

**VFW DEPARTMENT OF NEW YORK
COMMANDER
THOMAS HOWARD
2020 - 2021**



DEPARTMENT OF NEW YORK

**2020-21 MEMBERSHIP
PROGRAM**

“WORKING TOGETHER BRINGS SUCCESS”



Comrades,

You now have the 2020-21 Veterans of Foreign Wars, Department of New York **Commander's Membership Program** in your hands. You will notice some changes to this year's program from past years. As we begin this new year ahead of us I believe that **"Working Together Brings Success."** You will find that everything we do this year will focus on the **Togetherness.** For some time, we have wandered from our mission and the support of our foundation programs, including membership as well as many of the everyday tasks required of our inherent responsibilities as elected and appointed officers and member of our great organization - The Veterans of Foreign Wars of the United States.

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

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

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

WORK TOGETHER AND MAKE IT HAPPEN AGAIN IN 2020-21

Yours in Comradeship,

Thomas Howard

Thomas Howard
Commander

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 3, 2021** 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 2020 National Membership Report Total as of May 1, 2021
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
- **Districts must notify all their Posts 20 days in advance of the OTI Date (Copy of the notice to the Department Adjutant)**

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

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, 2020 National Membership Report by May 3, 2021
(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 2020 National Membership Report, **plus two (2)** New or Reinstated Members **as of May 3, 2021** (As recorded at Department Headquarters and compared to the September 2020 National Membership Report).
Example of Membership Total: If a post were 100 members on June 30, 2021, to receive the All-State Award in 2021 they must have a membership of 102 members.
2. Community Activity Reports for May 1, 2020 to October 31, 2020 and November 1, 2020 to April 30, 2021 **must be received** at Department Headquarters **prior to May 3, 2021**.
3. **Inspected prior to April 30, 2021** and the 2020-21 Inspection Report received, **approved** by the Department **prior to May 3, 2021**
4. **Post Quartermaster** must be trained at a District or Department OTI **prior to May 3, 2020**.
5. The first 3 quarters Trustees Reports in Department **prior to May 3, 2021**.
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. 500 Points for contributing less than \$100 to the State Commander Special Project.*
9. 1500 Points for contributing a \$100 or more to the State Commander Special Project.*
10. 500 Points for each Trustee Reports submitted to Department HQ prior to May 3, 2021
11. 500 **Bonus Points** for each Trustee Report submitted to Department HQ, within 45 days of report due date.
12. 500 Points for first Community Service Report submitted to Department HQ or Postmarked by November 15, 2020.
13. 500 **Bonus Points** for second Community Service Report submitted Department HQ or Postmarked by May 3, 2021.
14. 500 Points for a Post Inspection **Accepted** prior to May 3, 2021
15. 1000 Points for each Post represented/attending Department or District OTI does not include the Post CDR, QM, SO or Trustee.
16. 1000 Points for County or District Inspector attending Department or District OTI.
17. 1000 Points for Post Service Officer attending Department OTI by a VFW Accredited Department Service Officer by May 3, 2021
18. 1500 Points for the Quartermaster Trained at a District or Dept. OTI By May 3, 2021 (Mandatory) **(The Quartermaster must be trained to qualify for All State)**.
19. 500 Points for submitting a Voice of Democracy nominee to your District
20. 500 Points for submitting a Patriot's Pen nominee to your District
21. 500 Points for submitting an EMT, Fireman, Policeman nominee to Dept Chairman
22. 200 Points for contributing to the National Home thru the Department
23. 200 Points for contributing to the UNMET Needs Program
24. 200 Points for contributing to the National Military Services (NMS) Program
25. 200 Points for attending a Department OTI

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

NOTE: The First 75 Posts which have met the reporting **requirements for the All-State Award if Received in HQ or Postmarked by May 3, 2021** 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 3, 2021 still has until June 30, 2021 to meet the 100% Plus Two All-State Award membership requirement. The Post All-State Awards earned by the June 30, 2021 date will be presented at a District Meeting or if requested or at the 2020 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 75** 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.

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

Post Membership Divisions

<u>Division</u>	<u>Post All-State Awards</u>	<u>Post Membership</u>
1	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 2020 – 2021 Membership Year that obtains a membership of 50 or more members by May 1, 2021 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 2019 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 2020-21. 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 3, 2021 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 3, 2021 still has until June 30, 2021 to meet the 100% All-State Award membership requirements. The County Council All-State Award earned after May 3, 2021 date will be presented at a District Meeting or at the 2020 Fall Conference.

County Council Commanders who have achieved the following requirements by May 3, 2021 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 2019 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, 2020 – per National Memstats
- 2) **75% Post Inspections** Received, Completed & **Approved** by the Department by October 15, 2020 - per Department Memstats
- 3) **County Council Quartermaster** must be trained at a District or Department OTI

Spring Conference:

- 1) **85% Membership** by March 1, 2021 – per National Memstats
- 2) **85% Post Inspections** Received, Completed & **Approved** by the Department Inspector By March 1, 2021 per Department Memstats
- 3) **85% First-half Post Community Activity Reports** by March 1, 2021 per Department Memstats
- 4) First two quarterly **Trustee Reports** to Department by February 15, 2021
- 5) **County Council Quartermaster trained** at a District or Department OTI before March 1, 2021.

DISTRICT GOALS

*A District which meets all requirements for the All-State Award **by May 3, 2021** will receive the All-State District Award at the State Convention; however, a District still has until June 30, 2021 to meet the All-State Award 100% membership requirements. The District All-State Award earned by the June 30, 2021 date will be presented at a District meeting if requested or at the 2020 Fall Conference.*

All-State Team of District Commanders

Each District Commander whose District attains 100% based on the first of September 2020 National Membership Report Totals as of May 3, 2021

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 3, 2021**.

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 3, 2021**

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 3rd will be awarded 3 nights lodging at the 2021 State Convention.

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, 2021 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, 2020

\$350.00

March 15, 2021

\$250.00

April 30, 2021

\$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

75% Membership in the District by October 1, 2020 - based on the first National Membership Report Totals.

OR

75% Membership –based on the first National Membership Report Totals, and one (1) Documented Membership Event* in the District by October 1, 2020.

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

Spring Conference

100% Membership in the District **by March 1, 2021** - 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, 2021.

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 ID/Card Wallet

Individuals who recruit 10 New Members will receive Commander's Coin

Individuals who recruit 20 or more New Members will receive a Jacket

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

Awards

Post 100% Award:
(To the First **150** Posts
that make 100%)



Banner



Pin

All State Team District Commanders 100% Membership Award



Individual Post Member Recruiter Awards



Card/ID Wallet



Commanders Coin



Jacket will be Purple

5 New Members

10 New Members

20 New Members



STATE MEMBERSHIP TEAM



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DISTRICT MEMBERSHIP STANDING COMPETITION

To enhance our membership drive during the 2020-21 year I will be awarding an Eagle to each District Commander who attains 100% membership by June 30, 2021. In addition, a trophy will be presented at each conference to honor the leading District which has attained the highest percentage of membership at the end of the quarter preceding the conference.

At each conference the membership team will assess the standing of each District in the Competition to determine who is leading in membership. 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 District leading in membership taking home the Department trophy for the District permanently.



SPECIAL
COUNTY COUNCIL
WASHINGTON CONFERENCE
TRIP AWARD



The First County Council Commander who reaches 94.5% in membership for their Council by **January 15, 2021** will be awarded a **monetary travel expense award up to \$599.00** (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 94.5% in membership for their District by **January 15, 2021** 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



HOMELESS VETERANS

THIS YEAR STATE Commander Tom Howard has chosen Homeless Veterans as his Special Project. Since Past State Commander Dennis Sullivan and Michael Burke's effort to help reduce the Veteran homeless population, our veterans continue to experience homelessness in record numbers.

Since the project of our two past Commanders, the Veteran homeless population has risen from 17% to 50% and continues to grow. Although flawless counts are impossible to come by – the transient nature of homeless populations presents a major difficulty – the U.S. Department of Housing and Urban Development (HUD) estimates that 40,056 veterans are homeless on any given night. Affairs estimated that there were 76,000 veterans sleeping in the streets and increasing . In 2011, there were 1,700 homeless female veterans and also on the rise. Veterans spend an average of six years homeless. Research shows that the greatest risk factors for homelessness are lack of support and social isolation after discharge.

Homeless veterans include having served in World War II, Korea, Cold War, Vietnam, Grenada, Panama, Lebanon, Afghanistan, and Iraq and other locations around the world.

Monetary Donation Support:

- **All monetary donations to the Special Project will be divided evenly throughout the 9 Districts for them to donate to a Homeless Veterans Facility**

Take Action

- **Veterans who are homeless or risk of becoming homeless can call or visit their local VA Medical Center or Community Resource and Referral Center**
- **Veterans and their families can call 1-877-4AID-VET (1-877-424-3838)**
- **Web site va.gov/homeless to learn more**

Donations can be made to the program through the Department of New York by mailing all donations to: Department of New York Commander's Special Project:

**69 Sand Creek Road
Albany, NY 12205**

CAN YOU BE RECOGNIZED IN 2021 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 Service Officer trained at a Dept or District OTI | 1000 points |
| • Have your Quartermaster trained at a Dept. or District OTI | 1500 points |

Sample Total **9250 POINTS**

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

VFW's Programs

- | | |
|-----------------------------|--|
| • <i>Voice of Democracy</i> | • <i>Patriot's Pen</i> |
| | • <i>Scout of the Year</i> |
| • <i>Community Service</i> | • <i>Certificate of Recognition</i> |
| | • <i>Public Servant Award</i>
(<i>Law Enforcement, Firefighter, Emergency Services</i>) |