



2020-21  
Department of NY  
Life  
Membership  
Chairman's Guide



2018-19

Thank you for accepting the responsibility as the Department of New York Life Membership Program Chairman for 2020-21.

You are expected to perform your duties to the best of your ability and to become familiar with the requirements of the National and Department Commander's Membership Programs. This Chairman's Guide will provide you some of the necessary guidelines in performing your duties. There may be additional references you may need to review either on the Department or National websites and/or other documentation that may be issued during the ensuing year.

It is important that you learn as much as you can about your position and ask questions if you are not sure of what you will be required to do. I and my staff are available to assist you in this assignment to ensure you are successful in your efforts.

The strength of the Veterans of Foreign Wars lies within our membership. We must continue to build a strong membership base to ensure our voices are heard and our programs remain effective and viable. This guide was developed to help you and the members of our membership team in understanding and successfully communicating the benefits of membership in the Veterans of Foreign Wars to prospective members.

As the Life Membership Chairman, it will be your responsibility to coordinate the efforts of the Department Membership Team and each District Membership Chairman to meet their goal of increasing their Life Memberships by a minimum of 5%. Every effort should be made to fully publicize the benefits of VFW Life Membership and the ease in becoming a life member by utilizing the Life Member Installment Plan.

Please ensure that the membership programs are advertised to our Districts, Councils and Posts and that you maintain a close relationship with each outlining the various methods of signing on as a

new Life Member, Legacy Life Member, Installment Life Member and conversion of Annual members to Life Membership.

The Department of New York publishes its on-line newspaper, *The Overseas Veteran* quarterly and it is highly recommended that a short article on membership be prepared and submitted to the newspaper editor when the call goes out for articles.

As the Department Life Membership Chairman, you will be expected to attend each Department Conference as part of the membership team and work closely with them. Additionally, you will be required to provide a written progress status report two weeks prior to any conference and convention. If called upon to make an oral report, you will be invited by letter and will receive a per diem voucher to cover some of your hotel and travel expenses.

To be successful you must outreach to each District, Council and Post as necessary to follow the progress of Post Life Membership efforts. You should also ensure the Districts, Councils and Posts are making themselves visible at local events such as fairs, home shows, car shows, gun shows, etc. to enhance their recruiting efforts.

The State Commander is confident in your ability to manage the Life Membership Program in the Department of New York and am sure you will be extremely successful in your endeavors.

Thank you for stepping up and accepting this challenging position



# Membership Campaigning at the Post Level



VETERANS OF FOREIGN WARS

NO ONE DOES MORE FOR VETERANS.



## INTRODUCTION

The purpose of this handbook is to provide you with suggestions and ideas on how to organize and effectively carry out a membership campaign at the Post level.

To be successful, every Post Commander needs a strong and effective membership campaign. This requires planning and a thorough knowledge of the VFW and its various programs. Then, and only then, can a Post Commander be an effective leader.

Recruiting new and/or reinstated members is a matter of salesmanship, made more difficult by the fact that our salesmen are volunteers who are not paid for their work. To do a good job of selling, you must know the product—in this case, the Veterans of Foreign Wars, its programs and objectives. Questions will be asked and must be answered.

The most serious problem in VFW Posts is planning and effectively carrying out a membership program that covers all phases of membership recruitment: securing new members, reinstating former members and collecting continuous members' dues. A Post cannot rely entirely on dues notices that National Headquarters mails to every Annual member. Therefore, a membership program must be adopted and put into effect in every Post.

A successful membership campaign must be carefully planned and effectively carried out. Organizing a membership campaign must include capable personnel, good planning, continuous supervision and regular evaluation of the results. But most of all, hard work is required in order to get the job done.

## PLANNING THE CAMPAIGN

No membership program can be successful unless it is carefully planned and has definite objectives.

### 1. SELECT A COMMITTEE

Post Commanders should appoint a capable comrade as Membership (Chairman) Director, then work with this comrade in selecting a committee and planning a membership campaign. Members of the committee should be comrades the commander knows and trusts, people who are active and knowledgeable, members who are interested and above all, who can be counted on to do the job.

Two key members of the Committee should be the Post Quartermaster and Adjutant.

### 2. SET A GOAL

A quota should be set. Your quota should include new and reinstated members as well as continuous members. A percentage figure above the quota should also be set, as well as a date to achieve these goals.

### 3. BRIEF THE COMMITTEE

Dates should be set for the Membership Committee to report to the Commander and Membership Director on the progress of the membership campaign.

### 4. COMPILE A LIST

A list should be prepared by Post Quartermaster containing names and addresses of current and former members. These members should be contacted in person, by letter, telephone or email.

### 5. PUBLICIZE MEMBERSHIP EFFORTS

Use your Post publication (if you have one) and the Post bulletin board to emphasize your membership campaign. Post a list of delinquent and former members' names. Ask members of your Post to help sign up new and reinstated members as well as collect continuous members' dues.

Announce contests, dinners and other incentive awards. Advise the membership of your Post on progress of the membership drive, announce winners of contests and awards. Be sure to include District, Department and National contests as well.

## **CAMPAIGN SUGGESTIONS**

The following are ideas and suggestions have been tried and proven to be successful by VFW Posts around the world:

### **TEAMS**

The most successful method of setting up a membership drive is to appoint two (or more) captains who each will head a recruiting team. Team members should be appointed by the Post Commander, Membership Chairman or team captain. The number of members on a team may vary, but generally smaller groups are more effective.

Teams should collect dues from continuous members, call on former members, follow up leads on prospective new members, conduct door-to-door campaigns and telephone round-ups, email campaigns. Contests and/or other incentives should be used to put the teams on a competitive basis.

### **TELEPHONE CAMPAIGN**

Proper use of a telephone campaign can be a most effective way to collect dues from continuous members and/or to reinstate former members. Membership teams should prepare lists showing the names, addresses, telephone numbers and email addresses of continuous members who have not paid the current year's dues. The teams should be divided so that comrades who have a pleasant speaking voice and who are familiar with the VFW work the phones. Advise each delinquent member that the Post is now conducting its annual membership



campaign. Urge the member to pay dues now. You can direct members to [www.vfw.org](http://www.vfw.org) if they wish to renew their dues online, encourage them to visit the Post if that would be more convenient, or set up a time that a member can come pick up the dues.

Telephone campaigning can be done at any time, but is most effective if it is done on Saturday or Sunday, when members are most likely to be home.

When conducting a phone campaign it must be a personalized encounter. Ask questions on how they are doing, if the Post can assist in any way and then ask for dues payment.

Competitions, incentives and awards are ways you can make your membership drive more interesting and rewarding.

## **COMPETITIONS, INCENTIVES & AWARDS**

### **COMPETITION**

After you select your membership teams, set up contests among the teams. Determine a certain number of points for new, reinstated and continuous members. The team with the most points at a given date is the winner. Make the membership drive interesting, fun and challenging.

### **INCENTIVES**

Set up awards for individuals or teams who perform the best during the membership campaign. Utilize National, Department and District membership awards.

Stimulate competition by announcing that the top recruiters will be guests at a dinner paid for by the Post. Have the losing team treat the winning team to dinner or have the losing team prepare a dinner for the winning team.

Offer prizes to individual members who sign up the greatest number of members over a certain period of time. Publicize in your Post publication and on the bulletin board the winner's name, awards, citations and prizes.

### **CONTESTS**

There are many types of contests you can employ. The majority of National and State contests extend over a year. Posts should supplement these contests with contests of their own. They should be original and should run for shorter periods of time, four to six weeks for best results. Contests should be geared to retaining current members, reinstating former members and recruiting new members.

## **VETERANS OF FOREIGN WARS OF THE U.S.**

### **OBJECTIVES**

The Veterans of Foreign Wars is an association of overseas campaign veterans dedicated to preserving and strengthening comradeship among its members, to assist worthy comrades, to perpetuate the memory and history of our dead and to assist their widows and orphans, to maintain true allegiance to the Government of the United States of America, to foster true patriotism and to preserve and defend the United States from all of her enemies.

### **ADVANTAGES OF VFW MEMBERSHIP**

1. The expert assistance of State and National VFW Service Officers, as well as the Service Officer in your own Post, is available should you need to file a claim for hospital care, educational, pension or other benefits.
2. VFW provides assistance to protect existing veteran benefits, that you now receive or that you may be entitled to in the future, through the efforts of our VFW National Legislative Service in Washington, D.C. and your own VFW State Legislative Committee.

3. In the event of death, your children receive free admission to the VFW National Home in Eaton Rapids, Michigan, with complete assurance that they will have every opportunity to grow up as proud, healthy and educated citizens.
4. An opportunity to take an active part in your VFW Post's patriotic, community service and youth activity programs.
5. An opportunity to become an officer of your Post; thereby developing your talents as a competent public speaker and respected civic leader.
6. Satisfaction in knowing that you are supporting an organization that fights for maximum defense and security of our country.
7. Receiving the VFW magazine each month which keeps you informed on all matters pertaining to your status as a veteran and those subjects that are close to your heart as a patriotic American.
8. The feeling of true comradeship that exists only among veterans who served overseas in time of war.
9. (If applicable) Social functions at the Post home and/or Post canteen. Activities for yourself as well as other members of your family.
10. The opportunity for your spouse and family to join the VFW Auxiliary, which works hand-in-hand with Post members in all functions and programs.
11. Personal benefits (refer to current Member Benefit flyer).



## PERSONAL CONTACT

While well-run Posts can keep going with continuous members, they cannot grow without new blood. A constant campaign for new and reinstated members must be conducted, mainly to replace members who die, move out of town or for reasons of their own drop out of the VFW. The best method of convincing veterans they should belong to the VFW is by personal contact.

One method is a door-to-door campaign. This involves two or more members going door to door introducing themselves and asking eligible veterans to join the VFW. Each member should take another member along for training in the aspect of door-to-door campaigning. As a result, your working force will increase significantly and a wider area can be covered.

The “grapevine” or referral system produces a certain number of new and reinstated members in every Post. Each member knows veterans who are eligible and might be interested in joining the VFW. Encourage each member to furnish names of eligible veterans to your Membership Committee. If possible, have the member personally contact the eligible veteran along with a member of your Membership Committee.

Recruiting booths can be set up in shopping malls, state fairs, trade shows, military bases, gun shows, armories and other public places where people gather. Brochures and/or information of value to veterans can be distributed. Names and addresses of eligible veterans should be obtained for later contact.

Departments have unpaid and relocated members lists. Please contact them for updates.

## **PROSPECT LISTS**

Your parents  
Your children  
Your in-laws  
Your grandchildren  
Your other relatives  
Your mail carrier  
Your grocer  
Your barber  
Your electrician  
Your garbage collector  
Your doctor  
Your dentist  
Your pharmacist  
Your police officer  
Your firefighter  
Your lawyer  
Your religious leader  
Your co-worker  
Your banker  
Your car dealer  
Your insurance agent  
Your teacher  
Your local reserve center or armory  
Your local colleges (student veterans)

Past and present membership files should be checked. Compile a list of names, addresses and telephone numbers of members who have not paid their dues. Consult these for further leads as well as referral names submitted by present members and Department veteran count lists. Prospects obtained from these sources should be contacted personally at home during the week in the evening, Saturdays or Sundays.

## **FACE-TO-FACE**

- Present a well-kept appearance and a positive and helpful attitude.
- Talk to both the veteran and spouse at the same time (if possible).
- Be confident and knowledgeable about VFW procedures and programs.

- Offer background and history of the Veterans of Foreign Wars (advantages of belonging to the VFW).
- Explain membership requirements and goals of Post, District, Department and National.
- Know your product thoroughly.
- Present in simple language.
- Adapt your approach to the reaction of each prospect.
- Sell the VFW, its past achievements and its future goals.
- Don't forget to ask the prospective member to JOIN, and ask for referrals.
- If you do not know the answer to a question, tell them you will get it for them.

### **DOOR-TO-DOOR**

Teams of two or more should be assigned certain blocks or areas (preferably blocks or areas with which they are familiar).

Teams take one street at a time, going door to door in the evenings, on Saturdays and Sundays. Introduce yourself and ask if any veterans live there. If so, ask if they served overseas. If no veterans live there, or they are not eligible to join the VFW, thank the person you talked to and move on to the next house. Because residents generally know their neighbors, you can ask whether any veterans live next door or across the street, thus avoiding your having to stop at every house.

The more teams that work the door to door canvass, the faster you will be able to canvass a city or area. If enough recruiters are not available and/or willing to do the job, train



others to be membership recruiters. Put an experienced person with a new recruiter. After 15 or 20 houses, the new recruiter should be able to make the presentation. Thereafter, he or she can also train additional recruiters.

Try this method. You will be amazed at the results. You will gain new members, plus have more members active in your Post.

### WHAT TO SAY

*Hello, I'm \_\_\_\_\_  
(your name)*

*with VFW Post \_\_\_\_\_  
(number)*

*We are in the neighborhood (today/  
this evening) talking to veterans.*

*We would like to ask you a few questions.*

*Are you or is your spouse a veteran?  
Is there a veteran living in this house?*

*Did you or your spouse serve overseas?  
During what years?  
Did you or your spouse receive a  
campaign service medal?*

*Do you or have you or your spouse ever  
received any veterans benefits?*

If the answer is NO to the first question, thank them for their time and ask if they know whether any of their friends or neighbors are veterans. If so, ask for contact Information.

If the answer is YES to the first question, and after asking the other questions you believe the veteran is eligible for membership in the VFW, continue on. If the veteran is not home, set up an appointment for a later day and time.

## WHAT TO WRITE

*We are conducting our annual membership drive. Membership in the Veterans of Foreign Wars is restricted to veterans who served overseas in times of conflict or war.*

*I believe you are eligible for membership in the VFW, and we would like to have you join. (Give advantages of membership in the VFW) All we need to do is check your last separation certification (DD214) or other proof of eligibility to verify your eligibility. We will fill out the application form and you may make a check out to VFW Post No. \_\_\_\_\_ for \$ \_\_\_\_\_ which represents one year's dues. Unless of course you desire to become a Life Member. (Explain Life Membership Program)*

*Other Proof of Eligibility:*

- *Returning orders*
- *Leave and Earnings Statement*
- *Free mail/War Zone Pictures*
- *Hostile fire/Imminent Danger pay*
- *Qualifying award citation*

## MEMBERSHIP BOOTHS

- Another method of recruiting new and reinstated former members is a membership booth. This method is fairly simple and can be used by nearly any Post, regardless of its size or location.

The following general outline will produce new members and help to reinstate former members.

### A. START EARLY

- This will work best as a joint VFW and Auxiliary operation. Cooperation is key.
- Contact the manager of a shopping mall, trade show, state or county fair, or any place there is a large public gathering. Ask

permission (or pay) for space to set up a membership booth. Serve refreshments (if possible) at the booths.

- Give advance news releases to your local newspaper and radio stations regarding your membership booth.
- Place recruiting posters and signs in store windows, post signs at the entrance to your city and along major thoroughfares or any place the public will notice them.
- Obtain an adequate supply of recruiting and informational material. Some material is available from Department and National Headquarters. Other material can be obtained from the VFW Store.

#### **B. THE OPERATION**

1. Decorate your booth with recruiting posters. Display informational material on the table. At least one VFW member and one Auxiliary member (wearing VFW caps or ball caps with Post or VFW logo) should be in the booth at all times. Display a sign large enough to let everyone know you are there.
2. If local and state laws allow a drawing, get a member or merchant to donate a gift, prepare tickets with stubs that show name, address and telephone number, hold the drawing and save the stubs for later contact.
3. As eligible veterans visit the booth, inform them of the VFW programs and pass out informational material.
4. This is the most important! As eligible veterans visit the booth, have them fill out a form giving information on their military service and whether they are interested in joining the Veterans of Foreign Wars. If they wish to join immediately, SIGN THEM UP. If they don't wish to join at this time, DON'T BECOME DISCOURAGED. Just make



sure that you get their names and addresses and find out when they will be home.

### **C. THE FOLLOW UP**

1. Within a few days, send out teams of members to contact the eligible veterans and talk to them about joining the VFW. This is the time to verify their eligibility and collect their dues.
2. Be sure your membership teams are prepared to answer questions about the various programs the VFW sponsors.
3. When a new member joins, make the new member feel welcome. Ask the new member to take an active part in the Post and to help recruit others. Remember that everything you do prior to calling on a prospective member is a form of advertising and public relations. Actual selling is done in homes where a veteran feels at ease and can give full consideration to the importance of being a member of our organization.

Try this program. We're sure it will pay off in new and reinstated members.

## **TELEPHONE CAMPAIGN**

Past and present membership files should be checked. Compile a list of names, addresses and telephone numbers of members who have not paid their dues. These can be called at home evenings, Saturdays and Sundays.

### **TELEPHONE APPROACH**

- Be sure to smile just as you would if you were meeting a prospect "face to face."
- Use a pleasant and even speaking voice.

- Speak clearly and slowly into the phone.
- Be specific and to the point.
- If the first attempt to obtain payment of dues is not successful, suggest the advantages (see page 7) of belonging to the VFW. Again, make it personal. Ask questions about how they are and if they Post can assist them in any way. The last step is asking for dues. Evaluate the situation first.
- If a member's reason for refusing to pay dues is vague, try to overcome it and try again for the dues.
- Sell the VFW, its past achievements and future goals.
- Don't get angry. Accept criticism of your Post, District, Department or National. Overcome criticism by emphasizing the positive aspects of the VFW.
- Stay calm, cool and, above all, dignified. You represent your Post and the VFW.

## WHAT TO SAY

\_\_\_\_\_, *this is*  
(member)

\_\_\_\_\_, *I'm with*  
(your name)

VFW Post No. \_\_\_\_\_.

*I hope I am not disturbing you. Do  
you have a minute to talk?*

IF YES:

*Our Post is conducting its annual membership drive. I noticed that you have not paid your current year's dues. Our goal is to collect the dues of every one of last year's members and to recruit new members as early as possible. Some members*

*are in your area today collecting this year's dues. I would like to know what time it would be convenient for someone to stop by and pick up your dues? (If no time is stated, suggest one).*

(if there is no objection)

*Thank you very much, \_\_\_\_\_.*  
*We certainly appreciate your continued membership in our Post. We will have a member stop by (repeat time). Stop by the Post (club room, etc.) the next time you are in the area (downtown, etc.). We would be glad to see you.*  
*Goodbye.*

(If there is an objection)

*Well, \_\_\_\_\_,*  
*we feel there are many advantages to belonging to the VFW (name one or two advantages and wait for reaction, then try again to collect his dues.)*

IF NO:

*I'm sorry I called at an inconvenient time. When would it be convenient for me to talk to you for a moment? (If the response is such as "what's this all about?" go back to "Our Post is conducting its annual membership drive and ...")*

*If no time for a call back is specified by prospect, would \_\_\_\_\_* (day)

*\_\_\_\_\_ or \_\_\_\_\_*  
(time) (day)

*\_\_\_\_\_ be better?*  
(time)

SAMPLE OBJECTIONS AND ANSWERS:

I CAN'T BE ACTIVE.

I CAN'T ATTEND POST MEETINGS.

I DON'T HAVE THE TIME.

*Well, \_\_\_\_\_,*  
*I realize that you (state the objection). We*



*feel that every member who pays his dues is active and makes a contribution to the VFW. Your name on our membership roll lends support to all of our programs. Without people such as you, we would not be able to carry on the programs that benefit not only veterans but citizens of our community as well.*

I DON'T HAVE THE MONEY.

*I certainly can understand that. Would (state a time and day) be more convenient for you. (If no stated time, determine real objection and overcome it).*

WHAT DO I GET FOR MY MONEY?  
WHAT DOES THE VFW DO FOR ME?

*Your membership in the VFW benefits veterans in this community as well as the state and nation. While you may not be receiving any veteran benefits directly, your membership in the VFW allows us to maintain and improve veterans' benefits so that they will be available to you, if and when you might need them.*

*Perhaps you have or are currently taking advantage of some veterans benefits, such as: VA Home Loan, VA Education, VA Hospitals, Compensation, Pensions, etc.*

I DON'T DRINK.  
I DON'T LIKE THE COMMANDER.  
I DON'T LIKE THE WAY THE POST IS RUN.

For these situations, you must remove any reference to personalities, operations of Post home and/or canteen operations.

Be positive. Talk about the advantages of membership, what the benefits can be to the individual and other veterans.

There are many other objections that you possibly will encounter. Deal with each objection in a positive manner. Be polite, don't hang up. Overcome the objection and collect their dues.

## EMAIL CAMPAIGN

This is one of the best and most efficient ways to communicate with your members. By building an email data base for your post you will be able to set up an email newsletter, or a dues reminder. One of the most important aspects of membership is to know your members and communicate with them. This is just another medium to use to get your message out to your members.

## MEMBERSHIP IDEAS

It is not the responsibility of Post membership teams to do all the work. Every member should be involved and made to feel a part of the membership program. Post activities attract members. A strong, active Post helps promote membership. Some membership “builders” are:

- Activities in community service, Americanism and youth programs.
- Capable service officer to assist veterans in the community.
- Dances, dinners and other social functions for VFW members and their guests.
- Publicize all Post events.
- Clean, well-managed Post home and canteen (club room).
- Interesting Post meetings.
- An active, cooperative Auxiliary.

Once again, establish a membership program. You must initiate action, be aggressive, use some originality, publicize your program, exercise all your abilities to activate and motivate members within your Post:

- Personal Contact
- Telephone Campaign
- Dues Reminders
- Incentives
- Awards
- Contests

### **ADOPT A PLAN – PUT IT INTO ACTION**

## **DUES REMINDERS**

A substantial number of continuous members' dues are collected by dues reminder notices that National Headquarters mails to every member.

Additional letters and dues reminder notices should be mailed to members by the Post at times other than the mailings National Headquarters sends out.

Membership recruiting is a continuous process. Membership growth cannot be accomplished without (1) retaining our continuous members, (2) reinstating former members and (3) recruiting new members.

A membership campaign should start early and continue throughout the membership year. Add ideas of your own to the suggestions that are offered herein and you will have a successful membership program.



## FOLLOW UP

### START EARLY

This will allow more time to devote to other VFW programs. If your membership year is drawing to a close, or a contest deadline is approaching and your membership goal has not been reached, then you should go back to the basic ideas and suggestions offered in this handbook. Put your membership plan back into action.

- Start a telephone round-up to collect continuous dues.
- Organize a door-to-door campaign to recruit new and reinstated members.
- Always ask for referrals.
- Set up membership booths in public places.
- Set up an email campaign.

It is never too late to plan a membership campaign. This could spell the difference between success or failure for you.

## MENTORING

Just what does your Post want when it puts on a membership drive? Does it just want more money in its treasury; does it just want a large and sudden increase in its numbers for the purpose of making a Department record or winning an award? Or does it primarily want to build itself into a strong permanent organization whose members are not just so many names on the roster, but definitely are integral parts of the Post and of the Veterans of Foreign Wars as a whole?

Posts would do well to remember that the Veteran who is worth recruiting is worth retaining.

### **WHY DOES THE VFW NEED MENTORS?**

The general public knows the VFW as a group of veterans who share the experience of overseas service. However, as members, we recognize the organization as much more. To us, VFW is a fraternity brought together by a common experience. We are committed to certain values, including concern for fellow veterans, honoring and serving those in uniform and their families, patriotism and service to our communities and nation. Another common trait we share is our desire to see this organization and our values continue to future generations.

This is where mentoring becomes a vital factor.

To ensure the VFW and its values persevere for another century and beyond, we must do all we can to raise individuals who will lead this organization, remember its history and accomplishments, and carry on the legacy of service and patriotism for which we are known. In short, we need leaders who value the future of the VFW enough to invest their time in guiding future leaders from young veterans. We need VFW mentors.



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VETERANS OF FOREIGN WARS

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**NO ONE DOES MORE FOR VETERANS.**

Veterans of Foreign Wars  
406 West 34th Street  
Kansas City, MO 64111

1.888.JOIN.VFW  
[www.vfw.org/join](http://www.vfw.org/join)





# VFW Eligibility Information

The fundamental differences between our organization and other veterans organizations, and one in which we take great pride, are our eligibility qualifications. There are three primary requisites for membership in the Veterans of Foreign Wars of the United States: (1) U.S. Citizen or U.S. National (2) Honorable service in the Armed Forces of the United States (3) Service entitling the applicant to the award of a recognized campaign medal or as set forth in the Congressional Charter and By-Laws and Manual of Procedure and Ritual.

## **Sec. 103 -- ELECTION:**

**Applications.** After the applicant has filled out the application card, it should be provided to the post adjutant or quartermaster, together with the dues (and admission fee, if applicable). A receipt shall be given to the applicant.

An applicant may be recommended after eligibility has been fully determined by the post reviewing committee. With respect to a department member-at-large, the department headquarters is responsible for the eligibility determination.

The original application of every member will be retained on file with the adjutant.

**Balloting on Applications.** Before voting on the application during a post meeting, the commander shall allow the members present an opportunity to state their objections, if any, to the admission of the applicant. Unless one member present shall request a written ballot, a vote shall be taken and a majority of the votes cast shall decide acceptance or rejection of the application.

**Rejection of Applicant.** Should an applicant be rejected by the post, the admission fee and dues shall be returned. After one year (12 months), he may again make application, but a person shall not be proposed for membership more than twice in one post. An applicant rejected in one post may apply to another post or become a department member-at-large.

**Notification.** The member shall be notified of his acceptance and that he is in good standing, subject to the by-laws governing the organization. The member shall receive a membership card and will be eligible to receive a lapel pin.

**Obligation.** New post members may receive the obligation according to the ritual.

**CHECKING ELIGIBILITY:** Proof of service to establish eligibility for membership rests with the applicant. The post is responsible for assuring the eligibility of every member accepted to membership. A careful check of eligibility at the time a person joins will save a great deal of trouble and embarrassment later. A veteran who is not accepted for membership because of ineligibility at the time of application is only disappointed. A member who is removed for ineligibility after having paid dues for several years is justifiably angry.

Assuming that a person is a United States citizen or United States national and has an honorable discharge from the U.S. armed forces, it only remains to be proven that the person has earned a recognized campaign medal or badge; served in Korea between June 30, 1949, until present; or earned Hostile Fire or Imminent Danger Pay eligibility. Those people in the armed forces of the United States shall become eligible for membership immediately upon arrival on hostile soil, in hostile waters or the airspace above in the performance of service.

Discharges issued during and immediately after World War II have a section on the back listing the medals and decorations that have been earned. Persons discharged later received a DD-214, "Report of Separation" form, which lists the medals and decorations on the front. Lost separation documents can be replaced by completing and submitting GSA Standard Form 180, "Request Pertaining to Military Records."

There is always a possibility of an omission on the separation documents. If an applicant claims entitlement to a medal, which is not shown on the individual's separation papers, that person may request verification and correction of records by submitting a GSA Standard Form 180.

The GSA Standard Form 180 is available from any office of the Veterans' Affairs or state veterans' departments. The form must be completed and signed by the veteran in order to receive the information requested or authorize the release of the information to the Veterans of Foreign Wars. Request for records can also be obtained through the National Personnel Records Center at [www.archives.gov/veterans](http://www.archives.gov/veterans).

For subsequent service, refer to Sec. 101 of the Manual of Procedure.

**ELIGIBILITY REGULATIONS:** The following is to be used as a guide in determining eligibility for membership. The following campaign medals and the periods issued have been authorized by the United States of America, and the holder of any such medal or medals is recognized as possessing the campaign medal requisite of eligibility.

# VFW ELIGIBILITY INFORMATION

Campaign Medals	Military Service	Qualifying Dates	Campaign Medals	Military Service	Qualifying Dates
<u>Expeditionary</u>	Navy - Marine Corps	Feb. 12, 1874 - Open	Japan		Sep. 3, 1945 - Apr. 27, 1952
<u>Spanish Campaign</u>	Army Navy	May 11, 1898 - Aug. 16, 1898 Apr. 20, 1898 - Dec. 10, 1898	<u>Navy Occupation Service Medal</u>		
			Italy		May 8, 1945 - Dec. 15, 1947
<u>Army of Cuba Occupation</u>	Army	Jul. 18, 1898 - May 20, 1902	Trieste		May 8, 1945 - Oct. 26, 1954
<u>Army of Puerto Rico Occupation</u>	Army	Aug. 14, 1898 - Dec. 10, 1898	Germany ( <i>except West Berlin</i> )		May 8, 1945 - May 5, 1955
<u>Philippine Campaign</u>	Army	Feb. 4, 1899 - Dec. 31, 1913	Austria		May 8, 1945 - Oct. 25, 1955
	Navy	Feb. 4, 1899 - Sep. 15, 1906	Asiatic Pacific		Sep. 2, 1945 - Apr. 27, 1952
<u>China Relief Expedition</u>	Army	Jun. 20, 1900 - May 27, 1901	<u>Korean Service Medal</u>		Jun. 27, 1950 - Jul. 27, 1954
	Navy	Apr. 5, 1900 - May 27, 1901			
<u>Cuban Pacification</u>	Army	Oct. 6, 1906 - Apr. 1, 1909	<u>Navy &amp; Marine Corps Expeditionary Medal</u>		
	Navy	Sep. 12, 1906 - Apr. 1, 1909	Cuban Military Operation		Jan. 3, 1961 - Oct. 23, 1962
<u>Mexican Service</u>	Army	Apr. 12, 1911 - Jun. 16, 1919	Thailand Military Operation		May 16, 1962 - Aug. 10, 1962
	Navy	Apr. 12, 1914 - Feb. 7, 1917	Iranian, Yemen & Indian Ocean Operation		Dec. 8, 1978 - Jun. 6, 1979 Nov. 21, 1979 - Oct. 20, 1981
<u>First Nicaraguan Campaign</u>	Navy	Jul. 29, 1912 - Nov. 14, 1912	Lebanon		Aug. 20, 1982 - May 31, 1983
<u>Haitian Campaign</u>	Navy	Jul. 9, 1915 - Dec. 6, 1915 Apr. 1, 1919 - Jun. 15, 1920	Libyan Expedition		Jan. 20, 1986 - Jun. 27, 1986
<u>Dominican Campaign</u>	Navy	May 4, 1916 - Dec. 5, 1916	Persian Gulf		Feb. 1, 1987 - Jul. 23, 1987
<u>World War I Victory</u>	Army	Apr. 6, 1917 - Apr. 1, 1920	Panama		Apr. 1, 1988 - Dec. 19, 1989
( <i>with battle or service clasp incl. Siberia and European Russia</i> )	Navy	Apr. 6, 1917 - Mar. 30, 1920	( <i>pre and post invasion</i> )		Feb. 1, 1990 - Jun. 13, 1990
<u>Army Occup. of Germany</u>	Army	Nov. 12, 1918 - Jul. 11, 1923	Operation Sharp Edge - Liberia		Aug. 5, 1990 - Feb. 21, 1991
<u>Second Nicaraguan Campaign</u>	Navy	Aug. 27, 1926 - Jan. 2, 1933	Operation Distant Runner - Rwanda		Apr. 7-18, 1994
<u>Yangtze Service</u>	Navy	Sep. 3, 1926 - Oct. 21, 1927 Mar. 1, 1930 - Dec. 31, 1932	( <i>11th Marine Exped. Unit USS Peleliu</i> )		
<u>China Service</u>	Navy	Jul. 7, 1937 - Sep. 7, 1939 Sep. 2, 1945 - Apr. 1, 1957	<u>Vietnam Service Medal</u>		Jul. 1, 1958 - Mar. 28, 1973 Apr. 29 - 30, 1975
<u>American Defense Service</u>	Army - Navy	Sep. 8, 1939 - Dec. 7, 1941			
( <i>with foreign service clasp</i> )			<u>Armed Forces Expeditionary Medal</u>		
<u>European-African-Middle Eastern Campaign</u>	Army - Navy	Dec. 7, 1941 - Nov. 8, 1945	Lebanon		Jul. 1, 1958 - Nov. 1, 1958
<u>American Campaign</u>	Army - Navy	Dec. 7, 1941 - Mar. 2, 1946	Taiwan Straits		Aug. 23, 1958 - Jan. 1, 1959
( <i>30 consecutive or 60 non-consecutive days of duty outside continental limits of the U.S.</i> )			Quemoy & Matsu Islands		Aug. 23, 1958 - Jun. 1, 1963
<u>Asiatic-Pacific Campaign</u>	Army - Navy	Dec. 7, 1941 - Mar. 2, 1946	Vietnam		Jul. 1, 1958 - Jul. 3, 1965
<u>Army of Occupation</u>			Congo		Jul. 14, 1960 - Sep. 1, 1962
( <i>30 consecutive days of duty</i> )			Laos		Apr. 19, 1961 - Oct. 7, 1962
Italy		May 9, 1945 - Sep. 15, 1947	Berlin		Aug. 14, 1961 - Jun. 1, 1963
Germany ( <i>except West Berlin</i> )		May 9, 1945 - May 5, 1955	Cuba		Oct. 24, 1962 - Jun. 1, 1963
Austria		May 9, 1945 - Jul. 27, 1955	Congo		Nov. 23-27, 1964
Germany ( <i>West Berlin</i> )		May 9, 1945 - Oct. 2, 1990	Dominican Republic		Apr. 23, 1965 - Sep. 21, 1966
Korea		Sep. 3, 1945 - Jun. 29, 1949	Korea		Oct. 1, 1966 - Jun. 30, 1974



Campaign Medals	Military Service	Qualifying Dates	Campaign Medals	Military Service	Qualifying Dates
Cambodia		Mar. 29, 1973 - Aug. 15, 1973	Operation Desert Fox - <i>Iraq, Saudi Arabia, Kuwait, Bahrain, Qatar, UAE, Oman, Yemen, Egypt, Jordan, Persian Gulf, Gulf of Oman, USN Red Sea support.</i>		Dec. 16, 1998 - Dec. 22, 1998
Thailand (only those in direct support of Cambodia)		Mar. 29, 1973 - Aug. 15, 1973			
Operation Eagle Pull - <i>Cambodia</i> (includes evacuation)		Apr. 11-13, 1975	Former Republic of Yugoslavia		Jan. 1, 2014 - Open
Operation Frequent Wind - <i>Vietnam</i> (includes evacuation)		Apr. 29-30, 1975	<b><u>Southwest Asia Service Medal</u></b>		
Mayaguez Operation		May 15, 1975	Operation Desert Shield/ Operation Desert Storm (combat areas of operation only)		Aug. 2, 1990 - Nov. 30, 1995
El Salvador		Jan. 1, 1981 - Feb. 1, 1992	Personnel assigned to support units serving in Israel, Egypt, Turkey, Syria, Jordan.		Jan. 17, 1991 - Apr. 11, 1991
Lebanon		Jun. 1, 1983 - Dec. 1, 1987			
Operation Urgent Fury - <i>Grenada</i>		Oct. 23, 1983 - Nov. 21, 1983	<b><u>Kosovo Campaign Medal</u></b>		
Eldorado Canyon - <i>Libya</i>		Apr. 12-17, 1986	Operation Allied Force - <i>Kosovo Air Campaign</i>		Mar. 24, 1999 - Jun. 10, 1999
Operation Earnest Will - <i>Persian Gulf</i> (only those participating in, or in direct support)		Jul. 24, 1987 - Aug. 1, 1990	Kosovo Defense Campaign - <i>Ground Action</i>		Jun. 11, 1999 - Dec. 31, 2013
Operation Just Cause - <i>Panama</i> (USS Vreeland & other SVS-designated aircrew mbrs. outside the Conus in direct support)		Dec. 20, 1989 - Jan. 31, 1990	<b><u>Combat Infantryman Badge &amp; Combat Medical Badge</u></b>	Army	Dec. 6, 1941 - Open
United Shield - <i>Somalia</i>		Dec. 5, 1992 - Mar. 31, 1995	<b><u>Air Force Combat Action Medal</u></b>		Sep. 11, 2001 - Open
Operation Restore Hope - <i>Somalia</i>		Dec. 5, 1992 - Mar. 31, 1995	<b><u>Combat Action Ribbon</u></b>	Navy - Marine Coast Guard	Dec. 6, 1941 - Open Dec. 6, 1941 - April 30, 1975
Operation Uphold Democracy - <i>Haiti</i>		Sep. 16, 1994 - Mar. 31, 1995	<b><u>Coast Guard Combat Action Ribbon</u></b>	Coast Guard	May 1, 1975 - Open
Operation Joint Endeavor - <i>Bosnia, Croatia, the Adriatic Sea &amp; airspace.</i>		Nov. 20, 1995 - Dec. 19, 1996	<b><u>Combat Action Badge</u></b>	Army	Sep. 18, 2001 - Open
Operation Vigilant Sentinel - <i>Iraq, Saudi Arabia, Kuwait, &amp; Persian Gulf.</i>		Dec. 1, 1995 - Feb. 15, 1997	<b><u>SSBN Deterrent Patrol Insignia</u></b>	Navy	Jan. 21, 1961 - Open
Operation Southern Watch - <i>Iraq, Saudi Arabia, Kuwait, Persian Gulf, Bahrain, Qatar, UAE, Oman, Gulf of Oman W of 62° E Long., Yemen, Egypt, &amp; Jordan.</i>		Dec. 1, 1995 - Mar. 18, 2003	<b><u>Korea Duty</u></b>		Jun. 30, 1949 - Open
Operation Maritime Intercept - <i>Iraq, Saudi Arabia, Kuwait, Red Sea, Persian Gulf, Gulf of Oman W of 62° E Long., Bahrain, Qatar, UAE, Oman, Yemen, Egypt, &amp; Jordan.</i>		Dec. 1, 1995 - Mar. 18, 2003	Service on the Korean Peninsula, its airspace and territorial waters for (30 consecutive or 60 non-consecutive days of duty)		
Operation Joint Guard - <i>Bosnia, Croatia, Adriatic Sea &amp; airspace.</i>		Dec. 20, 1996 - Jun. 20, 1998	<b><u>Korea Defense Service Medal</u></b>		Jul. 28, 1954 - Open
Operation Northern Watch - <i>Iraq, Saudi Arabia, Kuwait, Persian Gulf W of 56° E Long., and Incirlik AB, Turkey (only pers. TDY to ONW)</i>		Jan. 1, 1997 - Mar. 18, 2003	<b><u>Global War on Terrorism Expeditionary Medal</u></b>		Sep. 11, 2001 - Open
Operation Joint Forge - <i>Bosnia-Herzegovina, Croatia, Adriatic Sea &amp; airspace.</i>		Jun. 20, 1998 - Mar. 23, 1999	<b><u>Afghanistan Campaign Medal</u></b>		Sep. 11, 2001 - Open
Operation Desert Thunder - <i>Iraq, Saudi Arabia, Kuwait, Bahrain, Qatar, UAE, Oman, Yemen, Egypt, Jordan, Persian Gulf, Gulf of Oman, Red Sea support.</i>		Nov. 11, 1998 - Dec. 22, 1998	<b><u>Iraq Campaign Medal</u></b>		Mar. 19, 2003 - Dec. 31, 2011
			<b><u>Air Force Expeditionary Service Ribbon with GOLD BORDER</u></b>		Apr. 2004 - Open
			<b><u>Inherent Resolve Campaign Medal</u></b>		June 15, 2014 - Open
			<b><u>Hostile Fire or Imminent Danger Pay</u></b>		
			<p>This information is to be used for guideline purposes only. The separation document or DD 214 <b>MUST</b> reflect campaign medal service to establish eligibility. Service in Korea without the issuance of a campaign medal can be established with additional, support documentation. Hostile Fire or Imminent Danger Pay can be established with pay records.</p>		

# NOTES

# VETERANS OF FOREIGN WARS ELIGIBILITY WORKSHEET

There are three qualifiers for membership in the VFW, as set out in our By-Laws. An individual must meet all three in order to become a member. They are as follows:

- 1: Citizenship – must be a U.S. citizen or U.S. National.
- 2: Honorable Service – must have served in the Armed Forces of the United States and either received a discharge of Honorable or General (Under Honorable Conditions) or be currently serving.
- 3: Service in a war, campaign, or expedition on foreign soil or in hostile waters. This can be proven by any of the following:
  - An authorized campaign medal (see other side for a list of qualifying medals and badges)
  - Receipt of Hostile Fire Pay or Imminent Danger Pay (verified by a military pay statement)
  - Service in Korea for 30 consecutive or 60 non-consecutive days

This information is usually available through a veteran's DD-214. If other information is needed or if a veteran's DD-214 is not complete, they can contact the National Personnel Records Center at 314-801-0800 or online at <http://www.archives.gov/veterans/evetrecs/> to request more information.

It is imperative that we verify the eligibility of every member that signs up for the VFW, not only to comply with our By-Laws but also to maintain the integrity of the organization. If you have questions concerning membership eligibility, please contact the National Headquarters at 1-888-JOIN-VFW or via email at [membership@vfw.org](mailto:membership@vfw.org).

For further information on VFW eligibility, please consult Section 101 of the VFW By-Laws and Manual of Procedure.





For a full list of campaign medals that qualify an individual for VFW membership, please consult Section 101 of the VFW Manual of Procedure.

If a veteran's DD-214 or other military documentation confirms they have been awarded one of these campaign medals and they have served honorably, then they are eligible for membership in the Veterans of Foreign Wars.

- China Service Medal
- American Defense Service Medal
- European-African-Middle Eastern Campaign Medal
- American Campaign Medal
- Asiatic-Pacific Campaign Medal
- Army of Occupation Medal
- Navy Occupation Service Medal
- Korean Service Medal
- Navy Expeditionary Medal
- Marine Corps Expeditionary Medal
- Vietnam Service Medal
- Armed Forces Expeditionary Medal
- Southwest Asia Service Medal
- Kosovo Campaign Medal
- Combat Infantryman Badge
- Combat Medical Badge
- Combat Action Ribbon
- Air Force Combat Action Medal
- Combat Action Badge
- SSBN Deterrent Patrol Insignia
- Korea Defense Service Medal
- Global War On Terrorism Expeditionary Medal
- Afghanistan Campaign Medal
- Iraq Campaign Medal
- Inherent Resolve Campaign Medal
- Air Force Expeditionary Service Ribbon WITH GOLD BORDER
- Korea Duty (Service in Korea for 30 consecutive or 60 non-consecutive days)
- Hostile Fire Pay or Imminent Danger Pay

For any questions regarding VFW eligibility, please contact the Membership Department at [membership@vfw.org](mailto:membership@vfw.org) or by calling 1-888-JOIN-VFW (564-6839) for assistance.



VETERANS OF FOREIGN WARS

**NO ONE DOES MORE FOR VETERANS.**

[www.vfw.org](http://www.vfw.org)

**VFW's Mission:** To foster camaraderie among United States veterans of overseas conflicts. To serve our veterans, the military, and our communities. To advocate on behalf of all veterans.

**VFW's Vision:** Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.

Veterans of Foreign Wars  
406 West 34th Street  
Kansas City, MO 64111

**1.888.JOIN.VFW**  
[www.vfw.org/join](http://www.vfw.org/join)

Place Membership Applications Here

## RECRUITER SUCCESS POCKET GUIDE

Revised 09/16  
© 2016 Veterans of Foreign Wars [www.vfw.org](http://www.vfw.org)

[www.vfw.org/join](http://www.vfw.org/join)



## RECRUITING TIPS

The strength of the Veterans of Foreign Wars lies within our membership. We must continue to build a strong membership base to ensure our voices are heard and our programs remain effective and viable. The following guide was developed to assist you in understanding and successfully communicating the benefits of membership in the Veterans of Foreign Wars to prospective members.

### 10 Tips for Success

- 1 KNOW THE VFW** - As a recruiter, being aware of our programs and purpose will prepare you to successfully engage prospective members.
- 2 NETWORK FOR PROSPECTS** - Ask family, friends and coworkers if they know veterans who may be eligible. Follow up on leads quickly.
- 3 MAKE PERSONAL CONTACT** - Try to meet prospective members face-to-face whenever possible.
- 4 DON'T BE AFRAID TO ASK** - Many veterans have never been asked to join the VFW. If you speak up and ask them to join, you may be pleasantly surprised at their response.
- 5 BE PERSISTENT, NOT PESTERING** - If they decline to join at this time, respect their decision.

## VFW.ORG

**VFW.org** - The home of the Veterans of Foreign Wars on the World Wide Web, VFW.org provides information about our mission and achievements, and provides many tools for our members, such as:

**Quick Renew** - VFW members can renew and upgrade their membership swiftly and effortlessly by going to [www.vfw.org](http://www.vfw.org), clicking the RENEW link, and entering their name and membership number - no hassle required!

**Find A Post** - Looking to find a place to connect with other veterans in your area? Use the Find A Post feature at [www.vfw.org](http://www.vfw.org) and get in touch with your local Post.

**Make A Donation** - Contribute to the success of VFW's programs for our veterans with a donation by visiting [www.vfw.org/Contribute/](http://www.vfw.org/Contribute/) and showing your support for those who've earned it.



VETERANS OF FOREIGN WARS

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[www.vfw.org](http://www.vfw.org)

## RECRUITING TOOLS

**Recruiting Just Got Easier** - Find everything you need for your recruiting efforts through the VFW Membership Department. From membership applications to posters and fliers, everything you need can be requested directly from the National Headquarters.

**Mobile Recruiter App** - Have a smartphone? Then you can download the VFW Mobile Recruiter App to sign up a new member-at-large or send a prospective member's information to your Post. Go to [www.vfw.org/oms/TrainingMaterials.aspx](http://www.vfw.org/oms/TrainingMaterials.aspx) to learn more about this useful recruiting tool!

**Shotgun List Program** - The VFW Membership Department can assist you with a list of names and addresses of prospective new members in your area. Email [membership@vfw.org](mailto:membership@vfw.org) to learn more about this cost-effective way to acquire new members for your Post, District, or Department.

**Recruiter Training** - Whether live in a classroom or online via webinar, the VFW Membership Department will provide recruiters in the field with the tools and training they need for success. To set up a recruiter training seminar, contact the Membership Department at 816-756-3390 ext 6752.



**6 LOOK FOR COMMON EXPERIENCES** - Ask questions to learn about military experiences, family and daily life. Describe the benefits of membership in a way that relates to the prospective member.

**7 LISTEN CAREFULLY** - The best sales people are active listeners. Listen for excuses and objections, and then be prepared to overcome them with facts.

**8 SHARE YOUR STORY** - Consider why you are a part of VFW and tell others why you're so committed to the organization. Your experiences with VFW are the greatest recruiting tool available.

**9 BE PREPARED** - You may meet potential members anywhere so be sure to keep an application with you at all times. If you use a smartphone, learn about the Mobile Recruiter App and how it can be used to recruit new members. Stay current as VFW National Membership provides updates and assistance on these new processes.

**10 ENJOY YOURSELF** - If you are enjoying yourself, prospective members will sense your enthusiasm and be more likely to join.

**ALWAYS REMEMBER,  
NO ONE DOES MORE FOR VETERANS.**

## VFW FACTS

Founded in 1899, the Veterans of Foreign Wars is the nation's oldest major combat veterans' organization.

For over 110 years, the VFW has successfully fulfilled its mission as stated in our Congressional Charter, "to assist worthy comrades; to perpetuate the memory and history of our dead, and to assist their widows and orphans; to maintain true allegiance to the government of the United States, and fidelity to its constitution and laws; and to foster true patriotism."

The VFW and its Auxiliaries have more than 6000 Posts and over 1.2 million members spanning all 50 states, the District of Columbia, Europe, and the Pacific.



The Cross of Malta is the VFW's official insignia. Each design element symbolizes something special.

The cross, radiating rays, and the Great Seal of the US together symbolize the character, vows and purposes distinguishing the VFW as an order of warriors who have traveled far from home to defend sacred principles.

Its eight points represent the beatitudes prescribed in the Sermon on the Mount: Blessed are the poor in spirit, the meek, the pure, the merciful, the peacemakers; blessed are they who mourn, seek righteousness, and are persecuted for righteousness' sake.

The VFW added the sun's rays between the eight points and the cross. These emphasize the vigor and warmth with which the present day brotherhood is pledged to defend the nation and to extend its mercy. Superimposed over the cross is the bald eagle-the symbol of a proud nation of people.

While the Maltese Cross has religious origins and was used by the crusading Knights of St. John as a battle standard centuries ago, it's equally relevant today as a symbol of all those battling for noble ideas.



## MEMBERSHIP BENEFITS

- **VFW TRAVEL SERVICE (VTS)** - A network of highly trained professionals to assist you with your travel needs
- **VFW MAGAZINE** - Ten issues per year keep you informed on current military and veterans issues as well as what the VFW is doing for you.
- **INSURANCE BENEFITS** - \$1,000/\$1,500 no-cost personal accident protection & voluntary personal accident protection (AD&D).
- **RETAIL DISCOUNTS** - Special discounts for VFW members at participating establishments.
- **VFW STORE** - All your VFW apparel, American flags, patriotic apparel, gifts and more.
- **USAA** - VFW logoed MasterCard and a variety of other financial and insurance services. Visit [www.usaa.com/vfw](http://www.usaa.com/vfw) to see a complete list of services.



## **A VFW MEMBERSHIP GIVES YOU SAVINGS ON:**

- CELL PHONE SERVICES
- HOME COMPUTERS
- COMMERCIAL MERCHANDISE
- DIGNITY MEMORIAL PROGRAMS
- FINANCIAL SERVICES
- HAIRCUTS
- HEALTH CARE SERVICES
- HOTEL, MOTEL, AND CAR RENTALS
- IDENTITY THEFT PROTECTION
- REAL ESTATE AND MORTGAGE SERVICES
- SAT/ACT COLLEGE TEST PREPARATION
- VETERAN EMPLOYMENT ASSISTANCE
- VFW SPONSORED INSURANCE PROGRAMS

**Membership  
Benefits**

\*For complete member benefit information please visit: [www.vfw.org/MemberBenefits](http://www.vfw.org/MemberBenefits)

# VETERANS & MILITARY SUPPORT PROGRAMS

The VFW's Veterans & Military Support Programs department unites 3 successful, long-standing programs; Operation Uplink, Unmet Needs, and Military Assistance Program (MAP). These initiatives focus on troop support.

**Military Assistance Program (MAP)** is the link between VFW and the community. MAP is designed to promote VFW interaction within the local military community through the *Adopt-A-Unit* program. *MAP Grants* are available to Posts, Districts, and Departments who participate in a variety of morale boosting function such as farewell and welcome home events.



**Operation Uplink** keeps military members in contact with their loved ones by allowing deployed troops to call home at no charge from MWR internet cafes in Afghanistan, Kuwait and other locations all around the world. Operation Uplink also distributes "virtual PINs" which enable wounded warriors and veterans in VA facilities to call from home at no cost.



**Unmet Needs** assists military service members and their families who run into unexpected financial difficulties as a result of deployment or other hardships directly related to military service. Unmet Needs assists with basic life needs such as: mortgage and rent, home and auto repairs, insurance, utilities, food and clothing. There is also a one-time grant available for those on a fixed income who are suffering financial hardship related to their military service.

### DID YOU KNOW?

**MAP** has hosted over 2500 morale boosting events since the program began in 2005.

**Operation Uplink** has provided over 7.6 million connections since the program began in 2006.

**Unmet Needs** has distributed over \$5.6 million in emergency grants since 2004.

# NATIONAL VETERANS SERVICE

As the nation's largest organization of combat veterans, we understand the frustrations that can arise with making a VA claim. That's why our National Veterans Service (NVS) was created. Our nationwide network of skilled VFW Service Officers can help you wade through all the bureaucratic red tape, offering you a better opportunity to get the disability claim you deserve. You don't even need to be a VFW member to take advantage of this free service. As a veteran, this is a service you've earned.

**VFW's Service Officers** are your liaisons to the Department of Veterans Affairs. With our Veterans Service Officers covering every VA Hospital and facility across the country, we are standing by to help our veterans navigate an ever-changing health care system.

**Benefits Delivery at Discharge (BDD) Program**, introduced in 2001, provides claims assistance to separating armed forces personnel at military installations throughout the country.

**National Veterans Employment Service** works to ensure veterans preference in federal and other government hiring.

**VetJobs.com**, supported by the VFW since 2001, is a free service designed specifically for veterans and employers seeking to hire veterans.

## **DID YOU KNOW?**

VFW recovered over \$4.5 billion from the VA on behalf of veterans in the last three years.

There are over 250 claims representatives and 19 Benefits Delivery at Discharge (BDD) offices across the United States.

**Notes:**

**Veterans  
Service**



# PROGRAMS

The good will of the Veterans of Foreign Wars reaches far beyond the realm of veterans helping veterans. In fact, direct involvement with America's youth and communities has always been — and always will be — a VFW priority.

**Community Service** - The VFW celebrates Americanism in communities across the nation. Through local and national events, VFW members help others understand the sacrifices made by veterans and the importance of patriotism.

**Voice of Democracy** - Each year, more than 39,000 high school students from across the country enter to win a share of the \$2.2 million in educational scholarships and incentives awarded through the VFW's Voice of Democracy audio-essay competition.

**Patriots Pen** challenges students from grades 6-8, to enter to win one of 46 national awards totalling \$50,000, as well as an all-expense-paid trip to Washington, D.C. for the national first place winner. Students draft a 300-400 word essay, expressing their views based on a patriotic, annual theme chosen by the VFW Commander-in-Chief.

**Scout of the Year** selects three young people — of the Boy or Girl Scouts, Sea Scouts or Venturing Crew — who have demonstrated practical citizenship in school, scouting and the community. The first-place winner receives a \$5,000 award, the second-

place winner receives a \$3,000 award and the third-place winner receives \$1,000.

**Teacher of the Year** recognizes three exceptional teachers for their outstanding commitment to teach Americanism and patriotism to their students. The VFW recognizes the nation's top classroom elementary, junior high and high school teachers who teach citizenship education topics—at least half of the school day in a classroom environment—and promote America's history, traditions and institutions effectively.

### **DID YOU KNOW?**

VFW Members contribute over \$48 million annually in community service projects.

The VFW's Buddy Poppy program raises over \$13 million for needy veterans each year.

Each year the Voice of Democracy awards over \$1.9 million in scholarships.

## **NATIONAL LEGISLATIVE SERVICE**

The VFW continuously advocates on behalf of veterans. By testifying at committee hearings and interacting with congressional members, the VFW has played an instrumental role in nearly every piece of veterans legislation passed in the 20th century, as well as bills developed in the 21st.

The location of our Washington, D.C., office allows us to monitor all legislation affecting veterans, alert VFW membership to key legislation under consideration and to actively advise Congress and the administration on important military and veteran's issues.

One of the VFW's most successful legislative pushes was making college education affordable for military service members with the signing of the 1944 GI Bill of Rights, the signing of the Montgomery GI Bill in 1984, and the signing of a new 21st Century GI Bill in 2008. In 2013, the VFW was instrumental in reinstating military Tuition Assistance programs and getting the new Stolen Valor Act signed into law. In 2015, the VFW fought on Capitol Hill to ensure that military retiree pensions were not subject to any cost-of-living-adjustment (COLA) reductions.



### **Each Year the VFW sets Priority Goals**

The VFW's legislative initiatives center on quality of life and health initiatives for all the nation's veterans, past and present. Here are VFW's current legislative priority goals:

- VA Health Care
- Budget and Quality of Life issues
- VA Benefits and Compensation
- Seamless Transition
- Military Quality of Life
- Education and Employment
- Defense and Homeland Security
- POW/MIA

### **DID YOU KNOW?**

#### **Some of VFW's Most Recent Accomplishments Include:**

GI Bill for the 21st Century signed into law

2011 VOW to Hire Heroes Act. The VFW stopped TRICARE premiums from increasing annually

2013 Supported the Stolen Valor Act to protect the honor of veterans

2015 Eliminated COLA reduction for military retirees

**Legislative  
Service**

# MEMBERSHIP ELIGIBILITY

## WWII-Current Campaign Medals

- Afghanistan Campaign Medal
- Air Force Combat Action Medal
- American Campaign Medal
- American Defense Service Medal (with foreign service clasp)
- Armed Forces Expeditionary Medal
- Army of Occupation Medal
- Asiatic-Pacific Campaign Medal
- China Service Medal
- European-African-Middle-Eastern Campaign Medal
- Global War On Terrorism Expeditionary Medal
- Inherent Resolve Campaign Medal
- Iraq Campaign Medal
- Korea Defense Service Medal
- Korean Service Medal
- Kosovo Campaign Medal
- Marine Corps Expeditionary Medal
- Navy Expeditionary Medal
- Navy Occupation Service Medal
- Southwest Asia Service Medal
- Vietnam Service Medal

## **Badges and Ribbons**

- Air Force Expeditionary Service Ribbon with Gold Border
- Coast Guard Combat Action Ribbon
- Combat Action Badge
- Combat Action Ribbon
- Combat Infantryman Badge
- Combat Medical Badge
- SSBN Deterrent Patrol Insignia

## **Other Service**

- 30 consecutive or 60 non-consecutive days in Korea since 1953
- Received Hostile Fire or Imminent Danger Pay

### **DID YOU KNOW?**

Vietnam veterans are the largest segment of VFW membership.

Over 56,000 veterans worldwide made the commitment to join the VFW in membership year 2015-2016.

Female veterans are one of the fastest growing segments of VFW membership.

**Membership  
Eligibility**



# STUDENT VETERANS OF AMERICA

The Veterans of Foreign Wars continuously advocates on behalf of veterans. Testifying at committee hearings and interacting with congressional members has led the VFW to play an instrumental role in the passage of nearly every piece of veterans' legislation passed in the 20th and 21st centuries.

Among the VFW's most notable legislative efforts in making college education affordable for service members are the signing of the 1944 GI Bill of Rights, the Montgomery GI Bill in 1984 and the Post-9/11 GI Bill in 2008. The VFW also fought to reinstate military Tuition Assistance.

Since Student Veterans of America's founding in 2008, the chapter network has grown from 20 campuses to over 1300 institutions of higher learning in all 50 states. Chapters provide a peer-to-peer support network that empowers veterans to achieve academic success. In just a few years, SVA has grown to be the premiere advocate for veterans seeking better jobs and brighter futures through education.

Both the VFW and SVA share a deep commitment to ensuring veterans succeed in post-secondary education programs, secure gainful employment and grow as leaders in the veteran community.

The VFW and SVA defend the GI Bill and support policies that best empower student veterans to achieve their educational goals and improve veterans' quality of life.

The nation's renewed focus on veterans' welfare has ignited change on campuses and in Congress. Both the VFW and SVA are committed to capitalizing on this momentum.

The VFW and SVA also created the 1StudentVeteran program to assist any student veteran experiencing difficulty accessing their GI Bill or other VA benefits. They are encouraged to e-mail the VFW at [1studentveteran@vfw.org](mailto:1studentveteran@vfw.org) and a VFW Service Officer will provide immediate assistance.







# VFW



VETERANS OF FOREIGN WARS

NO ONE DOES MORE **FOR VETERANS.**

[www.vfw.org](http://www.vfw.org)

## RECRUITER TRAINING WORKSHOP

### Student Guide













# Come Home to the VFW

Whether you just got back from war or you've been home for years, the VFW wants you to know you are welcome here. Your brave service and sacrifice have earned you a special place in the VFW family, and we want you to join us.

## Did you know...?

- Female veterans are the fastest growing segment of VFW membership
- More than half of new VFW members are age 39 and younger
- The VFW is home to over 1.3 million members and nearly 7,000 Posts in the U.S. and around the world

The VFW is a place for female and male veterans of all ages, branches and conflicts. Active Duty, Reserves/Guard, veteran or retired – we're here FOR VETERANS.

Find the services and support you've been looking for – at the VFW.



*"I'm proud to be part of an organization that recognizes my uniqueness as a woman, but more importantly, the fact that I'm also the same as the other comrades who served in combat."*

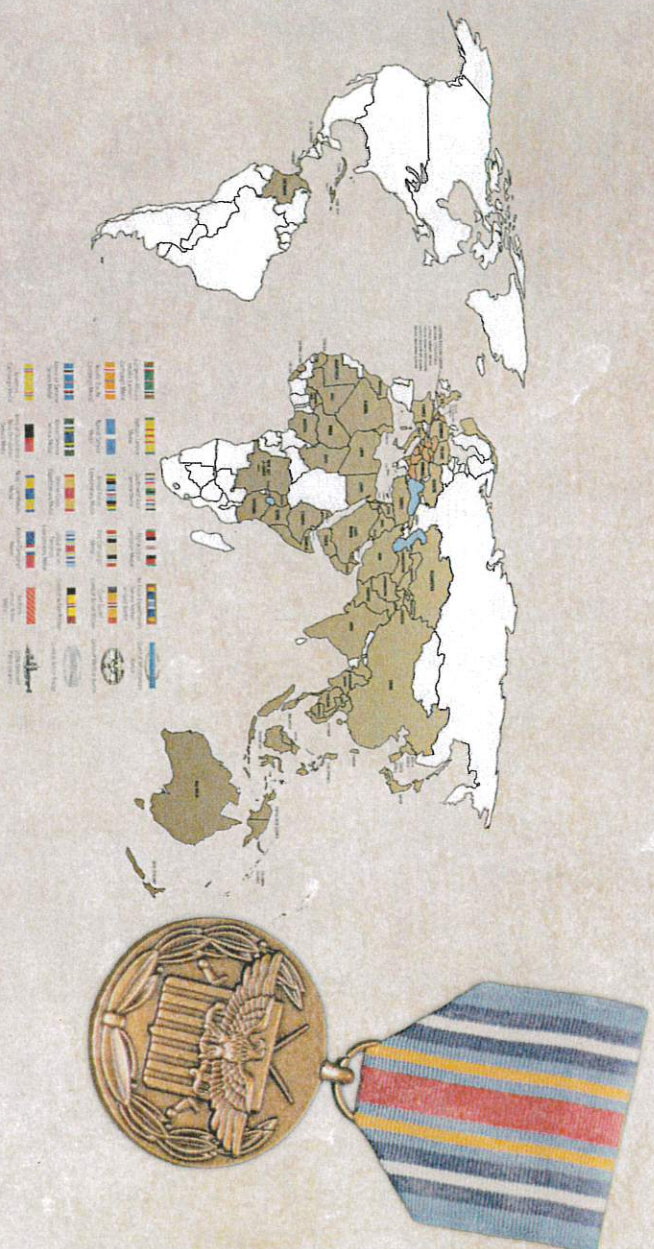
*- Tish M.  
San Antonio, TX*



## What Makes You Eligible?

You can join the Veterans of Foreign Wars of the United States if you are a U.S. citizen with honorable military service (Active Duty, Reserves/Guard, veteran or retired) who meets at least one of the following requirements:

- ✓ Received a campaign or expeditionary medal for overseas service
- ✓ Served 30 consecutive or 60 nonconsecutive days in Korea
- ✓ Received hostile fire or imminent danger pay



VETERANS OF FOREIGN WARS

**NO ONE DOES MORE FOR VETERANS.**

[www.vfw.org](http://www.vfw.org)

**Join us!**

**You've Earned It!**

Don't miss out - take the next step now to becoming part of the nation's largest combat veterans organization. Join the thousands of women like you who are gaining strength and support by belonging to the Veterans of Foreign Wars.

**Join the VFW at [www.vfw.org](http://www.vfw.org)/Join or call 1-888-JOIN-VFW today!**



**YOU** served.  
**YOU** belong here.  
**VFW** is for **YOU**.

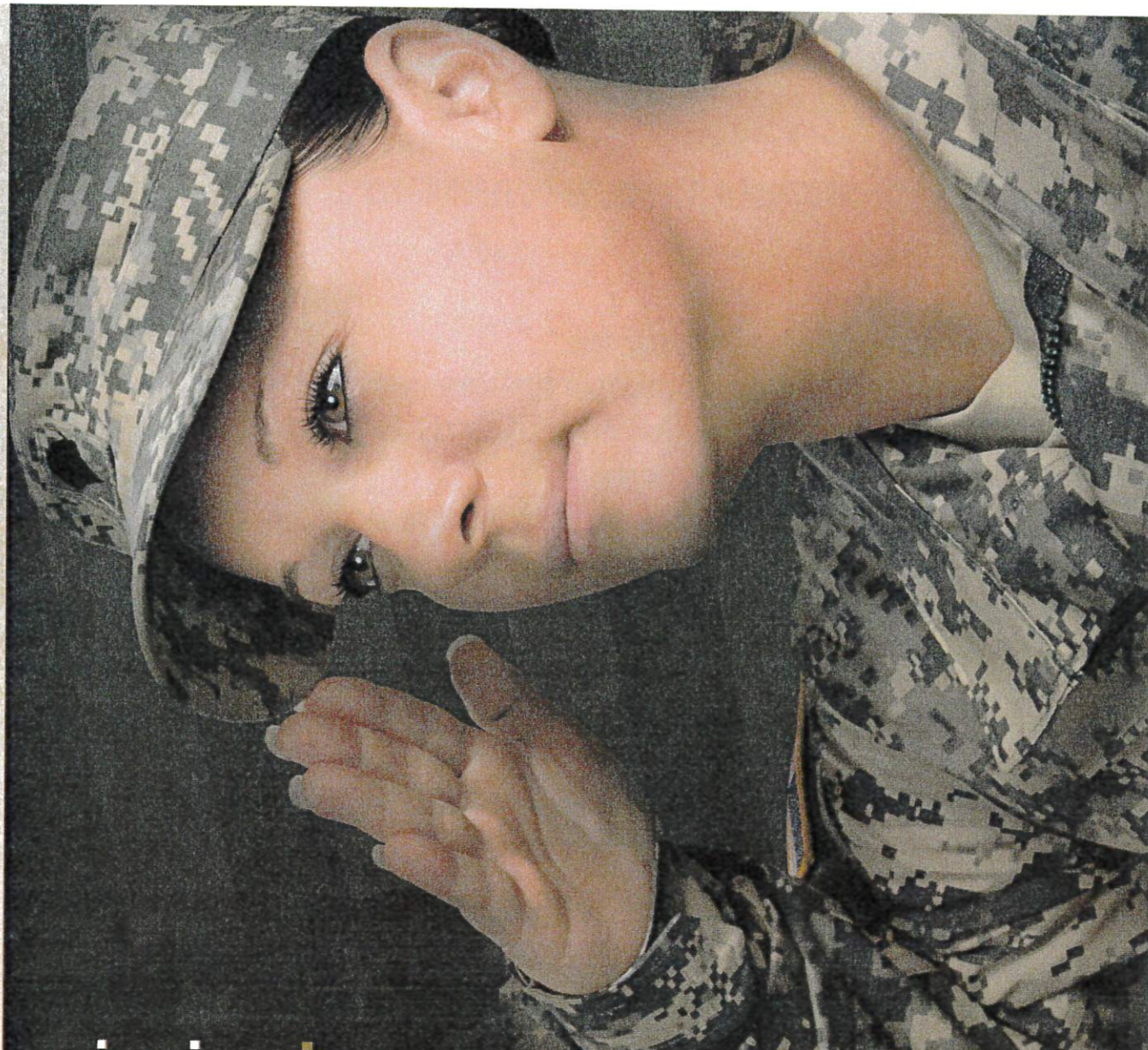


**VFW**

VETERANS OF FOREIGN WARS

**NO ONE DOES MORE FOR VETERANS.**

[www.vfw.org](http://www.vfw.org)





# So Many Reasons to Join

## CAMARADERIE, SUPPORT AND BENEFITS YOU CAN'T AFFORD TO MISS!

VFW offers its members a variety of perks, including:

- Free one-on-one VA claims assistance
- Connections and a networking system that can help you find employment, make powerful new contacts and receive access to VFW online networks
- Discounts on merchandise and services like insurance, computers, cell phones, prescriptions, travel and more
- Countless opportunities to continue serving your country and comrades

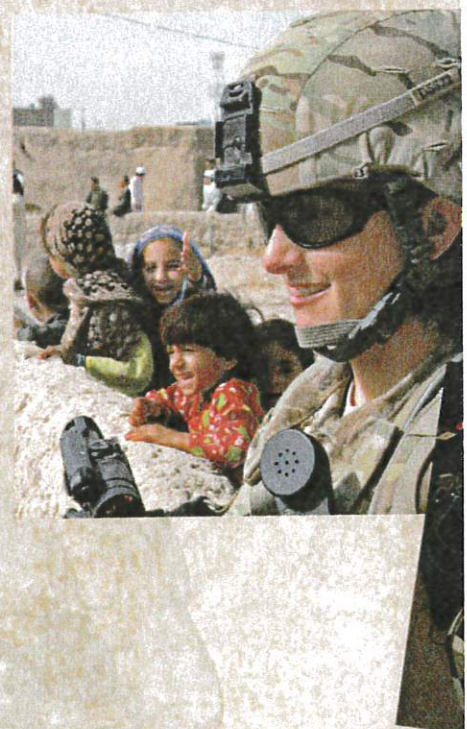


## Friendship. Sisterhood.

### FIND IT AT THE VETERANS OF FOREIGN WARS.

VFW honors the service and sacrifice of women like you who have so faithfully served our country in overseas conflicts. As a woman and a VFW member, you're automatically a part of this unique community. Here you can:

- Network with and keep in touch with other veterans across VFW and supporting groups
- Share your story with those who understand and hear their stories
- Stay up-to-date on the news and issues that really matter to veterans with the monthly VFW magazine and newsletter
- Find an outlet with other women who have experienced combat deployments
- Build lasting friendships with veterans who've been there too – men and women who are dealing with the same situations you're facing
- We understand you – we're here FOR VETERANS





*"I enjoy meeting people who understand my story and struggle and who share in my fight for getting the benefits we've earned."*

- Jacqueline E. Columbia, SC

## The Veterans of Foreign Wars

### HELPING VETERANS LIKE YOU FOR MORE THAN 100 YEARS

Active and vocal, the VFW is focused on making a difference in the lives of veterans everywhere. We work to ensure that you are respected for your service, always receive your earned entitlements and are recognized for the sacrifices you and your loved ones have made on behalf of this great country.

VFW helps military families during deployment and beyond by:

- Delivering millions of free phone call minutes
- Providing emergency grants to thousands of military families
- Hosting morale-boosting military events that honor warriors like you





# We Have Your Back

The VFW makes it easier to bridge the gap from military to civilian life. We help connect you with the people and resources you need to make a successful transition, offering you help when you need it most.



We're your advocate on Capitol Hill. We fight for women veterans' health care issues and improved services for women at VA medical centers. We helped create a new G.I. Bill for the 21st Century and have served as a guiding force behind every other major piece of veterans' legislation passed from 1899 through today.

*"One of the benefits of belonging to the Veterans of Foreign Wars is definitely the camaraderie. It's tough to find that anywhere else. I enjoy meeting veterans from all different service branches and sharing stories."*

*- Janice R. Wilmington, NC*







USAA was created exclusively to serve the needs of the military, veterans who have honorably served and their families. We provide a comprehensive range of financial products and services delivered with the level of integrity and customer service you have earned.



Lockton Affinity serves the needs of VFW Posts offering customized property and casualty insurance options for Posts of all sizes. Posts also have access to a voluntary Accidental Death and Dismemberment program for Post members, to supplement the no cost personal accident coverage received with VFW membership.



Dignity Memorial® is North America's largest network of funeral homes and cemeteries. We serve thousands of veterans each year and provide assistance to help secure all the VA Burial benefits veterans are entitled to. Special pricing is available to VFW members and their spouses that complements their current government burial benefits.



Transamerica helps VFW members protect their loved ones and plan for their financial security with a range of insurance products. Insurance benefits are underwritten by one of these Transamerica companies including: Transamerica Premier Life Insurance Company, Transamerica Financial Life Insurance Company and Transamerica Life Insurance Company. Product availability varies by underwriting company and state.



Humana, one of the nation's largest health care companies offers a broad national footprint of Medicare Advantage and Prescription Drug plans to VFW members.



## Member Insurance Programs

\$1,000/\$1,500 PERSONAL ACCIDENT PROTECTION & VOLUNTARY PERSONAL ACCIDENT PROTECTION  
1.800.626.0027, **OPTION 1**

AUTO INSURANCE  
1.800.274.8839

CANCER INSURANCE  
1.800.749.6983

DENTAL INSURANCE  
1.888.627.5897

EMERGENCY ASSISTANCE PLUS  
1.855.837.2634

HIGH LIMIT TERM LIFE INSURANCE  
1.800.821.2606, **OPTION 1**

HOMEOWNERS INSURANCE  
1.800.274.8839

LIFE INSURANCE  
1.800.749.6983

LONG-TERM CARE INSURANCE  
1.866.471.4072

MEDICARE ADVANTAGE PLANS  
1.855.637.8476

MEDICARE PART D  
1.800.247.1771

MEDICARE SUPPLEMENT PLANS  
1.800.247.1771

POST ACCIDENTAL DEATH & DISMEMBERMENT  
1.800.829.8390

POST PROPERTY & CASUALTY  
1.800.829.8390

TRICARE/CHAMPVA SUPPLEMENT  
1.800.638.2610

VETERINARY PET INSURANCE  
1.877.738.7874

VOLUNTARY AD&D  
1.800.749.6983

All Plans Subject to State Restrictions and Availability



## Member Benefit Programs

CAR RENTAL DISCOUNTS  
ALAMO, ENTERPRISE & NATIONAL  
CAR RENTAL COMPANIES  
1.800.821.2606, **OPTION 1**

CELL PHONE PLANS  
ASSURANCE WIRELESS  
1.866.509.1018  
DEFENSE MOBILE  
1.844.815.9223  
SPRINT  
1.866.639.8354  
Corporate ID: GVFWM\_ZZZ  
T-MOBILE  
1.866.464.8662  
Promo Code: 20362TMOFAV

CREDIT CARD & FINANCIAL SERVICES  
1.800.274.8839

CREDIT CARD PROCESSING  
1.877.343.2450

DIGNITY MEMORIAL® VETERANS BURIAL PROGRAM  
1.800.300.0436

DELL COMPUTERS  
MEMBERS & VFW POSTS  
1.800.821.2606, **OPTION 1**

EMERGENCY RESPONSE  
MONITORING SERVICE  
1.866.328.2477

HEARING AID DISCOUNT PROGRAM  
1.888.440.1173

LEGACY LIFE MEMBERSHIP  
1.816.756.3390, EXT. 208

HEALTH SCREENINGS  
1.800.679.5195

MOTEL 6 DISCOUNT  
1.800.821.2606 **OPTION 1**

OFFICE DEPOT DISCOUNT  
1.913.667.5342

PRESCRIPTION DISCOUNT CARD  
1.855.872.2416

SAT/ACT COLLEGE TESTING PREP  
1.951.256.4076

[www.vfw.org/memberbenefits](http://www.vfw.org/memberbenefits)



## Member Services

VFW STORE  
1.800.821.2606, **option 2** | [www.vfwstore.org](http://www.vfwstore.org)

VETERANS TRAVEL  
1.800.325.9377 | [www.vfstvl.com](http://www.vfstvl.com)

VETJOBS  
1.877.838.5627 | [www.vetjobs.com](http://www.vetjobs.com)

VFW NATIONAL HOME FOR CHILDREN  
1.800.424.8360 | [www.vfwnationalhome.org](http://www.vfwnationalhome.org)

find these products online at  
[www.vfwinsurance.com](http://www.vfwinsurance.com)





The Veterans of Foreign Wars  
appreciates your service to  
our country and we value your  
membership. That's why we want  
to say *Thank You* by  
offering these valuable programs  
to you and your family.



**VFW INSURANCE & MEMBER BENEFITS**  
P.O. BOX 119030 | KANSAS CITY, MO 64171  
1.800.821.2606 OPTION 1  
For VFW assistance on VA healthcare or  
claims processing email [vfw@vfw.org](mailto:vfw@vfw.org)  
or call 1.800.VFW.1899

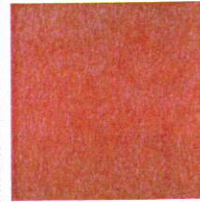
YES! Please send me more information about:

- |   |  |
|---|--|
| <input type="checkbox"/> Auto Insurance             | <input type="checkbox"/> Car Rental Discounts                  |
| <input type="checkbox"/> Cancer Insurance           | <input type="checkbox"/> Cell Phone Discounts                  |
| <input type="checkbox"/> Dental Insurance           | <input type="checkbox"/> Credit Card & Financial Services      |
| <input type="checkbox"/> Emergency Assistance Plus  | <input type="checkbox"/> Dignity Memorial® Burial Program      |
| <input type="checkbox"/> Homeowners Insurance       | <input type="checkbox"/> Emergency Response Monitoring Service |
| <input type="checkbox"/> Life Insurance             | <input type="checkbox"/> Hearing Aid Discount Program          |
| <input type="checkbox"/> Long Term Care Insurance   | <input type="checkbox"/> Legacy Life Membership                |
| <input type="checkbox"/> Medicare Advantage Plans   | <input type="checkbox"/> Motel 6 Discount                      |
| <input type="checkbox"/> Medicare Part D            | <input type="checkbox"/> Prescription Discount Card            |
| <input type="checkbox"/> Medicare Supplement Plans  | <input type="checkbox"/> VetJobs                               |
| <input type="checkbox"/> Post Property & Casualty   |  |
| <input type="checkbox"/> TRICARE/CHAMPVA Supplement |  |

✓ YOUR SELECTIONS. CLIP & MAIL



THANK YOU.



exclusively for  
VFW MEMBERS  
& THEIR FAMILIES



**VFW**

VETERANS OF FOREIGN WARS  
NO ONE DOES MORE FOR VETERANS.

**INSURANCE &  
MEMBER BENEFIT  
PROGRAMS**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Zip \_\_\_\_\_ DOB \_\_\_\_\_  
Phone \_\_\_\_\_  
Member # \_\_\_\_\_ Post # \_\_\_\_\_  
E-Mail \_\_\_\_\_

MAIL TO: VFW BENEFITS, P.O. BOX 119030, KANSAS CITY, MO 64171  
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# VFW

VETERANS OF FOREIGN WARS

**NO ONE DOES MORE FOR VETERANS.**

[www.vfw.org](http://www.vfw.org)

**VFW's Mission:** To foster camaraderie among United States veterans of overseas conflicts. To serve our veterans, the military, and our communities. To advocate on behalf of all veterans.

**VFW's Vision:** Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.

## RECRUITER SUCCESS POCKET GUIDE

Veterans of Foreign Wars  
406 West 34th Street  
Kansas City, MO 64111

**1.888.JOIN.VFW**  
[www.vfw.org/join](http://www.vfw.org/join)

Place Membership Applications Here

Revised 09/16  
© 2016 Veterans of Foreign Wars [www.vfw.org](http://www.vfw.org)

[www.vfw.org/join](http://www.vfw.org/join)



## RECRUITING TIPS

The strength of the Veterans of Foreign Wars lies within our membership. We must continue to build a strong membership base to ensure our voices are heard and our programs remain effective and viable. The following guide was developed to assist you in understanding and successfully communicating the benefits of membership in the Veterans of Foreign Wars to prospective members.

### 10 Tips for Success

- 1 KNOW THE VFW** - As a recruiter, being aware of our programs and purpose will prepare you to successfully engage prospective members.
- 2 NETWORK FOR PROSPECTS** - Ask family, friends and coworkers if they know veterans who may be eligible. Follow up on leads quickly.
- 3 MAKE PERSONAL CONTACT** - Try to meet prospective members face-to-face whenever possible.
- 4 DON'T BE AFRAID TO ASK** - Many veterans have never been asked to join the VFW. If you speak up and ask them to join, you may be pleasantly surprised at their response.
- 5 BE PERSISTENT, NOT PESTERING** - If they decline to join at this time, respect their decision.

## VFW.ORG

**VFW.org** - The home of the Veterans of Foreign Wars on the World Wide Web, VFW.org provides information about our mission and achievements, and provides many tools for our members, such as:

**Quick Renew** - VFW members can renew and upgrade their membership swiftly and effortlessly by going to [www.vfw.org](http://www.vfw.org), clicking the RENEW link, and entering their name and membership number - no hassle required!

**Find A Post** - Looking to find a place to connect with other veterans in your area? Use the Find A Post feature at [www.vfw.org](http://www.vfw.org) and get in touch with your local Post.

**Make A Donation** - Contribute to the success of VFW's programs for our veterans with a donation by visiting [www.vfw.org/Contribute/](http://www.vfw.org/Contribute/) and showing your support for those who've earned it.



VETERANS OF FOREIGN WARS

**NO ONE DOES MORE FOR VETERANS.**

[www.vfw.org](http://www.vfw.org)

## RECRUITING TOOLS

**Recruiting Just Got Easier** - Find everything you need for your recruiting efforts through the VFW Membership Department. From membership applications to posters and fliers, everything you need can be requested directly from the National Headquarters.

**Mobile Recruiter App** - Have a smartphone? Then you can download the VFW Mobile Recruiter App to sign up a new member-at-large or send a prospective member's information to your Post. Go to [www.vfw.org/oms/TrainingMaterials.aspx](http://www.vfw.org/oms/TrainingMaterials.aspx) to learn more about this useful recruiting tool!

**Shotgun List Program** - The VFW Membership Department can assist you with a list of names and addresses of prospective new members in your area. Email [membership@vfw.org](mailto:membership@vfw.org) to learn more about this cost-effective way to acquire new members for your Post, District, or Department.

**Recruiter Training** - Whether live in a classroom or online via webinar, the VFW Membership Department will provide recruiters in the field with the tools and training they need for success. To set up a recruiter training seminar, contact the Membership Department at 816-756-3390 ext 6752.



**6 LOOK FOR COMMON EXPERIENCES** - Ask questions to learn about military experiences, family and daily life. Describe the benefits of membership in a way that relates to the prospective member.

**7 LISTEN CAREFULLY** - The best sales people are active listeners. Listen for excuses and objections, and then be prepared to overcome them with facts.

**8 SHARE YOUR STORY** - Consider why you are a part of VFW and tell others why you're so committed to the organization. Your experiences with VFW are the greatest recruiting tool available.

**9 BE PREPARED** - You may meet potential members anywhere so be sure to keep an application with you at all times. If you use a smartphone, learn about the Mobile Recruiter App and how it can be used to recruit new members. Stay current as VFW National Membership provides updates and assistance on these new processes.

**10 ENJOY YOURSELF** - If you are enjoying yourself, prospective members will sense your enthusiasm and be more likely to join.

**ALWAYS REMEMBER,  
NO ONE DOES MORE FOR VETERANS.**

## VFW FACTS

Founded in 1899, the Veterans of Foreign Wars is the nation's oldest major combat veterans' organization.

For over 110 years, the VFW has successfully fulfilled its mission as stated in our Congressional Charter, "to assist worthy comrades; to perpetuate the memory and history of our dead, and to assist their widows and orphans; to maintain true allegiance to the government of the United States, and fidelity to its constitution and laws; and to foster true patriotism."

The VFW and its Auxiliaries have more than 6000 Posts and over 1.2 million members spanning all 50 states, the District of Columbia, Europe, and the Pacific.



The Cross of Malta is the VFW's official insignia. Each design element symbolizes something special.

The cross, radiating rays, and the Great Seal of the US together symbolize the character, vows and purposes distinguishing the VFW as an order of warriors who have traveled far from home to defend sacred principles.

Its eight points represent the beatitudes prescribed in the Sermon on the Mount: Blessed are the poor in spirit, the meek, the pure, the merciful, the peacemakers; blessed are they who mourn, seek righteousness, and are persecuted for righteousness' sake.

The VFW added the sun's rays between the eight points and the cross. These emphasize the vigor and warmth with which the present day brotherhood is pledged to defend the nation and to extend its mercy. Superimposed over the cross is the bald eagle-the symbol of a proud nation of people.

While the Maltese Cross has religious origins and was used by the crusading Knights of St. John as a battle standard centuries ago, it's equally relevant today as a symbol of all those battling for noble ideas.



## MEMBERSHIP BENEFITS

- **VFW TRAVEL SERVICE (VTS)** - A network of highly trained professionals to assist you with your travel needs
- **VFW MAGAZINE** - Ten issues per year keep you informed on current military and veterans issues as well as what the VFW is doing for you.
- **INSURANCE BENEFITS** - \$1,000/\$1,500 no-cost personal accident protection & voluntary personal accident protection (AD&D).
- **RETAIL DISCOUNTS** - Special discounts for VFW members at participating establishments.
- **VFW STORE** - All your VFW apparel, American flags, patriotic apparel, gifts and more.
- **USAA** - VFW logoed MasterCard and a variety of other financial and insurance services. Visit [www.usaa.com/vfw](http://www.usaa.com/vfw) to see a complete list of services.



## **A VFW MEMBERSHIP GIVES YOU SAVINGS ON:**

- CELL PHONE SERVICES
- HOME COMPUTERS
- COMMERCIAL MERCHANDISE
- DIGNITY MEMORIAL PROGRAMS
- FINANCIAL SERVICES
- HAIRCUTS
- HEALTH CARE SERVICES
- HOTEL, MOTEL, AND CAR RENTALS
- IDENTITY THEFT PROTECTION
- REAL ESTATE AND MORTGAGE SERVICES
- SAT/ACT COLLEGE TEST PREPARATION
- VETERAN EMPLOYMENT ASSISTANCE
- VFW SPONSORED INSURANCE PROGRAMS

**Membership  
Benefits**

\*For complete member benefit information please visit: [www.vfw.org/MemberBenefits](http://www.vfw.org/MemberBenefits)



# VETERANS & MILITARY SUPPORT PROGRAMS

The VFW's Veterans & Military Support Programs department unites 3 successful, long-standing programs; Operation Uplink, Unmet Needs, and Military Assistance Program (MAP). These initiatives focus on troop support.

**Military Assistance Program (MAP)** is the link between VFW and the community. MAP is designed to promote VFW interaction within the local military community through the *Adopt-A-Unit* program. *MAP Grants* are available to Posts, Districts, and Departments who participate in a variety of morale boosting function such as farewell and welcome home events.



**Operation Uplink** keeps military members in contact with their loved ones by allowing deployed troops to call home at no charge from MWR internet cafes in Afghanistan, Kuwait and other locations all around the world. Operation Uplink also distributes "virtual PINs" which enable wounded warriors and veterans in VA facilities to call from home at no cost.

**Unmet Needs** assists military service members and their families who run into unexpected financial difficulties as a result of deployment or other hardships directly related to military service. Unmet Needs assists with basic life needs such as: mortgage and rent, home and auto repairs, insurance, utilities, food and clothing. There is also a one-time grant available for those on a fixed income who are suffering financial hardship related to their military service.

### DID YOU KNOW?

**MAP** has hosted over 2500 morale boosting events since the program began in 2005.

**Operation Uplink** has provided over 7.6 million connections since the program began in 2006.

**Unmet Needs** has distributed over \$5.6 million in emergency grants since 2004.



# NATIONAL VETERANS SERVICE

As the nation's largest organization of combat veterans, we understand the frustrations that can arise with making a VA claim. That's why our National Veterans Service (NVS) was created. Our nationwide network of skilled VFW Service Officers can help you wade through all the bureaucratic red tape, offering you a better opportunity to get the disability claim you deserve. You don't even need to be a VFW member to take advantage of this free service. As a veteran, this is a service you've earned.

**VFW's Service Officers** are your liaisons to the Department of Veterans Affairs. With our Veterans Service Officers covering every VA Hospital and facility across the country, we are standing by to help our veterans navigate an ever-changing health care system.

**Benefits Delivery at Discharge (BDD) Program**, introduced in 2001, provides claims assistance to separating armed forces personnel at military installations throughout the country.

**National Veterans Employment Service** works to ensure veterans preference in federal and other government hiring.

**VetJobs.com**, supported by the VFW since 2001, is a free service designed specifically for veterans and employers seeking to hire veterans.

## **DID YOU KNOW?**

VFW recovered over \$4.5 billion from the VA on behalf of veterans in the last three years.

There are over 250 claims representatives and 19 Benefits Delivery at Discharge (BDD) offices across the United States.

**Notes:**

**Veterans  
Service**



# PROGRAMS

The good will of the Veterans of Foreign Wars reaches far beyond the realm of veterans helping veterans. In fact, direct involvement with America's youth and communities has always been — and always will be — a VFW priority.

**Community Service** - The VFW celebrates Americanism in communities across the nation. Through local and national events, VFW members help others understand the sacrifices made by veterans and the importance of patriotism.

**Voice of Democracy** - Each year, more than 39,000 high school students from across the country enter to win a share of the \$2.2 million in educational scholarships and incentives awarded through the VFW's Voice of Democracy audio-essay competition.

**Patriots Pen** challenges students from grades 6-8, to enter to win one of 46 national awards totalling \$50,000, as well as an all-expense-paid trip to Washington, D.C. for the national first place winner. Students draft a 300-400 word essay, expressing their views based on a patriotic, annual theme chosen by the VFW Commander-in-Chief.

**Scout of the Year** selects three young people — of the Boy or Girl Scouts, Sea Scouts or Venturing Crew — who have demonstrated practical citizenship in school, scouting and the community. The first-place winner receives a \$5,000 award, the second-

place winner receives a \$3,000 award and the third-place winner receives \$1,000.

**Teacher of the Year** recognizes three exceptional teachers for their outstanding commitment to teach Americanism and patriotism to their students. The VFW recognizes the nation's top classroom elementary, junior high and high school teachers who teach citizenship education topics—at least half of the school day in a classroom environment—and promote America's history, traditions and institutions effectively.

### **DID YOU KNOW?**

VFW Members contribute over \$48 million annually in community service projects.

The VFW's Buddy Poppy program raises over \$13 million for needy veterans each year.

Each year the Voice of Democracy awards over \$1.9 million in scholarships.



## **NATIONAL LEGISLATIVE SERVICE**

The VFW continuously advocates on behalf of veterans. By testifying at committee hearings and interacting with congressional members, the VFW has played an instrumental role in nearly every piece of veterans legislation passed in the 20th century, as well as bills developed in the 21st.

The location of our Washington, D.C., office allows us to monitor all legislation affecting veterans, alert VFW membership to key legislation under consideration and to actively advise Congress and the administration on important military and veteran's issues.

One of the VFW's most successful legislative pushes was making college education affordable for military service members with the signing of the 1944 GI Bill of Rights, the signing of the Montgomery GI Bill in 1984, and the signing of a new 21st Century GI Bill in 2008. In 2013, the VFW was instrumental in reinstating military Tuition Assistance programs and getting the new Stolen Valor Act signed into law. In 2015, the VFW fought on Capitol Hill to ensure that military retiree pensions were not subject to any cost-of-living-adjustment (COLA) reductions.

### **Each Year the VFW sets Priority Goals**

The VFW's legislative initiatives center on quality of life and health initiatives for all the nation's veterans, past and present. Here are VFW's current legislative priority goals:

- VA Health Care
- Budget and Quality of Life issues
- VA Benefits and Compensation
- Seamless Transition
- Military Quality of Life
- Education and Employment
- Defense and Homeland Security
- POW/MIA

### **DID YOU KNOW?**

#### **Some of VFW's Most Recent Accomplishments Include:**

GI Bill for the 21st Century signed into law

2011 VOW to Hire Heroes Act. The VFW stopped TRICARE premiums from increasing annually

2013 Supported the Stolen Valor Act to protect the honor of veterans

2015 Eliminated COLA reduction for military retirees

**Legislative  
Service**



# MEMBERSHIP ELIGIBILITY

## WWII-Current Campaign Medals

- Afghanistan Campaign Medal
- Air Force Combat Action Medal
- American Campaign Medal
- American Defense Service Medal (with foreign service clasp)
- Armed Forces Expeditionary Medal
- Army of Occupation Medal
- Asiatic-Pacific Campaign Medal
- China Service Medal
- European-African-Middle-Eastern Campaign Medal
- Global War On Terrorism Expeditionary Medal
- Inherent Resolve Campaign Medal
- Iraq Campaign Medal
- Korea Defense Service Medal
- Korean Service Medal
- Kosovo Campaign Medal
- Marine Corps Expeditionary Medal
- Navy Expeditionary Medal
- Navy Occupation Service Medal
- Southwest Asia Service Medal
- Vietnam Service Medal

## **Badges and Ribbons**

- Air Force Expeditionary Service Ribbon with Gold Border
- Coast Guard Combat Action Ribbon
- Combat Action Badge
- Combat Action Ribbon
- Combat Infantryman Badge
- Combat Medical Badge
- SSBN Deterrent Patrol Insignia

## **Other Service**

- 30 consecutive or 60 non-consecutive days in Korea since 1953
- Received Hostile Fire or Imminent Danger Pay

### **DID YOU KNOW?**

Vietnam veterans are the largest segment of VFW membership.

Over 56,000 veterans worldwide made the commitment to join the VFW in membership year 2015-2016.

Female veterans are one of the fastest growing segments of VFW membership.

**Membership  
Eligibility**



# STUDENT VETERANS OF AMERICA

The Veterans of Foreign Wars continuously advocates on behalf of veterans. Testifying at committee hearings and interacting with congressional members has led the VFW to play an instrumental role in the passage of nearly every piece of veterans' legislation passed in the 20th and 21st centuries.

Among the VFW's most notable legislative efforts in making college education affordable for service members are the signing of the 1944 GI Bill of Rights, the Montgomery GI Bill in 1984 and the Post-9/11 GI Bill in 2008. The VFW also fought to reinstate military Tuition Assistance.

Since Student Veterans of America's founding in 2008, the chapter network has grown from 20 campuses to over 1300 institutions of higher learning in all 50 states. Chapters provide a peer-to-peer support network that empowers veterans to achieve academic success. In just a few years, SVA has grown to be the premiere advocate for veterans seeking better jobs and brighter futures through education.

Both the VFW and SVA share a deep commitment to ensuring veterans succeed in post-secondary education programs, secure gainful employment and grow as leaders in the veteran community.

The VFW and SVA defend the GI Bill and support policies that best empower student veterans to achieve their educational goals and improve veterans' quality of life.

The nation's renewed focus on veterans' welfare has ignited change on campuses and in Congress. Both the VFW and SVA are committed to capitalizing on this momentum.

The VFW and SVA also created the 1StudentVeteran program to assist any student veteran experiencing difficulty accessing their GI Bill or other VA benefits. They are encouraged to e-mail the VFW at [1studentveteran@vfw.org](mailto:1studentveteran@vfw.org) and a VFW Service Officer will provide immediate assistance.





# RECRUITING TIPS

WINNING TIPS FROM VFW "ALL AMERICANS"



- I. With every new person you meet ask, **"Are you a veteran?"** and **"Did you serve overseas?"** You can immediately establish a common bond and confirm their eligibility.
- II. Have every member, old and new to complete a **list of eligible family members and friends**. Often, they have never been asked.
- III. Always **visit a prospective member in person**. Calling and writing are great campaign tools, but nothing works better than a handshake and eye-to-eye contact.
- IV. Always **carry an application and a membership brochure**. Insist that everyone on your team carry them too. It is hard to recover a lost opportunity.
- V. Set up **recruiting booths** at malls, department stores, fairs, special public events and other high traffic areas. Use the videotapes available through National Headquarters. Plan your display carefully. Be prepared to follow up.
- VI. Do not overlook **lapsed members**. Their circumstances may have changed and they are ready to return.
- VII. Use the **"Shotgun Mailer"** as part of your membership campaign (Many All Americans have used it).
- VIII. Visit other **Veteran, Fraternal and Civic Organizations**. Let your concern and willingness to help be known and understood by all.
- IX. Include **membership in other programs**. For example, while promoting Buddy Poppies – don't forget to ask, "Are you a veteran?" and "Did you serve overseas?"
- X. Membership is more than a reflection of recruiting ability. It also **reflects your leadership ability, the quality of your programs and the overall health of the organization**.





# IF YOU'VE EARNED THESE



European-African-Middle Eastern Campaign Medal



Vietnam Service Medal



Southwest Asia Service Medal



Afghanistan Campaign Medal



Air Force Expeditionary Service Ribbon w/ Gold Border



Asiatic-Pacific Campaign Medal



Korean Service Medal



Armed Forces Expeditionary Medal



Iraq Campaign Medal



Coast Guard Combat Action Ribbon



American Defense Service Medal



Korean Defense Service Medal



Marine Corps Expeditionary Medal



Global War on Terrorism Expeditionary Medal



Combat Action Ribbon



American Campaign Medal



Army of Occupation / Navy Occupation Service Medal



Navy Expeditionary Medal



Kosovo Campaign Medal



Air Force Combat Action Medal



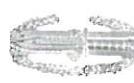
Inherent Resolve Campaign Medal



Combat Infantryman Badge



Combat Medical Badge



Combat Action Badge



SSBN Deterrent Patrol Insignia

# THEN YOU BELONG HERE

## JOIN THE VETERANS OF FOREIGN WARS

FOR MORE INFORMATION ABOUT THE VETERANS OF FOREIGN WARS

PLEASE CONTACT: \_\_\_\_\_

AT: \_\_\_\_\_



VETERANS OF FOREIGN WARS

[www.vfw.org](http://www.vfw.org)

## NO ONE DOES MORE FOR VETERANS.





# IF YOU'VE EARNED THESE



European-African-Middle Eastern Campaign Medal



Vietnam Service Medal



Southwest Asia Service Medal



Afghanistan Campaign Medal



Air Force Expeditionary Service Ribbon w/ Gold Border



Asiatic-Pacific Campaign Medal



Korean Service Medal



Armed Forces Expeditionary Medal



Iraq Campaign Medal



Coast Guard Combat Action Ribbon



American Defense Service Medal



Korean Defense Service Medal



Marine Corps Expeditionary Medal



Global War on Terrorism Expeditionary Medal



Combat Action Ribbon



American Campaign Medal



Army of Occupation / Navy Occupation Service Medal



Navy Expeditionary Medal



Kosovo Campaign Medal



Air Force Combat Action Medal



Inherent Resolve Campaign Medal



Combat Infantryman Badge



Combat Medical Badge



Combat Action Badge



SSBN Deterrent Patrol Insignia

# THEN YOU BELONG HERE

## NEW POST FORMING SOON

FOR MORE INFORMATION ABOUT THE VETERANS OF FOREIGN WARS  
PLEASE CONTACT: \_\_\_\_\_

AT: \_\_\_\_\_



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## NO ONE DOES MORE FOR VETERANS.







VETERANS OF FOREIGN WARS

**NO ONE DOES MORE FOR VETERANS.**

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## VFW Community Achievements

*The VFW takes great pride in its history of service to its communities both stateside and abroad. Annually, VFW and Auxiliary members donate nearly nine million hours to community service projects, relief efforts and local VA facilities each year.*

### Media Contacts:

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Randi Law, VFW Communications Manager, 816-968-1104, [rlaw@vfw.org](mailto:rlaw@vfw.org)

- |      |   |      |   |
|------|---|------|---|
| 1915 | Post 2100 helps sponsor a Boy Scout troop in Everett, Wash.   | 1999 | VOD gives \$2.5 million in scholarship monies to high school students. VFW donates \$50,000 and 25,000 reprints of its war chronology to Vietnam Veterans Memorial's <i>Young American Vietnam War Era Studies Project</i> .  |
| 1916 | First national VFW essay contest held.  | 2000 | VFW distributes 60,000 audio books to armed forces worldwide through <i>Operation Yarnspinner</i> .   |
| 1922 | Buddy Poppy Program begins.   | 2002 | VFW contributes \$110,000 to diabetes research. VFW equally distributes \$120,000 among families of active-duty personnel killed in the September 11, 2001, terrorist attack on the Pentagon.   |
| 1923 | VFW enters the war on drugs by printing a resolution calling for an international conference.   | 2003 | VFW partners with USA Freedom Corps homefront initiative.   |
| 1927 | VFW donates \$10,000 to Mississippi Valley flood victims.   | 2004 | VFW establishes relationships with the National Council for Social Studies (NCCS) and National Association of Secondary School Principals (NASSP).  |
| 1930 | First VFW scholarship award (\$300) goes to a Boy Scout.  | 2005 | VFW disburses \$560,000 to Gulf Coast veterans after Hurricanes Katrina and Rita. VFW distributes 5,000 copies of CD entitled, " <i>Vietnam: A Nation Remembers</i> ."  |
| 1936 | Boy Scout-VFW plan of cooperation is signed.  |      | VFW establishes VFW Military Scholarship program. VFW expands Patriot's Pen Essay Competition.  |
| 1938 | VFW supports the National Foundation for Infantile Paralysis.   | 2007 | VFW Radiothon raises nearly \$100,000 for Unmet Needs.  |
| 1940 | VFW Junior Rifle Clubs are formed with National Rifle Association.  | 2010 | VFW donates over \$648,000 toward construction of the Vietnam Veterans Education Center. VFW increases Voice of Democracy National Scholarships to \$150,000. VFW raises over \$20,000 to assist service members with family in Haiti following the January earthquake. |
| 1942 | VFW Aviator Cadet Program begins.   | 2011 | VFW pledges \$500,000 toward the construction of the Veterans Hall in the National Museum of the United States Army. VFW provides over \$145,000 in emergency financial relief to military families living in tornado-stricken areas.                                   |
| 1950 | A cooperative disaster-relief plan is developed with the Red Cross.   | 2012 | VFW provides over \$120,000 for Hurricane Sandy victims on the East Coast.  |
| 1952 | The Dunn family (Kansas flood victims) wins a \$75,000 farm in Washington courtesy of the VFW.  | 2013 | VFW provides \$30,000 for the Moore, Okla. tornado victims and over \$30,000 for the flood victims in Colorado.   |
| 1953 | VFW National Teen-er Baseball: First tournament is held in Hershey Park, Pa.  | 2015 | VFW provides \$10,000 to the Pacific Areas for typhoon relief.  |
| 1956 | 150,000 kids take part in the national VFW marble competition.  | 2016 | VFW provides \$25,000 for flood relief in Louisiana.  |
| 1958 | VFW becomes full partner with Voice of Democracy (VOD).   |      |   |
| 1959 | Minnesota VFW/Ladies Auxiliary raise \$325,000 for dedication of the VFW Cancer Research Center at the Univ. of Minn. (Minneapolis).                            |      |   |
| 1961 | VFW assumes primary sponsorship of VOD—within four years 262,000 students participate.  |      |   |
| 1962 | Lite-a-Bike program: a \$300,000 project with 3-M Co. of St. Paul, Minn., provides "Scotchlite" reflector tape—50,000 VFW members from 4,500 Posts participate. |      |   |
| 1964 | VFW/Ladies Auxiliary contribute nearly \$100,000 to earthquake victims in Anchorage, Alaska.  |      |   |
| 1970 | Drive-to-Survive program begins.  |      |   |
| 1973 | Drug Awareness program begins.  |      |   |
| 1978 | Women admitted to VFW.  |      |   |
| 1979 | VFW Political Action Committee forms.   |      |   |
| 1980 | Minnesota VFW Posts sponsor the U.S. hockey team in the Winter Olympics.  |      |   |
| 1983 | VFW agrees to permit the Red Cross to use VFW facilities as shelters and relief centers during national disasters and emergencies.                              |      |   |
| 1986 | VFW donates \$122,000 to the Statue of Liberty Restoration Fund.  |      |   |
| 1990 | VFW contributes \$49,000 to California earthquake victims.  |      |   |
| 1992 | VFW disburses \$197,000 to relieve victims of Hurricane Andrew and other disasters.   |      |   |
| 1993 | Relief funds total \$500,000.   |      |   |
| 1995 | Youth Essay Contest (7 <sup>th</sup> -8 <sup>th</sup> grades) begins.   |      |   |
| 1997 | Buddy Poppy celebrates 75 <sup>th</sup> anniversary.  |      |   |
| 1998 | VFW Posts raise \$100,000 for the March of Dimes.   |      |   |

VFW National Headquarters  
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(816) 756-3390, fax: 816-968-1199  
Website: [www.vfw.org](http://www.vfw.org)







## VFW Diverse Endeavors

*VFW honors veterans through memorial fundraising efforts, sponsorship of special events for disabled vets, and by recognizing volunteer service. Donations also help victims of natural disasters and less-fortunate children.*

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### Special Events

- **Honoring Disabled Vets**

VFW sponsors special trips for Purple Heart recipients. Past events include "Return to Vietnam" and other events.

- **"Run for the Wall"**

VFW support the annual "Run for the Wall," a cross country motorcycle ride to the Vietnam Memorial in Washington D.C. The VFW sponsors refueling for all participating riders during a scheduled stop near the VFW National Headquarters.

- **Disabled Veterans Hunt**

VFW annually pays for an all-expense paid trip for disabled war veterans to go to South Dakota for a VFW Pheasant Hunt.

### Memorials

In fulfilling its pledge to remember the nation's war dead, VFW promotes national memorials for veterans of all wars. Additionally, thousands of memorials have been constructed across the nation through local VFW Posts.

- **National WWI Memorial**

VFW gave the memorial a \$350,000 grant to help expand the Liberty Memorial Museum, which houses the nation's most comprehensive collection of World War I historical materials.

- **National WWII Memorial**

VFW reached its five-year fundraising goal of \$6 million for the memorial's construction in only two years. The donation ranks as the largest from any veterans group, and second overall.

- **Korean War Memorial**

Members donated \$600,000 toward the construction of the Korean War Memorial. The donation ranks among the highest.

- **Vietnam Veterans Memorial**

VFW contributed over \$300,000 toward building "The Wall"—all 58,000 Americans who died as a result of the Vietnam War are listed. VFW was the first major organization to contribute.

- **Women in Military Service to America Memorial**

VFW contributed \$70,000 toward construction costs.

- **Disabled Veterans for Life Memorial**

VFW contributed \$100,000 toward construction costs.

- **Vietnam Veterans Education Center**

VFW contributed over \$648,000 toward the construction of the Education Center.

- **National Museum of the United States Army**

VFW contributed \$500,000 toward the construction of the Veterans Hall in the museum.

- **National Desert Storm Memorial**

VFW donated \$100,000 toward its \$500,000 pledge for the construction of the National Desert Storm Memorial.

### Awards

Outstanding police officers, firefighters, EMTs and other first responders are recognized annually by VFW for their work in the community.

### National Home for Children

Children, youth and family of VFW and Auxiliary members who have nowhere to turn find a safe haven on this 629-acre VFW campus in Eaton Rapids, Mich. The privately funded facility is a living memorial to VFW and to all veterans.

### Disaster Relief

Since 1964, VFW National Headquarters has donated over \$2.5 million in grants to state VFW relief efforts, including \$560,000 for Hurricanes Katrina and Rita and \$100,000 aid to the VFW Department of California following the 2007 California wildfires. VFW also raised over \$20,000 to assist service members with family in Haiti following the January 2010 earthquake, and in 2011 VFW provided over \$145,000 in aid to military families living in tornado-stricken areas. Since 2012, the VFW provided over \$120,000 in aid for Hurricane Sandy victims on the East Coast. In 2013, VFW provided \$30,000 for tornado-stricken victims in Moore, Okla., and \$30,000 for





flood victims in Colorado. In 2015, VFW provided \$10,000 to the Pacific Areas for typhoon relief. In 2016, VFW provided \$25,000 to Louisiana for flood relief.







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## VFW Legislative Victories

*VFW played an instrumental role in virtually every significant piece of veterans' legislation passed in the 20th century, as well as bills enacted in the 21st century.*

*Note: In each case, this is the year an act was passed or an institution established.*

### Media Contacts:

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*Randi Law, VFW Communications Manager, 816-968-1104, [rlaw@vfw.org](mailto:rlaw@vfw.org)*

- |   |   |
|---|---|
| 1917 War Risk Insurance Act Amendments  | 1982 Veterans Employment and Training Service (VETS)  |
| 1918 Vocational Rehabilitation Act (P.L. 178)                                     | Vietnam Veterans Memorial dedicated   |
| 1919 Census Act Rider on Veterans Preference Discharge Allowance                  | 1983 Emergency Veterans Job-Training Act  |
| 1920 Widows & Orphans Pension Act (Spanish-American War)                          | 1984 Montgomery GI Bill   |
| 1921 Veterans Bureau Act  | Veterans Dioxin & Radiation Exposure Compensation Standards Act (P.L. 98-542): Agent Orange & Atomic Exposure |
| 1923 Veterans Preference Point System   | 1987 New GI Bill Continuation Act   |
| 1924 House Veterans Affairs Committee   | 1988 Radiation-Exposed Veterans Compensation Act  |
| World War Adjusted Compensation Act   | Department of Veterans Affairs Act  |
| 1925 Senate Subcommittee on Veterans Affairs                                      | Veterans Judicial Review Act  |
| 1926 Spanish-American War benefits  | 1989 VA becomes a Cabinet department  |
| New Johnson Act (WWI benefits)  | Court of Veterans Appeals   |
| 1930 Veterans Administration (VA)   | 1990 Agent Orange service-connection  |
| World War Service Disability Pension Act (P.L. 522)                               | 1991 Agent Orange Act (P.L. 102-4)  |
| 1931 Bacharach Amendment (P.L. 743) allows borrowing on WWI bonus certificates    | Persian Gulf War Veterans Assistance Act (P.L. 102-25)  |
| 1933 Wagner-Peyser Act: Veterans Employment Service                               | 1992 Veterans Health-Care Act   |
| 1934 Pension for widows of WWI vets   | 1996 Veterans Health-Care Eligibility Reform Act  |
| 1936 Bonus bonds (\$2.4 billion) to WWI vets redeemable                           | 1999 Veterans Millennium Health-Care and Benefits Act   |
| 1938 Armistice Day (Nov. 11) legal holiday  | 2003 Concurrent receipt for military retirees rated 50% disabled or more (P.L. 108-136)                       |
| 1940 National Service Life Insurance  | 2004 Full concurrent receipt for military retirees rated 100% disabled (P.L. 108-375)                         |
| Selective Service & Training Act  | 2005 Traumatic Injury Insurance supplemental created  |
| 1943 Benefits to WWII veterans (P.L. 10)  | 2006 Protestors banned from military funerals   |
| Disabled Veterans Rehabilitation Act  | Stolen Valor Act signed into law  |
| 1944 GI Bill of Rights (P.L. 346)   | 2007 VFW calls for VA/military healthcare system review after Walter Reed outpatient debacle                  |
| Veterans Preference Act   | 2008 Record VA discretionary budget approved  |
| 1946 Veteran Emergency Housing Act  | GI Bill for the 21 <sup>st</sup> Century signed into law  |
| 1947 Bureau of Veterans Re-employment Rights (BVRR)                               | 2009 Advanced Appropriations for VA becomes law   |
| 1950 Vocational Rehabilitation Act  | 2010 Family Caregiver Legislation signed into law   |
| 1951 Servicemen's Indemnity & Insurance   | Ensured all VA and DOD health care programs met minimum health care coverage standards                        |
| 1952 Veterans Readjustment Assistance Act (Korean War GI Bill)                    | 2011 VOW to Hire Heroes Act   |
| 1954 Veterans Compensation Act  | VFW stopped TRICARE premiums from increasing annually   |
| Nov. 11 as Veterans Day (P.L. 380)  | 2012 Honoring America's Veterans and Caring for Camp Lejeune Families Act                                     |
| 1962 Veterans Benefits Act (Cold War GI Bill)                                     | Extended USERRA protections to veterans working for TSA   |
| 1966 Veterans Readjustment Benefits Act (P.L. 89-358) (Vietnam War GI Bill)       | Reinstated military Tuition Assistance programs   |
| 1970 Senate Veterans Affairs Committee  | New Stolen Valor Act signed into law  |
| 1972 Vietnam Era Veterans Readjustment Assistance Act                             | Stopped Creation of Distinguished Warfare Medal (Drone Medal)   |
| 1973 Federal court agrees veterans preference applies to state jobs               | 2014 Veterans Access, Choice and Accountability Act of 2014   |
| 1974 Vietnam Era Veterans Readjustment Assistance Act (vocational rehabilitation) | In-State Tuition for Post 9/11 GI Bill eligible veterans  |
| 1976 Veterans Education & Employment Assistance Act                               | Veterans Funding First Act: Advance appropriations for VA Benefits  |
| 1977 Post-Vietnam Era Veterans Educational Assistance Act                         | 2015 Clay Hunt Suicide Prevention for American Veterans (SAV) Act   |
| 1978 Veterans preference preserved  | Eliminated 1% COLA reduction penalty on future military retirees  |
| Veterans & Survivors Pension Improvement Act                                      | Created government match to military Thrift Savings Plan accounts   |
| Veterans Day returned to Nov. 11  | 2016 Toxic exposure research  |
| 1979 First joint meeting of House/Senate Veterans Affairs Committees              | In Vitro Fertilization treatments for wounded veterans  |
| Vietnam Veterans Outreach Program (creates Vet Centers)                           | Discharge upgrade process for those discharged due to mental health conditions                                |
| 1980 VFW calls for Agent Orange study   | Eighteen month extension for GI Bill benefits if a college loses their accreditation                          |
| Veterans Rehabilitation & Education Amendments                                    |   |
| 1981 Former POW Benefits Act  |   |
| Veterans Health Care, Training & Small Business Loan Act                          |   |

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# VFW Programs & Projects

*Since its founding, VFW has been a staple in the community. Troop support, youth activities, volunteering and scholarship programs are a few of the ways VFW shines in the many communities and cities where Posts are located.*

## Media Contacts:

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Randi Law, VFW Communications Manager, 816-968-1104, [rlaw@vfw.org](mailto:rlaw@vfw.org)

## Youth Scholarship Programs

### • *Voice of Democracy*

This audio-essay competition annually awards more than \$2 million in scholarships to students in grades 9-12. First-place winner receives a \$30,000 scholarship.

### • *Patriot's Pen*

More than \$1.2 million is awarded annually to students in grades 6-8 in this essay contest. First-place winner receives \$5,000.

### • *Scout of the Year*

Three scholarships are awarded annually to outstanding scouts. First place receives \$5,000, second place receives \$3,000 and third place receives \$1,000.

## Educational Outreach

### • *Echoes From the Wall*

VFW partnered with the Vietnam Veterans Memorial Fund to distribute a curriculum, Echoes From the Wall, to 25,000 public and private high schools and donated \$50,000 to the project.

### • *Educational Brochures*

VFW produces and distributes a flag brochure and poster.

### • *Veterans in the Classroom*

November is officially known as VFW Veterans in the Classroom Month. Members demonstrate flag etiquette and share their wartime experiences with America's youth.

## Youth Activities

Locally, VFW Posts sponsor various youth sporting programs such as baseball and ice hockey. In addition many VFW Posts sponsor Boy and Girl Scout troops, Junior Olympics, bike safety, JROTC units, drill teams, color guards and a variety of other programs to build good citizenship and exemplary character in America's youth.

## Community Volunteerism

Each year, VFW members volunteer nearly 9 million hours of service to various community endeavors.

### • *Veterans Affairs Voluntary Service*

VFW was a charter member in 1946. VFW volunteers donate millions of hours of service annually at VA medical facilities.

## Troop Support

### • *Military Assistance Program (MAP)*

The link between the VFW and the military community has provided over 4,000 grants to VFW Departments and Posts for morale-boosting events since 2005, hosting more than 2 million military members and their families at these events.

### • *Adopt-a-Unit*

More than 2,800 units and ships have been adopted through VFW Posts since 2007. VFW National Headquarters adopted the USS Cole in 2002.

### • *Care Packages*

Posts across the country show their support of America's military by collecting and distributing much-needed personal items for troops.

### • *VFW Unmet Needs*

This program administers emergency financial grants to military families to help cover basic expenses like mortgage payments, childcare, food and more. Since 2004, more than 4,100 grants have been issued totaling \$6.2 million.

### • *VFW "Sport Clips Help A Hero Scholarship"*

Introduced in 2013, this program awards scholarships of up to \$5,000 to qualifying veterans and service members. The program has provided more than 715 scholarships totaling more than \$3 million.

### • *1 Student Veteran*

Enacted in 2013, this program offers direct assistance to student veterans who have questions or are experiencing problems accessing their VA benefits.

### • *VFW Operation Uplink™*

Introduced in 1996, this program connects active-duty personnel and hospitalized veterans with family members through free phone time and VFW "Free Call Days." Operation Uplink has provided over 7.6 million free connections through FCDs since 2006.







# VFW at a Glance

*The VFW is a nonprofit veterans service organization composed of eligible veterans and military service members from the active, Guard and Reserve forces. The VFW and its Auxiliaries are dedicated to veterans service, legislative advocacy, and military and community service programs.*

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## Origins

In 1899, the American Veterans of Foreign Service (Columbus, Ohio) and the National Society of the Army of the Philippines (Denver, Colo.) were organized to secure rights and benefits for veterans of the Spanish-American War (1898) and the Philippines War (1899-1902). These two organizations merged in 1914, creating the Veterans of Foreign Wars of the United States. VFW was chartered by Congress in 1936.

## Membership Eligibility

Those serving honorably in the U.S. Armed Forces in a foreign war or overseas operation recognized by a campaign medal, in Korea after June 30, 1949, and recipients of hostile-fire or imminent danger pay. Veterans of World War II, Korea, Vietnam, Lebanon, Grenada, Panama, Persian Gulf, Somalia, Kosovo, Afghanistan, Iraq and other smaller expeditionary campaigns, as well as occupation duty, qualify.

## Partner Organization

A national volunteer service organization, the Auxiliary of the VFW was founded in 1914 and is the backbone of many local VFW volunteer efforts.

## Membership Size

Nearly 1.7 million VFW and Auxiliary members in all 50 states, and many foreign countries.

## Organizational Structure

Thousands convene each year at VFW's national convention to elect officers, adopt resolutions and discuss business affairs. Leading the organization are the elected commander-in-chief, senior vice commander-in-chief and junior vice commander-in-chief. The National Council of Administration serves as the VFW's board of directors.

More than 6,500 Posts worldwide comprise 52 Departments in the 50 states, the Asia/Pacific Areas and Europe. Posts form the basic local chapter.

## Priority Issues

- **VA Health Care:** Ensure veterans have timely access to high quality, comprehensive and veteran-centric health care, and secure sufficient funding for the VA Health Care System.
- **Women Veterans:** Expand women's health care services to all VA medical centers to ensure the growing number of women veterans have access to gender-specific services.
- **Suicide Prevention & Homelessness:** Ensure Congress funds support programs, including providing education and career training opportunities, substance abuse and mental health services and permanent housing solutions for all homeless veterans.
- **VA Benefits & Compensation:** Pass Appeals Modernization Act, and increase staff to ensure timely and accurate claims decisions.
- **Seamless Transition:** Demand the creation of one integrated medical and personnel record for every service member and continue to improve the quality and access to Transition Assistance Programs, both during and after service.
- **Military Quality of Life:** Oppose all proposals that will damage morale, call on Congress to improve the quality of life for all service members and support efforts to lower the Reserve Component retirement pay age to 55.
- **Education & Employment:** Fight to sustain G.I. Bill benefits and insist on strengthening USERRA. Continue to improve licensing and credentialing for military skills.
- **Defense & Homeland Security:** Fully support the troops and their mission in the war on terrorism, and to secure U.S. borders against all enemies, both foreign and domestic, who are intent on doing us harm.
- **POW/MIA:** Achieve the fullest possible accounting of America's 83,000 MIAs from World War II forward.



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## VFW Service to Veterans

*From lobbying Congress and monitoring the Department of Veterans Affairs to assisting veterans filing claims, VFW remains a dedicated advocate for America's veterans, service members and their families.*

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### National Veterans Service (NVS)

The NVS is responsible for accrediting and training VFW service officers. NVS provides annual training to VFW Service Officers. NVS staff represents veterans at the Board of Veterans Appeals in Washington, D.C. Each year NVS provides \$1.9 million to VFW Departments in support of their veteran service programs.

- **Department Service Officers (DSOs)**

A nationwide network of highly trained and accredited service officers helps veterans navigate the complicated VA claims process. Department of Veterans Affairs statistics show that for 2016, the VFW helped recoup \$7 billion in earned benefits. This amount includes \$1.2 billion in new claims, submitted on behalf of 116,791 veterans.

- **Tactical Assessment Center (TAC)**

VFW's TAC operates a 24-hour, toll-free hotline for veterans with questions or concerns about VA health care and benefits. The number is 1-800-VFW-1899.

- **Health Screenings**

VFW hosts a health fair at its national convention. Attendees can receive health screenings, eye exams, cholesterol checks, respiratory function testing, blood pressure screening and blood glucose testing. Many lives have been saved thanks to these free screenings.

- **Pre-Discharge Program**

Introduced in 2001, VFW's pre-discharge program (formerly known as Benefits Delivery at Discharge) provides claims assistance to separating military personnel on more than 20 military installations and military populated regions throughout the country. Education and relocation services are also available.

### National Legislative Service

The NLS educates Congress and advocates for policies that improve the lives of veterans, active duty military and their families.

- **Action Corps**

This grassroots lobbying effort has 300,000 volunteer advocates who write, call and visit lawmakers to discuss issues related to veterans. Also, Action Corps members receive the VFW *Action Corps Weekly*, an e-newsletter relating to current legislation and events.

### National Security and Foreign Affairs

The welfare of active-duty, Guard and Reserve personnel and their families is of a prime concern to VFW.

- **POW/MIA**

VFW national officers visit Asian and European countries to meet with host-country officials to stress the importance of conducting MIA investigation and recovery operations, as well as gaining access to documents and archival research facilities.

### Employment Services

VFW is a strong supporter of veterans' preference in government positions. The Washington Office actively works to advance veteran-specific employment legislation.

- **VetJobs.com**

VFW is the major sponsor of this online service, which allows veterans and their spouses to post resumes and search available jobs.