

**VFW DEPARTMENT OF NEW YORK
COMMANDER
JAMES MACARTHUR
2025 - 2026**

“Helping & Honoring Veterans”



DEPARTMENT OF NEW YORK

**2025-26 MEMBERSHIP
PROGRAM**



Comrades,

You now have the 2025-26 Veterans of Foreign Wars, Department of New York **Commander's Membership Program** in your hands. My theme for 2025-26 will be "Helping & Honoring Veterans". Two of our tenants in our VFW mission statement is to "assist our worthy Comrades" and "to perpetuate the memory and history of our dead, and to assist their widows and orphans." This is why I have chosen the theme "Helping and Honoring Veterans. My Special Project for this year will be geared to helping both our veterans and their widows and orphans. I am looking to support three major organizations that aim to help both our veterans and their families – The National Home for Children, Alliance 180 and the Headstrong Project. More detailed information on all three of these organization can be found at the end of this booklet and hope you help me support these dedicated organization with your donations.

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. 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 and Posts from across the state. I have designed this year's membership program to 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 100% membership in the Department of New York. The National Commander's goal is 101%.** I hope you will strive to do your best to support both.

Following the notification of posts being selected to receive awards, including the All-State award, you **must notify the Department Headquarters no later than July 13, 2026 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 2025-26!

Yours in Comradeship,

Jim MacArthur

Jim MacArthur
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 Posts** that **attain 100% Membership** by **June 30, 2026** the following:
(Excludes 100% Life Member Posts who have not recruited a minimum of one New member during the 2025-26 VFW year.

100% Banner

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 2025 National Membership Report Total as of May 1, 2026
AND

- Post Inspection has been Submitted and received at Department
- Has submitted **TWO Community Activity Reports**
- Have submitted the **first three** (3) quarters **Trustee Reports**
- **One Post Trustees trained** at a District or Department OTI
- **Post Quartermaster 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 100% Life Member Posts who have not recruited at least one new member during the 2025-26 VFW year.

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.

Post Minimum Requirements:

1. Must report 100% Membership **over** the *September 2025 National Membership Report (As recorded at Department Headquarters and compared to the September 2025 National Membership Report).
2. Must submit a minimum of TWO Community Activity Report through the Dept on-line Portal and must be entered **prior to May 1, 2026**.
3. **Inspected prior to May 1, 2026** and the 2025-26 Inspection Report received in the Department **prior to May 1, 2026**
4. **Post Quartermaster** must be trained at a District or Department OTI **prior to Feb 28, 2026**.
5. **At least ONE Trustee** must be trained at a District or Department OTI **prior to Feb 28, 2026**.
6. The first 3 quarters Trustees Reports in Department **prior to May 1, 2025**.

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, 2026 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, 2026 still has until June 30, 2026 to meet the 100% membership requirement. The Post All-State Awards earned by the June 30, 2026 date that are not presented at the State Convention will be presented either at a District Meeting or the 2026 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 may 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

Division	Post All-State Awards	Post Membership
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 2025 – 2026 Membership Year that obtains a membership of 50 or more members by May 1, 2026 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, 2026** will receive the All-State District Award at the State Convention; however, a District still has until June 30, 2026 to meet the All-State Award 101% membership requirements. The District All-State Award earned by the June 30, 2026 date will be presented at a District meeting if requested or at the 2026 Fall Conference.*

All-State District Commanders

Each District Commander whose District attains **101%** by June 30, 2026

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, 2026:**

100% Posts Inspected and Received by Department

- **District Quartermaster and District Inspector** trained at a Department OTI by **February 28, 2025.**

-**At least One District Trustee** trained at a Department OTI by **February 28, 2026.**

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, 2026**

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, 2026**, 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 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 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, 2025 - 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, 2025.

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

Spring Conference

100% Membership in the District **by March 1, 2026** - based on the first National Membership Report totals.

OR

90% Membership per the National Membership Report, and one (1) Documented Membership Events* in the District by March 1, 2026.

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 mailed to individual recipients as membership accession reports are received in the Department from National.

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, tickets 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 (5) new or reinstated members that are recruited the individual will earn one ticket in the drawing. For every 10 members recruiting an individual will earn 3 tickets in the drawing and for every 20 members an individual will earn 5 tickets in the drawing.

Awards

Post 100% Award:



Banner

All Posts who reach 100%

**These awards will exclude 100% Life Member Posts
Who Have Not Recruited one new member in the 2025-26 VFW Year**

All State District Commanders 101% 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



\$100 Gift Certificate

STATE MEMBERSHIP TEAM



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DISTRICT MEMBERSHIP STANDING COMPETITION

To enhance our membership drive during the 2025-26 year I will be awarding a Special Designed Jacket to each District Commander who attains 100% membership by June 30, 2026.

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 2025-26.



(Sample Trophy)

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.

STATE COMMANDER'S SPECIAL PROJECT

National Home for Children Alliance 180 Headstrong

Background: This year State Commander Jim McArthur has chosen to support our veterans and their families through three well recognized organizations that meets the needs of veterans and their families – the National Home for Children, Alliance 180 and the Headstrong Project.

National Home for Children:

Born from the belief that America needs to care for the children and families of men and women who sacrificed for our country, the VFW National Home is a place of support, growth, and community for veteran and military families.

It was founded in 1925 as a place where the families left behind by war could remain together, keeping the family circle intact even when their servicemember didn't come home.

Today's families face different challenges — reintegration, post-traumatic stress, and high unemployment. The National Home continues to evolve to meet these needs.

Over the decades, National Home has adapted their programs and services to provide the essential support that these families need to grow and thrive.

The National Home remains dedicated to ensuring that military and veteran families have the support, resources, and community they deserve.

Alliance 180:

Veteran Suicide continues to plague our veteran community as well as first responders and front-line health care workers. In New York, a dedicated combat veteran led by Robert Nevins founded Alliance 180 with the commitment to reducing suicide and the effects of trauma in our nation's veterans. Over 800 veterans have successfully gone through his program and this non-profit organization has recently expanded its reach to include first responders and frontline healthcare workers with all services provided free of charge.

Headstrong Project:

The Headstrong Project is a non-profit mental health organization providing confidential, barrier-free, and stigma-free PTSD treatment to our veterans, service members, and family connected to their care. Their goal is to help their clients “Triumph Over Trauma.” by providing them with effective mental health treatment. Headstrong’s network of trauma-informed clinical partners provide individualized, evidence-based outpatient care to their clients. Their three-tier method of treatment is:

Connect

Connect to care with a Headstrong intake specialist who completes a phone intake and schedules an initial evaluation. The client is matched with a therapist for treatment.

Collaborate

Collaborate with a Headstrong therapist through individually tailored, effective interventions deployed to help the client identify problem areas and implement change.

Close

Close treatment moving forward with new tools and skills.

Monetary Donation Support:

- All monetary donations to the Special Project will be divided amongst the three designated organizations to assist veterans and their families.

Department Special Project Chairman: Neil Jordan

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

**Mailed to: Department of NY VFW
Attn: Commander’s Special Project
69 Sand Creek Road
Albany, NY 12205**