

DEPARTMENT OF NEW YORK

2018-2019 MEMBERSHIP PROGRAM



Eugene J. Ratigliano
Commander

"BACK TO BASICS – THE FOUNDATION FOR SUCCESS"



Comrades,

You now have the 2018-19 Veterans of Foreign Wars, Department of New York **Commander's Membership Program** in your hands. You will notice some dramatic changes to this year's program from past years. As we begin this new year ahead of us I believe in my heart that we need to get back to basics. You will find that everything we do this year will focus on this theme. For some time, we have wandered from our mission and the support of our foundation programs, including membership.

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

The All-State Program is the Department Commander's program designed to recognize the best Districts, Councils and posts from across the state. I have designed this year's membership program around two objectives, first, provide you some incentive to recruit with a variety of recognition awards for your hard work and second, develop this year's point system for the coveted All State Commander's Award around improving our tenant programs - Voice of Democracy, Patriot's Pen, Teacher's Award while beginning a groundwork training initiative to instill the basics of Post administration and management. Work your programs and networking will take place and you'll gain those new members as well as bring back some of those whom you have lost. ***The goal this year is not only make 100% in membership in the Department but to make the Department of New York and All-American Department for 2018-19.***

Let's take on the challenge and put the Department of New York back where it should be in membership - ON TOP! Ask yourself each day, am I doing enough to increase membership and making **MY** Post - **MY** Council, **MY** District, **MY** Department - **MY** VFW stronger?

Yours in Comradeship,

A handwritten signature in black ink that reads "Gene Ratigliano".

Eugene J. Ratigliano
Commander

National Life Membership Amnesty

All Life Members who are reported deceased between July 1, 2018 and August 31, 2018, will be removed from the Post rolls and the Post's prior year membership count will be adjusted accordingly. ATTENTION: DUE TO NATIONAL'S LIFE MEMBERSHIP AMNESTY PROGRAM, All Department Awards for Membership will be based on National's First Membership Report in September 2018

POST GOALS

- Increase the number of new members by 20%
- Increase Life Members by 5%
- Increase Re-instated members by 10%

Post 100% Award

Department **will award to the first 100 Posts** that **attain 100% Membership** by **May 1, 2019** the following (Excludes 100% Life Member Posts):

100% Citation & 100% Banner

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

Post Divisional Awards

A Department plaque will be **awarded to one post** in each Membership Division that shows the **Largest Numerical Gain** over their *September 2018 National Membership Report Total as of May 1, 2019

AND

- Post Inspection has been Submitted, Received **& Approved** at Department
- Has submitted **both Community Activity Reports**
- Have submitted the **first three** (3) quarters **Trustee Reports**
- **Post Quartermaster trained** at a District or Department OTI

(The award will be given to the Post, not an individual & Excludes 100% Life Member Posts)

Big Ten 100% Membership Award

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

AND

Reported **100% Membership** Based on the *September, 2018 National Membership Report by May 1, 2019
(Excludes 100% Life Member Posts)

All-State Teams of Post Commander's & Quartermasters

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

All-State Cap for the Commander & Quartermaster

And

The Current Per Diem for one day to help defray expenses of attending the Department Convention.

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

Post Minimum Requirements:

1. Must report 100% Membership over the *September 2018 National Membership Report, **plus two (2) New or Reinstated Members as of May 1, 2018** (As recorded at Department Headquarters and compared to the September 2018 National Membership Report).
Example of Membership Total: If a post were 100 members on June 30, 2018, to receive the All-State Award in 2019 they must have a membership of 102 members.
2. Community Activity Reports for May 1, 2018 to October 31, 2018 and November 1, 2018 to April 30, 2019 **must be received** at Department Headquarters **prior to May 1, 2019**.
3. **Inspected prior to April 30, 2019** and the 2018-19 Inspection Report received, **approved** by the Department **prior to May 1, 2019**
4. **Post Quartermaster** must be trained at a District or Department OTI **prior to May 1, 2019**.
5. The first 3 quarters Trustees Reports in Department **prior to May 1, 2019**.
6. Each Post must meet the minimum points required for All-State Awards (see below).

Points:

1. 750 Points for attaining 100% membership
2. **1000** Points for each New Annual Member over 100% in membership
3. **800** Points for each New Life Member
4. **900** Points for each New or Increase Legacy Life Member.
5. **500** Points for 3 Poppies ordered for each member of the Post from Department of NY.
6. **1000** Points for 5 Poppies ordered for each member of the Post from the Department of NY.
7. **2000** Points for 10 Poppies ordered for each member of the Post from the Department of NY.
8. **1500** Points for contributing a minimum of \$100 to the State Commander Special Project.*
9. **500** Points for each Trustee Reports submitted to Department HQ **prior to May 1, 2019**
10. **500 Bonus Points** for each Trustee Report submitted to Department HQ, **within 45 days of report due date.**
11. **500** Points for first Community Service Report submitted to Department HQ or Postmarked **by November 15, 2018.**
12. **500 Bonus Points** for second Community Service Report submitted Department HQ or Postmarked **by May 1, 2019.**
13. **500** Points for a Post Inspection Accepted prior to **May 1, 2019**
14. **1500** Points for **Post Quartermaster** attending Department or District OTI.
15. **1000** Points for **Post Service Officer** attending Department or District OTI by a VFW Accredited Department Service Officer by **May 1, 2019**
16. **500** Points for **Post Trustee Trained** at a District or Dept OTI **By May 1, 2019**
17. **500** Points for submitting a Voice of Democracy nominee to your District
18. **500** Points for submitting a Patriot's Pen nominee to your District
19. **500** Points for submitting an EMT, Fireman, Policeman nominee to Dept Chairman
20. **200** Points for contributing to the National Home thru the Department
21. **200** Points for contributing to the UNMET Needs Program
22. **200** Points for contributing to the National Military Services (NMS) Program

8,000 Total Points minimum required for All-State Award (Awards limited as noted below)

NOTE: A Post which has met the reporting **requirements for the All-State Award if Received in HQ or Postmarked by May 1, 2019** will receive the All-State Award at the State Convention; however, a Post that has all of their reports completed and turned in by May 1, 2019 still has until June 30, 2019 to meet the 100% Plus Two All-State Award membership requirement. The Post All-State Awards earned by the June 30, 2019 date will be presented at a District Meeting if requested or at the 2019 Fall State Conference.

Total point accumulations will be used to determine which Post Commanders will receive the All-State Award once the minimum requirements have been met. The total number of All-State Awards shall be limited to **THE FIRST 65** and will be allocated to each Membership Division. If not enough posts qualify in a Division, the State Commander may reallocate the unused awards to other Divisions. If many more posts qualify, additional Cap Awards will be considered.

Post Membership Divisions

Division	Post All-State Awards	Post Membership
1	10	25 to 75
2	15	76 to 175
3	25	176-300
4	10	301 to 450
5	5	451 and Over

New Post Commander's Award

The Post Commander of any New Post chartered during the 2018 – 2019 Membership Year that obtains a membership of 50 or more members by May 1, 2019 will receive a *Life Membership* in the VFW and a *Life Member Cap*. If the Post Commander is a Life Member then they will receive a \$100 gift certificate from the National Emblem and Supply Catalog. This number of 50 includes the 25 new members needed for the charter.

Post Membership Drawing

For each 15 **New Members** a post recruits over 100%, as of the September 2018 National Membership Report, the Post will receive one entry into a \$300.00 drawing.

Perpetual Life Membership Charter Award

National will present a perpetual Life Membership Charter to a new post when they obtain 25 Life Members earned during the current membership year 2018-19. The post will receive *\$100 Gift Certificate* from the VFW Emblem and Supply Catalog.

COUNTY GOALS

All-State County Council Commanders

*A County Council which meets all requirements for the All-State Award by **May 1, 2019** will receive the All-State County Council Award at the State Convention; however, a County Council that has all of their reports completed and turned in by May 1, 2019 still has until June 30, 2019 to meet the 100% All-State Award membership requirements. The County Council All-State Award earned by the June 30, 2019 date will be presented at a District Meeting prior to October 1, 2019 if requested or at the 2019 Fall State Conference.*

County Council Commanders who have achieved the following requirements by May 1, 2019 will receive an

All- State Commander's Cap

And

The Current Per Diem for one day

to help defray expenses of attending the Department Convention.

-Reported to the Department Headquarters membership Equal to or Greater than the first September 2018 National Membership Report Totals.

-Have **100% of their Posts Inspected**, Submitted & **Approved** by the Department Inspector

-Have submitted both **Community Activity Reports**

-Have submitted the first three (3) quarters of the **Trustee Reports**

-**County Council Quartermaster trained** at a District or Department OTI

County Council Commanders

REQUIREMENTS TO RECEIVE TRAVEL ALLOWANCE AND PER DIEM FOR THE DEPT CONFERENCES:

Fall Conference:

- 1) **75% Membership** by October 15, 2019 – per National Memstats
- 2) **75% Post Inspections** Received, Completed & **Approved** by the Department by October 15, 2019 - per Department Memstats
- 3) **County Council Quartermaster** must be trained at a District or Department OTI

Spring Conference:

- 1) **85% Membership** by March 1, 2019 – per National Memstats
- 2) **85% Post Inspections** Received, Completed & **Approved** by the Department Inspector By March 1, 2019 per Department Memstats
- 3) **85% First-half Post Community Activity Reports** by March 1, 2019 per Department Memstats
- 4) First two quarterly **Trustee Reports** to Department by March 1, 2019
- 5) **County Council Quartermaster trained** at a District or Department OTI before March 1, 2019.

DISTRICT GOALS

*A District which meets all requirements for the All-State Award **by May 1, 2019** will receive the All-State District Award at the State Convention; however, a District still has until June 30, 2019 to meet the All-State Award 100% membership requirements. The District All-State Award earned by the June 30, 2019 date will be presented at a District meeting if requested or at the 2019 Fall State Conference.*

All-State Team of District Commanders

Each District Commander whose District attains 100% based on the first of September 2018 National Membership Report Totals as of May 1, 2019

And

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

And

Who has completed all of the following Requirements **by May 1, 2019:**

100% Posts Inspected, Submitted, Received & Approved at
Department

- District Quartermaster trained at a District or Department OTI

Will be awarded a Distinctive All-State District Commander VFW cap.

and, he/she will receive the current Per Diem **for one day** to help defray expenses of attending the Department Convention.

In addition

Each District Commander whose District attains **100% in membership** as of **May 1, 2019**

Will also receive as a Special Recognition in meeting this goal
an
American Eagle Statuette

The top 3 District Commanders who attain 100% by May 1st will be awarded 3 nights lodging at the 2019 State Convention in Albany, NY

District Membership Chairman Award

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

District Early Bird Award

Any District that Reports **100% Membership** as of the dates shown below,
Per National Membership Report Total,

And

Reports 85% of Posts Inspected, Received & **Approved** by the Department Inspector,

And

The Post Quartermaster was trained at a District or Department OTI **before March 1, 2019** will receive the State Commander's Special Incentive Award. These awards are presented at the State Convention and are awarded to the District, not to an individual.

December 31, 2018

\$350.00

March 15, 2019

\$250.00

April 30, 2019

\$125.00

District Student Veteran Association Liaison (aka SVA)

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

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

NATIONAL DEPUTY CHIEF OF STAFF

TO RECEIVE TRAVEL ALLOWANCE AND PER DIEM FOR THE DEPT CONFERENCES

Fall Conference

85% Membership in the District by October 1, 2018 - based on the first National Membership Report Totals.

OR

70% Membership –based on the first National Membership Report Totals, and one (1) Documented Membership Event* in the District by October 1, 2018.

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

Spring Conference 100% Membership in the District **by March 1, 2019** - based on the first National Membership Report totals.

OR

95% Membership per the National Membership Report, and three (3) Documented Membership Events* in the District by March 1, 2019.

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

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

Individual Post Member Recruiter Award

Individuals who recruit 5 New Members will receive a **State Commander's Tie Bar**

Individuals who recruit 10 New Members will receive **Commander's Leather Notepad & Pen**

Individuals who recruit 20 or more New Members will receive a **Hardcover 240 Page Book – “First Century History of the VFW” with Dust Jacket**

Awards

Post 100% Award:
(To the **First 100 Posts**)



Banner



Pin

All State Team District Commander 100% Membership Award



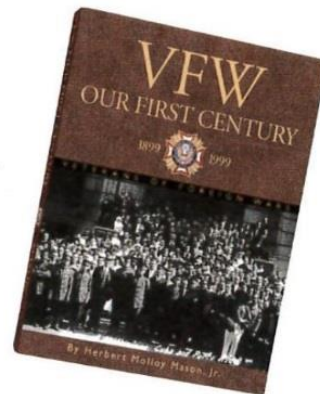
Individual Post Member Recruiter Awards



5 New Members



10 New Members



20 New Members



STATE MEMBERSHIP TEAM



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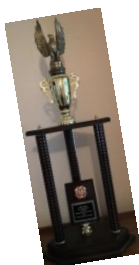
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DISTRICT MEMBERSHIP STANDING COMPETITION

To make our membership drive during the 2018-19 year a little more exciting and infuse a little fun into the effort, we are going to have a Fleet Exercise Competition between the Districts to see who can rise to the top and become the Fleet Commodore and leading District in the fleet.

At each conference the membership team will assess the standing of each District in the Competition to determine who the Fleet Commodore in the fleet leading in membership will be computed to the conference date. That District will then have the privilege of holding on to a Department Membership Trophy until the next scheduled conference. At the end of the year during Convention, the fleet will be retired with the District Commodore leading in membership taking home the Department trophy for the District permanently. Each District will also be awarded their membership standing ship placard.





SPECIAL
COUNTY COUNCIL
WASHINGTON CONFERENCE
TRIP AWARD



The First County Council Commander who reaches 100% in membership for their Council by **December 31, 2018** will be awarded a **monetary travel expense award up to \$700.00** (hotel/travel receipts required) to be used for attendance at the Washington Conference held in Washington, D.C. enabling the Commander to attend the National Voice of Democracy Awards and an invitation to attend the Commander-in-Chief's testimony before Congress.



SPECIAL
DISTRICT COMMANDER'S
WASHINGTON CONFERENCE
TRIP AWARD

The First District Commander who reaches 100% in membership for their District by **December 31, 2018** will be awarded a **monetary travel expense award up to \$1,500.00** (hotel/travel receipts required) to be used for attendance at the Washington Conference held in Washington, D.C. enabling the Commander to attend the Voice of Democracy Awards and an invitation to attend the Commander-in-Chief's testimony before Congress.

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

Step #1:

Select and organize a membership committee.

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

Step #2:

Develop a recruiting plan

5 Elements of a recruiting plan that works:

1. Analysis of the current situation

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

2. Goal Setting

Where you want to go

3. Development of action plans

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

4. Implementation of action plans

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

5. Tracking results

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

Step #3:

Set realistic goals

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

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

Specific.

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

Measurable.

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

Attainable/Ambitious

Goals should require effort (ambitious), but attainable

Results-oriented.

Goals aimed at achieving a specific result




Timed.

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

Step #4:

Plan your activities.

The 3 R's of membership growth:

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

Five proven recruiting techniques:

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

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

STATE COMMANDER'S SPECIAL PROJECT:



Saratoga WarHorse Foundation



Saratoga WarHorse is a non-profit 501(c)(3) organization founded by Bob Nevins, a Vietnam veteran assisting veterans who are suffering from invisible, psychological wounds by providing a confidential, peer-to-peer, action-based, equine-assisted experience that initiates immediate and long lasting empowering changes.

Saratoga WarHorse provides a new experience with a focus on post-traumatic stress and suicide prevention that is vastly different approach from traditional talk therapy. The unique and powerful approach of Saratoga WarHorse has been described by veterans as “life-changing beyond words.” As of June 2017, Saratoga WarHorse is approaching 700 veteran graduates.

Facts and Questions (FAQ's)

1. *What is the criteria to attend?*

The Saratoga WarHorse Program is geared towards veterans struggling with symptoms that include PTSD, suicidal ideation, anxiety, sleeplessness, nightmares, anger issues and related symptoms.

2. *Does Saratoga WarHorse accept veterans from all eras and conflicts?*

Yes. Veterans are accepted from all conflicts who have served in any capacity in the military whether they have been deployed or not.

3. *What is the cost of the Program for participants?*

There is no cost to any veteran. As a 501(c)(3), the Foundation covers the cost of transportation, lodging and meals for all veterans who come through the program through donations made to the Saratoga WarHorse Foundation.

4. *How long is the program and where is it located?*

The Saratoga WarHorse Foundation offers a three (03) day program which includes travel to the Foundation facility in Saratoga Springs, N.Y. or Aiken, S.C., classroom instruction and hands on training with an equine instructor. The program also includes friendly and comfortable hotel accommodations, home cooked meals, community support, and peer-to-peer interactions in an emotionally safe environment.

5. *What type of follow-up does the foundation offer for veterans who have gone through the program?*

All veteran graduates receive a 30-day program evaluation following their experience at Saratoga WarHorse. They also receive a video and photos of their connection. A closed Facebook page specifically for Saratoga WarHorse graduates is also available. In addition, the Saratoga WarHorse website offers a "Resources" page for further support.

6. *How does one donate to the Commander's Special Project in support of the Saratoga WarHorse Foundation?*

Donation can be made directly to the program through the Department of NY by mailing all donations to:
Department of NY Commander's Special Project
69 Sand Creek Road
Albany, NY 12205



Feedback

"I didn't want to leave the place because of how comfortable you all made us feel."

TJ

CAN YOU BE RECOGNIZED IN 2019 WITH A WHITE HAT?

Yes - You Can!

SAMPLE OF WHAT YOU CAN DO TO EARN THE MINIMUM 8,000 POINTS:

- Attain 100% in membership 750 points
 - Get a minimum of 2 members over your 100% 2000 points
 - Order 3 poppies as a minimum for each member of your post 500 points
 - Contribute \$100.00 to Cdr's Special Project 1000 points
 - Submit the three (03) required Trustee Reports 500 points
(Submit within 45 days of due date get 500 bonus points) 500 points
 - Submit the two (02) required Community Activity Service reports ((Submit within 45 days of due date get 500 bonus points) 500 points
 - Have your post inspected & accepted by Dept 500 points
 - Have your QM trained at a Dept or District OTI 1000 points
 - Have your Service Officer trained at a Dept or District OTI 1000 points
- 8,750 points**

Note: Specific due date and minimum requirements are detailed in the Membership Program booklet

VFW's Programs

- *Voice of Democracy*
- *Patriot's Pen*
- *Smart/Maher Teacher Award*
- *Scout of the Year*
- *Community Service*
- *Certificate of Recognition*
- *Public Servant Award*
(*Law Enforcement, Firefighter, Emergency Services*)