

# VFW National Membership Program



**B. J. LAWRENCE**  
**Commander-in-Chief**

# Table of Contents

Membership Mission .....	3
Introduction .....	3
Membership Goals.....	3
Membership Objectives.....	3
Retention Defined.....	4
Life Membership Amnesty.....	4
Recruiting Awards.....	4
“LUCKY STARS” Member Drawing .....	5
Department “First to Finish” Incentive .....	5
Early Bird Award—VFW Legislative Conference .....	5
Department Quartermaster Early Bird Incentive .....	5
Post Commander and Quartermaster – New & Reinstated Member Award.....	6
Kansas City Spree .....	6
100% Post, District & Department.....	6
100% Commander Drawing .....	6
Post Commander and Quartermaster Division Challenge .....	6
Legacy Life Membership Acquisition .....	7
Elite Recruiter.....	7
Recruiter of the Year.....	7
New Post Development Department Award .....	7
All-American Leadership Criteria .....	8
All-American Post Leadership Criteria .....	8
All-American Post Leadership Award.....	8
All-American District Leadership Criteria.....	9
All-American District Leadership Award .....	9
All-American Department Leadership Criteria.....	9
All-American Department Leadership Award .....	10
Conference Membership Award.....	10
Post Membership Divisions and Minimum Qualifying Percentages.....	11
District Membership Divisions and Minimum Qualifying Percentages .....	11
Important Notes.....	11

## **Membership Mission**

To recruit, retain, and mentor a stable membership base, including all generations of veterans.

To cultivate a membership that is well versed in institutional knowledge and actively involved at all levels of the organization and in the local community. To establish Posts with a strong tradition of service, leadership, and community outreach.

## **Introduction**

For the past several years, the VFW has been relatively successful in recruiting members aged 39 and younger. The only way to make this success permanent is to retain those members, recover past members, and recruit new members. We must improve the way we communicate with our members at all levels of the organization. Does your Post, District, State or Department have a newsletter, email, or an outreach team that visits fellow members? In many cases, we have lost touch with our members. We need to know who they are and what their needs are. Let us get back to basics—our first priority is taking care of our members and the veteran community as a whole.

## **Membership Goals**

1. Build a strong organization for the future.
2. Work together to achieve the VFW's goals. The VFW National Headquarters staff is here to assist in coordinating programs, developing new membership initiatives and building awareness among our membership and the entire veteran community.

## **Membership Objectives**

- Recruit new and recover unpaid members
- Retain and mentor existing membership
- Develop new Posts and revitalize existing Posts
- Increase Life Membership
- Increase Legacy Life Membership

## **Retention Defined**

Although retention is ***not*** a prerequisite for the All-American program, it is extremely important to understand how retention is derived and the important role retention plays in accomplishing growth. The number of paid annual members in your Post on July 1 is the ensuing year's "prior year total." One more new or reinstated member is required to make up for each prior year annual member the Post fails to retain.

Your Post retention is derived from six types of payment components based on your prior year total of annual members:

- A prior year annual member pays his or her annual membership dues.
- A prior year annual member pays the life membership installment fee.
- A prior year annual member pays for life membership dues.
- A prior year annual member transfers to another Post and pays his or her annual membership dues.
- A prior year annual member transfers to another Post and pays the life membership installment fee.
- A prior year annual member transfers to another Post and pays life membership dues.

## **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.

## **Recruiting Awards**

- **5, 10, 15** Corresponding numbered member pin
- **25** Commander-in-Chief membership coin & citation
- **50** VFW leather travel bag
- **75** Commemorative medallion set
- **100** Century cap and citation
- **175** National aide-de-camp cap and citation

### **“LUCKY STARS” Member Drawing**

Five (5) winners will be drawn and accompany the Commander-in-Chief on an all-expense paid trip May 06-12, 2019 along with their spouse or guest.

For any new/reinstated member recruited between July 1, 2018 and April 1, 2019:

- You will receive one (1) chance for every five (5) new/reinstated members recruited
- You will receive ten (10) additional chances for every increment of 25 new/reinstated members recruited
- **Attention Post and District Commander:**
  - ✓ You will receive ten (10) chances in recognition of 85%+ post and district retention

Drawing will take place **April 2, 2019**

- **All awards are non-transferable**

### **Department “First to Finish” Incentive**

The Department Commander and Quartermaster along with a guest for each of the Department that is the first to attain 100% in membership will be awarded.

- **Round trip airfare, accommodations and transportation with transfers. To include three nights in Honolulu and four nights in Maui, Hawaii. Note: if Hawaii wins, CDR and QM with guest will win a trip of equal value.**

### **Early Bird Award—VFW Legislative Conference**

The top three Post commanders and quartermasters and the top two District commanders in each division on Jan. 1, 2019 will be awarded:

- **A \$1,000 stipend to be used toward attending the VFW Legislative Conference, Washington D.C.**

### **Department Quartermaster Early Bird Incentive**

For every Department that achieves 92% in membership by Jan 1, 2019; the Department Quartermaster will receive:

- **A VFW Henry 30-30 Caliber Rifle or a credit voucher of equal value, for use with Veterans Travel Services.**

### **Post Commander and Quartermaster – New & Reinstated Member Award**

The top 10 Post commanders and quartermasters in each division who report more than 50 new and reinstated annual members by Jan. 1, 2019 will each be awarded:

- **A travel charger with the official VFW Commander-in-Chief logo.**

### **Kansas City Spree**

The top two Post commanders and the top two District commanders in each divisions who achieve 100% membership by April 1, 2019 along with their spouse or guest, will be awarded:

- **Round-trip airfare to Kansas City, Mo., from the airport nearest the awardee's home.**
- **A fun-filled weekend (May 16-19, 2019) that may include but is not limited to touring, shopping, and a complete tour of the VFW National Headquarters.**

### **100% Post, District & Department**

A distinctive streamer will be awarded to every Post, District and State/Department that achieves 100% or greater in membership before July 1, 2019.

### **100% Commander Drawing**

Each Post and District commander that exceeds 100% in membership by June 1, 2019 will be placed in a drawing. 20 post commanders and 12 district commanders will be drawn to receive:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**

### **Post Commander and Quartermaster Division Challenge**

For every ten (10) new/reinstated members recruited between July 1, 2018 and April 1, 2019; Posts will earn one chance for both Post Commander and Quartermaster to be entered into a drawing. One Post per Division will be drawn to receive:

- **A \$1,000 stipend each for Commander and Quartermaster to be used toward attending the VFW National Convention.**

### **Legacy Life Membership Acquisition**

Each Post that achieves the designated benchmarks of 25, 50 and 75 Legacy Life Members will be awarded:

- **A Legacy Society Post Proclamation.**

Each Post that achieves the distinctive benchmark of 100 Legacy Life Members by July 1, 2019, Commander or post representative will be awarded:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**
- **Reserved seating at the VFW National Convention joint opening session.**
- **Legacy Society Post Proclamation.**

### **Elite Recruiter**

Any VFW member who signs up 250 or more new and/or reinstated annual members by July 1, 2019, will be awarded:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**
- **Distinctive cap, citation, and name badge.**

### **Recruiter of the Year**

The VFW member who signs up the greatest number of new and/or reinstated annual members greater than 250 by July 1, 2019, will be awarded:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**
- **Reserved seating at the VFW National Convention joint opening session.**
- **Distinctive cap, citation, and name badge.**
- **Commander-in-Chief's Crystal Eagle.**

### **New Post Development Department Award**

For each new Post chartered, the Department Quartermaster will receive:

- **A \$250 credit from the VFW Store to be used towards necessary materials for the new Post.**

## **All-American Leadership Criteria**

*The All-American leadership program exists to recognize exceptional leadership, authentic accomplishment in membership growth and VFW core programs.*

### **All-American Post Leadership Criteria**

- Greater than 50 members on July 1, 2019
- Membership greater than 100%
- Finish in the top 50 posts in your respective division
- Voice of Democracy - minimum of one entry advanced to District Judging (Overseas Post donate \$50 to National in lieu of entry)
- Patriots Pen - minimum of one entry advanced to District judging (Overseas Post donate \$50 to National in lieu of entry)
- National Citizenship Education Teachers Award – one entry advanced to District judging (Overseas Post donate \$50 to National in lieu of entry)
- Buddy Poppy- must purchase Buddy Poppies
- Hold a fundraiser with the proceeds going to National Veterans & Military Support Services, minimum of \$50
- National Veterans Service – Appoint a Post Service Officer

### **All-American Post Leadership Award**

- Acknowledgment in *VFW Magazine*
- All-American Post citation
- All-American Post streamer
- All-American citation - Commander
- All-American name badge - Commander
- All-American cap - Commander - *\*Quartermaster may purchase cap*
- All-American lapel pin - Commander - *\*Quartermaster may purchase pin*
- The top **five** Commanders in each division will also receive:
  - **A \$1,000 stipend to be used toward attending the VFW National Convention.**
  - **Reserved seating at the VFW National Convention joint opening session.**



### **All-American District Leadership Criteria**

- Membership greater than 100%
- Finish in the top 25 Districts in your division
- Voice of Democracy - minimum of one entry advanced to Department Judging (Overseas District donate \$100 to National in lieu of entry)
- Patriots Pen - minimum of one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry)
- National Citizenship Education Teachers Award – one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry)

### **All-American District Leadership Award**

- All-American District streamer
- All-American District citation - Commander
- All-American name badge - Commander
- All-American cap - Commander - *\*Quartermaster may purchase cap*
- All-American lapel pin - Commander - *\*Quartermaster may purchase pin*
- The top **two** District Commanders in each division will also receive:
  - **A \$1,000 stipend to be used toward attending the VFW National Convention.**
  - **Reserved seating at the VFW National Convention joint opening session.**

### **All-American Department Leadership Criteria**

- Membership must be greater than 100%
- Must conduct two Membership Recruiting events prior to May 1, 2019. A report of these events must be submitted to the Membership Department.
- Hold a Commander's Round-Up\* prior to Jan 1, 2019 with a report submitted to the Membership Department.
- One new post or increase the membership of three posts of 50 members or less to over 50 members by July 1, 2019
- **National Legislative Service**
  - Monthly National Legislative Service committee member/chairman reports must be submitted to National Legislative Service in Washington, D.C.

- **National Veterans Services**
- Must have a State/Department service officer and submit his or her name and contact information to National Veterans Services in Washington, D.C. by July 31, 2018
- Monthly National Veterans Services committee member/chairman reports must be submitted to National Veterans Services in Washington, D.C.
- **Programs**
  - Voice of Democracy - An entry advanced to national judging
  - Patriot's Pen - An entry advanced to national judging
  - National Citizenship Education Teacher Award – submit an entry in all three categories (K-5, 6-8, 9-12) and entries must advance to national judging
  - Veterans & Military Support Programs – Must complete a State/Department fundraiser and proceeds must be donated to: Veterans & Military Support Programs, Kansas City, MO

### **All-American Department Leadership Award**

- All-American Department streamer
- All-American Department citation - Commander
- All-American name badge - Commander
- All-American cap - Commander - *\*Quartermaster may purchase cap*
- All-American lapel pin - Commander - *\*Quartermaster may purchase pin*
- \$1,000 stipend to be used toward attending the VFW National Convention
- Reserved seating at the VFW National Convention joint opening session

### **Conference Membership Award**

The state/Department leading each conference will be entrusted with the conference membership colors for the following year. The 2018-2019 Conference winners will pick up the colors from the Membership Department at National Convention in Orlando, Fla.

The Conference with the highest membership percentage of the four Conferences will have their name and year engraved on a traveling trophy that will be presented by the Commander-

in-Chief to the Conference Chairman at the National Convention. This trophy will be entrusted to the Conference until the following National Convention. Post Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage	# Eligible
1	750	And up!	Over 100%	50
2	356	749	Over 100%	50
3	246	355	Over 100%	50
4	185	245	Over 100%	50
5	143	184	Over 100%	50
6	112	142	Over 100%	50
7	88	111	Over 100%	50
8	68	87	Over 100%	50
9	51	67	Over 100%	50
10	1	50	Over 100%	50

### District Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage	# Eligible
1	5,000	14,000	Over 100%	25
2	3,282	4,999	Over 100%	25
3	2,172	3,281	Over 100%	25
4	1,447	2,171	Over 100%	25
5	906	1,446	Over 100%	25
6	1	905	Over 100%	25

### Important Notes

- To receive stipends, awardees must be in attendance at designated events
- Only one National paid stipend per event (national convention, legislative conference, etc.)
- All awards are non-transferable
- The *Commander's Round-Up* program is for Department Commanders to visit Posts in their Department to get face-to-face time with their Post and District leadership and assist with membership development events. For further information about the *Commander's Round-Up*, please contact the Membership Department.