

**VFW DEPARTMENT OF NEW YORK  
COMMANDER  
DANIEL KELL  
2023 - 2024**

“Command and Control: Let’s Make It Happen”



**DEPARTMENT OF NEW YORK**

**2023-24 MEMBERSHIP  
PROGRAM**



Comrades,

You now have the 2023-24 Veterans of Foreign Wars, Department of New York **Commander's Membership Program** in your hands. You will notice some changes to this year's program from past years. You will find that everything we do this year will focus on the **Togetherness**. My theme for 2024-24 will be "Command and Control: Let's Make It Happen". For some time, we have wandered from our mission and the support of our foundation programs, including membership as well as many of the everyday tasks required of our inherent responsibilities as elected and appointed officers and member of our great organization - The Veterans of Foreign Wars of the United States.

We all know that membership is the lifeblood of the VFW. We also all know how difficult it is to go out and recruit new members. So, why do we continually shoot ourselves in the foot and fail to retain those we worked so hard to get the first time around. I am asking you this year to not only seek out new members but work even harder to reclaim some of those members who have gone out the back door and failed to pay their dues in previous years. We will do our best to provide you the leads for those members who have failed to renew.

The **All-State Program** is the Department Commander's program **designed to recognize the best** Districts, Councils and Posts from across the state. I have designed this year's membership program continue our two objectives, first, provide you some incentive to recruit with a variety of recognition awards for your hard work and second, develop this year's program for the coveted All State Commander's Award around improving our tenant programs - Voice of Democracy, Patriot's Pen, Teacher's Award while continuing a training initiative to instill the basics of Post administration and management. Work your programs and networking will take place and you'll gain those new members as well as bring back some of those whom you have lost. ***The goal this year is not only make 102% in membership, but to make the Department stronger. The end goal is an All-American Department once again.***

Following the notification of posts being selected to receive awards, including the All-State award, **must notify the Department Headquarters no later than July 11, 2024 of anyone wishing to contest eligibility.**

***Let's work as a TEAM and keep the Department of New York where it should be in membership – ON TOP!!***

***WORK TOGETHER AND MAKE IT HAPPEN AGAIN IN 2023-24!***

Yours in Comradeship,

***Daniel Kell***

Daniel Kell  
Commander

# POST GOALS

*Increase the number of new members by 5%*

*Increase life members by 5%*

*Increase re-instated members by 5%*

## Post 100% Banner Award

Department **will award the first 100 Posts** that **attain 100 - 102% Membership by June 30, 2024** the following (Excludes 100% Life Member Posts):

100% Banner

100% pins for the Top 100 Commander and Quartermaster if available in National Supply

## Post Divisional Awards

A Department plaque will be **awarded to one post** in each Membership Division that shows the **Largest Numerical Gain** over their \*September 2023 National Membership Report Total as of May 1, 2024

**AND**

- Post Inspection has been Submitted, Received & **Approved** at Department
- Has submitted **TWO Community Activity Reports**
- Have submitted the **first three** (3) quarters **Trustee Reports**
- **Post Quartermaster trained** at a District or Department OTI
- **Post Adjutant trained** at a District or Department OTI
- **At least ONE Post Trustee trained** at a District or Department OTI
- **Districts must notify all their Posts 20 days in advance of the OTI Date (Copy of the notice to the Department Adjutant)**

(The award will be given to the Post, not an individual & Excludes 102% Life Member Posts)

## Big Ten 102% Membership Award

A specially designated Department Plaque will be given to the Number One Big Ten Post with a Post membership **over 350** members.

**AND**

Reported **102% Membership** Based on the \*September 2023 National Membership Report by May 1, 2024  
(Excludes 100% Life Member Posts)

## All-State Teams of Post Commander's & Quartermasters

Being cognizant of the important role of the Post Quartermaster in membership, both the Post Commanders as well as their Quartermasters will receive:

**All-State Cap** for the Commander & Quartermaster

**And**

A membership Award of \$100 will be awarded to the Post Commander and Quartermaster qualifying for All-State and attending the Department Convention to accept the All-State Award.

**Post Commanders and Quartermasters will be required to personally pick up and sign their own voucher at the Department Convention for payment.**

## **Post Minimum Requirements:**

1. Must report 102% Membership **over** the \*September 2023 National Membership Report, **plus two (2)** New or Reinstated Members **as of May 1, 2024** (As recorded at Department Headquarters and compared to the September 2023 National Membership Report).  
**Example of Membership Total:** If a post were 100 members on June 30, 2023, to receive the All-State Award in 2024 they must have a membership of 102 members.)
2. Must submit a minimum of TWO Community Activity Report through the Dept on-line Portal and must be entered **prior to May 1, 2024**.
3. **Inspected prior to May 1, 2024** and the 2023-24 Inspection Report received, **approved** by the Department **prior to May 1, 2024**
4. **Post Quartermaster** must be trained at a District or Department OTI **prior to Dec 31, 2023**.
5. **Post Adjutant** must be trained at a District or Department OTI **prior to Dec 31, 2023**
6. **At least ONE Trustee** must be trained at a District or Department OTI **prior to Dec 31, 2023**
7. The first 3 quarters Trustees Reports in Department **prior to May 1, 2024**.

**NOTE: The First 75 Posts which have met the reporting requirements for the All-State Award if Received in HQ or Postmarked by May 1, 2024 will receive the All-State Award at the State Convention; however, a Post that has all of their reports completed and turned in by May 1, 2024 still has until June 30, 2024 to meet the 102% Plus Two All-State Award membership requirement. The Post All-State Awards earned by the June 30, 2024 date that are not presented at the State Convention will be presented either at a District Meeting or the 2024 Fall State Conference.**

The total number of All-State Awards shall be limited to **THE FIRST 75** and will be allocated to each Membership Division. (Additional All-State Awards ay be authorized by the State Commander).

If not enough posts qualify in a Division, the State Commander may reallocate the unused awards to other Divisions. If many more posts qualify, additional Cap Awards will be considered.

**100% Life member Post will not qualify if no new members are attained**

### **Post Membership Divisions**

<u>Division</u>	<u>Post All-State Awards</u>	<u>Post Membership</u>
1	2	246-355
2	2	185-245
3	24	143-184
4	24	112-142
5	16	88-112
6	4	68-87
7	2	51-67
8	1	10-50

## **New Post Commander's Award**

The Post Commander of any New or reinstated Post chartered during the 2023 – 2024 Membership Year that obtains a membership of 50 or more members by May 1, 2024 will receive a *Life Membership* in the VFW and a *Life Member Cap*. If the Post Commander is a Life Member then they will receive a \$100 gift certificate from the National Emblem and Supply Catalog. This number of 50 includes the 25 new members needed for the charter.

## **DISTRICT GOALS**

*A District which meets all requirements for the All-State Award by **May 1, 2024** will receive the All-State District Award at the State Convention; however, a District still has until June 30, 2024 to meet the All-State Award 102% membership requirements. The District All-State Award earned by the June 30, 2024 date will be presented at a District meeting if requested or at the 2023 Fall Conference.*

## **All-State Team of District Commanders**

Each District Commander whose District attains 102% based on the first of September 2023 National Membership Report Totals as of May 1, 2024

**And**

Has a **SVA Chairman** who has provided the three (3) Required Reports to the Department & National.

**And**

Who has completed all of the following Requirements **by May 1, 2024**.

**102%** Posts Inspected, Submitted, Received & Approved at Department

- **District Quartermaster trained** at a District or Department OTI by **Dec 31, 2023**

- **District Adjutant trained** at a District or Department OTI by **Dec 31, 2023**

- **At least ONE District Trustee trained** at a District or Department OTI by **Dec 31, 2023**

Will be awarded a Distinctive All-State District Commander VFW cap and a membership Award of \$100 will be awarded for attending the Department Convention to accept the All-State Award.

### ***In addition***

Each District Commander whose District attains **102% in membership** as of **May 1, 2024**

**Will also receive a Special Recognition Award in meeting this goal**

**a**

**Special Designed Jacket**

## **District Membership Chairman Award**

Recognizing the valuable contribution made by the District Membership Chairman, the Department will award a \$100.00 Gift Certificate from the VFW Emblem and Supply Catalog to each District Membership Chairman whose District Commander receives the All-State District Commanders Award.

## **District Early Bird Award**



### **SPECIAL** **DISTRICT COMMANDER'S** **WASHINGTON CONFERENCE** **TRIP AWARD**

The First District Commander who reaches 90% in membership for their District by **January 16, 2024**, will be awarded a **monetary travel expense award** up to **\$1,500.00** (hotel/travel receipts required) to be used for attendance at the Washington Conference held in Washington, D.C. enabling the Commander to attend the Voice of Democracy Awards and an invitation to attend the Commander-in-Chief's testimony before Congress.



## **District Student Veteran Association Liaison (aka SVA)**

Each district is required to have a Student Veteran Association Liaison to qualify for the Department All-State Award. The Liaison is required to provide a **written Quarterly activity report** to the State Chairman. The report form and guide can be found at

[http://www.vfw.org/uploadedFiles/VFWorg/MY\\_VFW/StudentVeteranLiaisonGuide.pdf](http://www.vfw.org/uploadedFiles/VFWorg/MY_VFW/StudentVeteranLiaisonGuide.pdf) and  
[http://www.vfw.org/uploadedFiles/VFWorg/MY\\_VFW/SVALiasionReport\(1\).pdf](http://www.vfw.org/uploadedFiles/VFWorg/MY_VFW/SVALiasionReport(1).pdf)

# **NATIONAL DEPUTY CHIEF OF STAFF**

## **TO RECEIVE TRAVEL ALLOWANCE AND PER DIEM FOR THE DEPT CONFERENCES**

### **Fall Conference**

80% Membership in the District by October 1, 2023 - based on the first National Membership Report Totals.

**OR**

75% Membership –based on the first National Membership Report Totals, and one (1) Documented Membership Event\* in the District by October 1, 2023.

**To receive mileage at the current per diem to attend the conference, they must attend the Membership Committee meeting.**

### **Spring Conference**

102% Membership in the District **by March 1, 2024** - based on the first National Membership Report totals.

**OR**

95% Membership per the National Membership Report, and one (1) Documented Membership Events\* in the District by March 1, 2024.

**To receive mileage and per diem to attend the conference, they must attend the Membership Committee meeting.**

\* A documented membership event is a membership recruiting event in the community **away from the Post home** such at a fair, car/boat show, home show, or mall where a table and or tent can be set up and the participants man the event for at least three hours. Documentation of the event can be made by memo, letter or e-mail to the District Membership Chairman who will compile the reports to determine award eligibility. Photographs are strongly encouraged but not mandated.

## **Individual Post Member** **Recruiter Award**

Individuals who recruit **5 New Members** will receive a Note Pad with Pen

Individuals who recruit **10 New Members** will receive Coin & Membership Medal

Individuals who recruit **20 or more** New Members will receive a \$100 Gift Certificate to VFW Store

Individual recruiter awards will be presented to the District Commanders at the Conference following the attainment of that award. The District Commander's will be responsible to distribute these awards. Awards will be posted in the OSV.

## **Special Individual Membership Drawing**



### **VFW Special Tribute Henry Rifle**

As an additional individual recruiting incentive in addition to the five-member notepad to be awarded, one (01) ticket will be entered in a drawing for a VFW Special Tribute Henry Rifle to be awarded at the end of the membership year. For every five (05) new or reinstated members that are recruited the individual will earn one ticket in the drawing. For example, if an individual recruits 15 new or reinstated members, that individual will have three (03) tickets entered in the drawing.



Banner  
Every Post 100% - 100%

### **Awards** **Post 102% Award:** *(To all Posts that make 100%)*



Pin  
Every Post 100% to 102%

### **All State Team District Commanders** **100% - 102% Membership Award**

*Special  
Designed  
Jacket*



**Individual Post Member Recruiter Awards**



**+** *1 entry in Henry Rifle Drawing*

*5 New Members*



*10 New Members*

*20 New Members*





# STATE MEMBERSHIP TEAM



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## **DISTRICT MEMBERSHIP STANDING COMPETITION**

To enhance our membership drive during the 2023-24 year I will be awarding a Special Designed Jacket to each District Commander who attains 102% membership by June 30, 2024

Additionally, the State Commander will recognize one District Commander at the end of the membership year with a special award who excels above and beyond all the other districts. Criteria to be used will consist of membership, reports, inspections, initiative, communication, community interaction and other criteria as determined by the State Commander.

The District Commander that exceeds expectations of their position as determined by the state commander will receive a \$250 gift certificate to the VFW store.

A trophy will be awarded to the top District for their superior recruiting achievement in 2023-24



# 4 Steps for the Post Commander In Planning A Successful Recruiting Campaign

## Step #1:

Select and organize a membership committee.

- Qualities of a successful Membership Chairman:  
*Popular, organized, good speaker, knowledgeable about the VFW, dedicated*
- Qualities of a successful Committee member:  
*Active, knowledgeable about the VFW, dependable*

## Step #2:

Develop a recruiting plan

5 Elements of a recruiting plan that works:

### 1. Analysis of the current situation

*Where you are in terms of members, recruitments, other Posts' territories' members and recruitments. Use last year's membership as a base for your goals.*

### 2. Goal Setting

*Where you want to go*

### 3. Development of action plans

- Territory and time management
- Manpower management and planning
- Recruiting meetings and techniques

### 4. Implementation of action plans

*Translate plans on paper into actions carried out by the recruiting team*

### 5. Tracking results

*Use a system of controls and measurements to assure results are achieved*

## Step #3:

Set realistic goals

Two types of goals in your plan should include: Quotas and Objectives

USE THE **SMART** system for goal setting:

### **Specific.**

*For example, the focus of the plan should not be just to increase recruiting by Numbers, but to increase by a certain number through specific recruiting Techniques*

### **Measurable.**

*A definite measure – to increase members in your Post by a certain percentage or set number*

### **Attainable/**Ambitious****

*Goals should require effort (ambitious), but attainable*

**Results-oriented.**

*Goals aimed at achieving a specific result*




**Timed.**

*Track your progress throughout the time period to ensure you achieve goals at the end of the stated time. Consider setting up recruiting deadlines to coincide with National, Department and District/County awards so members are eligible for awards sponsored by National, Department, District and County.*

**Step #4:**

**Plan your activities.**

**The 3 R's of membership growth:**

-  Retain Continuous members
-  Reinstate former members
-  Recruit NEW members

***Five proven recruiting techniques:***

- 1. Personal contact**  
***Door-to-Door, membership booths, meetings***
- 2. Recruiting booths/tables**
- 3. Mail**
- 4. Referrals**
- 5. Telephone campaign**

**Note: Personal contact is the most effective way to reach prospective Members. Whatever recruiting method you use, always arrange a face-to-face meeting with the prospect.**

**Background: This year, State Commander Dan Kell has chosen to support two very important programs to assist veteran. Higher Ground whose mission is to use recreation, therapy and continuing support to give people of all abilities a better life. The second is Alliance 180 which is an experience in a new direction in the fight against the effects of trauma that aims to prevent suicide for fellow veterans, first responders and frontline healthcare workers through a transformative equine experience.**

**Higher Ground veteran programs offer participants an opportunity to create a personal connection which has been proven to remediate symptoms associated with PTSD and MST. New York's weeklong programs include kayaking, fishing, horseback riding, rock climbing, hiking, and ice climbing.**

**Higher Ground re-engage with participants for at least three years after they attend their program. They check-in with all veterans and their supporter who they brought on the program.**

**As part of their continuum of care, Higher Ground helps participants gain access to recreation to support their ongoing community reintegration. This includes the Recreation Enhancement Fund each veteran receives after their program to purchase equipment to continue their therapy at home.**

**Alliance 180 is an effective three-day experience which offers peer-to-peer interaction, private accommodations and classroom training to learn the language of the horse, and round pen interaction with a horse as the final culminating event. Horses require you to be in the moment to fully communicate. The release felt when the horse accepts your offer to bond – breathing – touching and following – it's so empowering. There is no judgement, only acceptance. Over 800 individuals have successfully gone through the program with tremendous success.**

**Any amount of financial support you can provide will go a long way in assisting our veterans in both of these most important and essential programs.**

**Department Special Project Chairman: Gene Ratigliano, PSC, NCM  
(H) 518-885-9666  
(C) 518-796-4338**

**Your generous donation should be made out to: Department of NY VFW**

**Mailed to: Department of NY VFW  
69 Sand Creek Road  
Albany, NY 12205**

