auxiliaries who hosted an awards ceremony to recognize awardees and participants in any/all contests.
2. Total dollar amount and/or value of awards presented by Auxiliaries, Districts and Department in any/all contests.

# Veterans & Family Support

## Year-End Report

### 2022-2023

This form is for statistical purposes only  
Report to be processed in MALTA by May 10<sup>th</sup>.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

1. Number of Auxiliaries that utilized any of the Veterans & Family Support material/resources available on the National VFW Auxiliary website.
2. Number of Auxiliaries that promoted, participated, hosted or co-hosted with their VFW Post activities for any VFW Program listed below.
  - a. Disaster Relief
  - b. Military Assistance (MAP)
  - c. National Veterans Service (NVS)
  - d. Unmet Needs
  - e. Veterans & Military Suicide Prevention and Mental Health Awareness
3. Number of Auxiliaries that provided direct aid to veterans, service members and/or their families (example, meals, transportation, cards, packages, donations, etc.)
4. Approximate number of veterans, service members and/or their families assisted.
5. Total monetary donations and/or value of donations and goods/services provided to veterans, service members and/or their families.

# Youth Activities

## Year-End Report

### 2022-2023

This form is for statistical purposes only  
Report to be processed in MALTA by May 10<sup>th</sup>.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

1. Number of youth groups that Auxiliaries worked with during the Program Year.
2. Number of youth that Auxiliaries worked with during the Program Year.
3. Number of Youth Groups Supporting Our Veterans Citations awarded.
4. Number of Auxiliaries that participated in Patriotism through Literacy.
  - Number of books donated.

#### ***Get Excited for the Red, White and Blue National Anthem Singing Contest.***

1. Number of Auxiliaries that promoted the *Get Excited for the Red, White and Blue* National Anthem singing contest.
2. Number of students that submitted entries to Auxiliaries for judging.
3. Number of entries submitted to the Department for judging.
4. Number of Auxiliaries who hosted an awards ceremony to recognize awardees and participants in this contest.
5. Total dollar amount and/or value of awards presented by Auxiliaries, Districts and Department.

#### **Illustrating America Art Contest**

1. Number of Auxiliaries that promoted the Illustrating America art contest.
2. Number of students that submitted art entries to Auxiliaries for judging.
3. Number of art entries submitted to the Department.
4. Number of Auxiliaries who hosted an awards ceremony to recognize awardees and participants in this contest.
5. Total dollar amount and/or value of awards presented by Auxiliaries, Districts and Department.