

# VFW National Membership Program



**Keith E. Harman**  
**Commander-in-Chief**

# Table of Contents

Membership Mission .....	3
Introduction .....	3
Membership Goals.....	3
Membership Benchmarks .....	3
Retention Defined.....	4
Life Membership Amnesty.....	4
Recruiting Awards.....	4
Individual Awards:.....	4
“BUCKET OF BUCKEYES” Member Drawing .....	5
Early Bird Award—VFW Legislative Conference .....	5
Post Commander and Quartermaster – New & Recovered Member Award .....	5
Kansas City Spree .....	5
100% Post, District & Department.....	6
100% Commander Drawing .....	6
Legacy Life Membership Acquisition .....	6
Elite Recruiter.....	6
Recruiter of the Year .....	7
All-American Leadership Criteria .....	7
All-American Post Leadership Criteria .....	7
All-American Post Leadership Award.....	7
All-American District Leadership Criteria.....	8
All-American District Leadership Award .....	8
All-American Department Leadership Criteria.....	9
All-American Department Leadership Award .....	10
Post Membership Divisions and Minimum Qualifying Percentages.....	10
District Membership Divisions and Minimum Qualifying Percentages .....	10

## **Membership Mission**

Recruit, retain, and mentor a stable membership base, including all generations of veterans, which is well-versed in institutional knowledge and actively involved at all levels of the organization. To show continued growth and thrive through the dedication and involvement of members at all levels of the organization.

## **Introduction**

For the past several years, the VFW has been relatively successful in recruiting members aged 39 and younger. The only way to make this success permanent is to retain those members, recover past members, and recruit new members. We must improve the way we communicate with our members at all levels of the organization. Does your Post, District, State or Department have a newsletter, email, or an outreach team that visits fellow members? In many cases, we have lost touch with our members. We need to know who they are and what their needs are. Let's get back to basics—our first priority is taking care of our members and the veteran community as a whole.

## **Membership Goals**

1. Build a strong organization for the future.
2. Work together to achieve the VFW's goals. The VFW National Headquarters staff is here to assist in coordinating programs, developing new membership initiatives and building awareness among our membership and the entire veteran community.

## **Membership Benchmarks**

- Recruit new and recover unpaid members
- Retain existing membership
- Increase life membership
- Increase legacy life membership

## Retention Defined

Although retention is ***not*** a prerequisite for the All-American program, it is extremely important to understand how retention is derived and the important role retention plays in accomplishing growth. The number of paid annual members in your Post on July 1 is your ensuing year's "prior year total." One more new or recovered member is required to make up for each prior year annual member the Post fails to retain.

Your Post retention is derived from six types of payment components based on your prior year total of annual members:

- A prior year annual member pays his or her annual membership dues.
- A prior year annual member pays the life membership installment fee.
- A prior year annual member pays for life membership dues.
- A prior year annual member transfers to another Post and pays his or her annual membership dues.
- A prior year annual member transfers to another Post and pays the life membership installment fee.
- A prior year annual member transfers to another Post and pays life membership dues.

## Life Membership Amnesty

All life members who are reported deceased between July 1, 2017 and August 31, 2017, will be removed from the Post rolls and the Post's prior year membership count will be adjusted accordingly.

## Recruiting Awards

### Individual Awards:

- |                    |   |
|--------------------|---|
| • <b>5, 10, 15</b> | Corresponding numbered member pin             |
| • <b>25</b>        | Commander-in-Chief membership coin & citation |
| • <b>50</b>        | National aide-de-camp cap and citation        |
| • <b>75</b>        | VFW leather travel bag                        |
| • <b>100</b>       | Century cap and citation                      |
| • <b>175</b>       | Commemorative medallion set                   |

### **“BUCKET OF BUCKEYES” Member Drawing**

Five (5) winners will be drawn and accompany the Commander-in-Chief on an all-expense paid trip in May 2018 along with their spouse or guest.

For any new/reinstated member recruited between July 1, 2017 and April 01, 2018:

- You will receive one (1) chance for every five (5) new/reinstated members recruited
- You will receive ten (10) additional chances for every increment of 25 new/reinstated members recruited
- **Attention Post and District Commander:**
  - ✓ You will receive ten (10) chances in recognition of 85%+ post and district retention

Drawing will take place **April 2, 2018**

- **All awards are non-transferable**

### **Early Bird Award—VFW Legislative Conference**

The top three Post commanders and quartermasters and the top two District commanders in each division on Jan. 1, 2018 will be awarded:

- **A \$1,000 stipend to be used toward attending the VFW Legislative Conference, Washington D.C.**

### **Post Commander and Quartermaster – New & Recovered Member Award**

The top 10 Post commanders and quartermasters in each division who report more than 50 new and recovered annual members by Jan. 1, 2018 will each be awarded:

- **A distinctive leather zippered Padfolio.**

### **Kansas City Spree**

The top two Post commanders and the top two District commanders in each divisions who achieve 100% membership by April 1, 2018 along with their spouse or guest, will be awarded:

- **Round-trip airfare to Kansas City, Mo, from the airport nearest the awardee’s home.**

- **A fun-filled weekend (May 03-06, 2018) that may include but is not limited to: touring, shopping, and a complete tour of the VFW National Headquarters.**

### **100% Post, District & Department**

A distinctive streamer will be awarded to every Post, District and State/Department that achieves 100% or greater in membership before July 1, 2018.

### **100% Commander Drawing**

Each Post and District commander that exceeds 100% in membership by June 1, 2018 will be placed in a drawing. 20 post commanders and 12 district commanders will be drawn to receive:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**

### **Legacy Life Membership Acquisition**

Each Post that achieves the designated benchmarks of 25, 50 and 75 Legacy Life Members will be awarded:

- **A Legacy Society Post Proclamation.**

Each Post that achieves the distinctive benchmark of 100 Legacy Life Members by July 1, 2018, Commander or post representative will be awarded:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**
- **Reserved seating at the VFW National Convention joint opening session.**
- **Legacy Society Post Proclamation.**

### **Elite Recruiter**

Any VFW member who signs up 250 or more new and/or recovered annual members by July 1, 2018, will be awarded:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**
- **Distinctive cap, citation, and name badge.**

## **Recruiter of the Year**

The VFW member who signs up the greatest number of new and/or recovered annual members greater than 250 by July 1, 2018, will be awarded:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**
- **Reserved seating at the VFW National Convention joint opening session.**
- **Distinctive cap, citation, and name badge.**
- **Commander-in-Chief's Crystal Eagle.**

## **All-American Leadership Criteria**

*The All-American leadership program exists to recognize exceptional leadership, authentic accomplishment in membership growth and VFW core programs.*

### **All-American Post Leadership Criteria**

- Recruit new and reinstated members equal to 5% of Prior Year Total
- Greater than 50 members on July 1, 2018
- Membership greater than 100%
- Finish in the top 50 posts in your respective division
- Voice of Democracy - minimum of one entry advanced to District Judging (Overseas Post donate \$50 to National in lieu of entry)
- Patriots Pen - minimum of one entry advanced to District judging (Overseas Post donate \$50 to National in lieu of entry)
- National Citizenship Education Teachers Award – one entry advanced to District judging (Overseas Post donate \$50 to National in lieu of entry)
- Buddy Poppy- must purchase Buddy Poppies
- Hold a fundraiser with the proceeds going to National Veterans & Military Support Services, minimum of \$50
- National Veterans Service – Appoint a Post Service Officer

### **All-American Post Leadership Award**

- Acknowledgment in *VFW Magazine*
- All-American Post citation

- All-American Post streamer
- All-American citation - Commander
- All-American name badge - Commander
- All-American cap - Commander - *\*Quartermaster may purchase cap*
- All-American lapel pin - Commander - *\*Quartermaster may purchase pin*
- The top **five** Commanders in each division will also receive:
  - **A \$1,000 stipend to be used toward attending the VFW National Convention.**
  - **Reserved seating at the VFW National Convention joint opening session.**

### **All-American District Leadership Criteria**

- Recruit new and reinstated members equal to 5% of Prior Year Total
- Membership greater than 100%
- Finish in the top 25 Districts in your division
- Voice of Democracy - minimum of one entry advanced to Department Judging (Overseas District donate \$100 to National in lieu of entry)
- Patriots Pen - minimum of one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry)
- National Citizenship Education Teachers Award – one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry)

### **All-American District Leadership Award**

- All-American District streamer
- All-American District citation - Commander
- All-American name badge - Commander
- All-American cap - Commander - *\*Quartermaster may purchase cap*
- All-American lapel pin - Commander - *\*Quartermaster may purchase pin*
- The top **two** District Commanders in each division will also receive:
  - **A \$1,000 stipend to be used toward attending the VFW National Convention.**
  - **Reserved seating at the VFW National Convention joint opening session.**



## **All-American Department Leadership Criteria**

- Membership must be greater than 100%
- Recruit new and reinstated members equal to 5% of Prior Year Total
- One new post or increase the membership of three posts of 50 members or less to over 50 members by July 1, 2018
- **National Legislative Service**
  - Monthly National Legislative Service committee member/chairman reports must be submitted to National Legislative Service in Washington, D.C.
- **National Veterans Services**
- Must have a State/Department service officer and submit his or her name and contact information to National Veterans Services in Washington, D.C. by July 31, 2017
- Monthly National Veterans Services committee member/chairman reports must be submitted to National Veterans Services in Washington, D.C.
- **Programs**
  - Voice of Democracy - An entry advanced to national judging
  - Patriot's Pen - An entry advanced to national judging
  - National Citizenship Education Teacher Award – submit an entry in all three categories (K-5, 6-8, 9-12) and entries must advance to national judging
  - Veterans & Military Support Programs – Must complete a State/Department fundraiser and proceeds must be donated to: Veterans & Military Support Programs, Kansas City, MO
  - Student Veterans of America (SVA)
    - Select a state/department SVA liaison, and submit their contact information to the VFW Programs Department, Attn: Brooklynne Mosley, no later than July 31, 2017.
    - Complete three (3) or more SVA events spanning at least two of the three semesters (fall, spring and summer) and submit each of the three (3) or more activity reports to the VFW National

Programs Department, Attn: Brooklynne Mosley, no later than June 30, 2018. **Event defined:** *A planned public or social occasion.*

**All-American Department Leadership Award**

- All-American Department streamer
- All-American Department citation - Commander
- All-American name badge - Commander
- All-American cap - Commander - *\*Quartermaster may purchase cap*
- All-American lapel pin - Commander - *\*Quartermaster may purchase pin*
- \$1,000 stipend to be used toward attending the VFW National Convention
- Reserved seating at the VFW National Convention joint opening session

**Post Membership Divisions and Minimum Qualifying Percentages**

Division	Total Membership		Qualifying Percentage	# Eligible
1	750	And up!	Over 100%	50
2	356	749	Over 100%	50
3	246	355	Over 100%	50
4	185	245	Over 100%	50
5	143	184	Over 100%	50
6	112	142	Over 100%	50
7	88	111	Over 100%	50
8	68	87	Over 100%	50
9	51	67	Over 100%	50
10	1	50	Over 100%	50

**District Membership Divisions and Minimum Qualifying Percentages**

Division	Total Membership		Qualifying Percentage	# Eligible
1	5,000	14,000	Over 100%	25
2	3,282	4,999	Over 100%	25
3	2,172	3,281	Over 100%	25
4	1,447	2,171	Over 100%	25
5	906	1,446	Over 100%	25
6	1	905	Over 100%	25

## **IMPORTANT NOTES**

- **To receive stipends, awardees must be in attendance at designated events**
- **Only one National paid stipend per event (national convention, legislative conference, etc.)**
- **All awards are non-transferable**