

*Serving Our
Veterans*



Richard Haake, Husband



Vernon Davis Sr., Father



Raymond Hilderbrandt Sr.
Brother-in-Law



Raymond Hilderbrandt Jr.
Nephew

With Aloha



2019-2020 Veterans of Foreign Wars Auxiliary National Officers



President Peggy Haake (center)
Senior Vice-President Sandra Onstwedder (upper left, then counter clockwise)
Junior Vice-President Jean Hamil
Conductress Carla Martinez
Chief of Staff Gwen Rankin
Chaplain Jane Reape
Secretary-Treasurer Ann Panteleakos



Serving Our Veterans with Aloha

Dear Members,

First, I want to say Aloha. I know many of you have heard that word from me over the years, and you might not have thought much about it, or just: "Of course, that's what everyone from Hawaii says!" And coming from Kahului, Hawaii, we do say "Aloha," a lot. But this little word packs powerful meaning.

Aloha comes from our Native Hawaiian forefathers, and it means many beautiful things. It is the perfect greeting. It also means farewell. It stands for love, affection, compassion and kindness. Aloha radiates warmth and caring with no expectation of anything in return.

This year, I want members to **Serve Our Veterans with Aloha**, that generous, limitless giving that we know so well, and that comes from our hearts. You might not even have known it until now, but you've been sharing your spirit of Aloha as long as you've been a member of our organization, even for as long as you have cared about making a difference for the better in the lives of all of our veterans, active-duty service members, their families and communities.

We, as the VFW Auxiliary, have been living and embodying Aloha for more than a century.

For all of us, the veterans and service members we care so deeply about are family, and those bonds then brought us together as the family we chose to join – the VFW Auxiliary. Our Auxiliary family looks a little different today than it did years ago. We are so pleased to welcome many brothers. We have younger generations with new ideas about our future joining our ranks.

But at our very core, we have been and always will be about serving veterans in the very best ways we can; with kindness and compassion for our heroes and for each other, and by promoting our National Programs and putting them into practice. We must work together to be effective in our mission of serving veterans and the military.

This year, we will add another National Program to the 10 we had last year. This one will be called Mentoring for Leadership, and it incorporates respecting the past, embracing the present and planning for the future. We can do all of this at once, by finding the best ways to pair our wealth of experienced leaders, trusted friends and good listeners with members who want very much to expand their knowledge of our organization. Find out more about this new Program and its National Ambassador on Page 42.

We will continue the momentum of *Building on the VFW Auxiliary Foundation*, a resource for every member at every level of our organization that includes step-by-step guidelines and training that will bolster and educate members from Auxiliaries, Districts and Departments alike.

The *Foundation*, along with Mentoring for Leadership, are two key elements I know will position us for a strong and successful future. Our mission is still very relevant and very much needed. We can meet those needs by **Serving Our Veterans with Aloha**, by opening our hearts to them and to one another. Together, anything is possible.

And with that, I will now say "mahalo," which means thank you, for everything you do every day to serve our veterans and active-duty service members.

Loyally,

Peggy Haake
National President

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Circle of Excellence

Welcome to the Circle of Excellence. **Every Department has the opportunity to join the Circle of Excellence.** The criteria are listed below. National Headquarters will be tracking this information. Consider this a checklist for the year of important items and deadlines that must be met. Membership is an important factor and will be encouraged by the Conference Membership Coaches, who will be working with Department Membership Chairmen to achieve the membership portion of the Circle of Excellence criteria.

Criteria for entering the Circle of Excellence:

1. Growth in Membership:

_____ 100% Plus by June 30, 2020, based on June 30, 2019 final membership statistics.

2. Comply with Bylaws/Administrative Follow-Through:

_____ All Installation Reports received at National Headquarters by July 31 or request a suspension by that date for time to mentor and rebuild the Auxiliary.

_____ All Auxiliaries must be bonded by August 31. If not, the Department must send a request for a suspension by that date for time to mentor and rebuild the Auxiliary.

_____ Must have submitted a Council-approved Audit and Budget by October 1 or request for an extension before that date.

_____ Department, District and Auxiliary Officers (Presidents, Secretaries and Treasurers) dues paid by December 31 or a letter/email to relieve any non-paid officers to National Headquarters by January 10.

_____ All Auxiliaries and Districts must be inspected by May 31. The Department President is to ensure these are completed.

3. Department Communication:

_____ The Department MUST communicate with every Auxiliary at least quarterly in one or more of the following ways: email, mail, phone, website, General Orders, newsletter or e-newsletters.

_____ The Department Chairmen in each program MUST send at least two promotionals and/or communications to their National Ambassadors.

4. Training:

_____ The Department MUST incorporate at least one training session on using MALTA for all members in attendance.

_____ The Department MUST utilize the Online Auxiliary Academy videos at least one time at a Department-organized training/school of instruction/meeting/convention/event.

_____ The Department MUST have at least one school of instruction/training event on programs and organizational knowledge, such as on the National Bylaws, Ritual and Booklet of Instruction.

5. Programs Participation:

_____ Department President MUST submit online Year-End Report.

_____ What did your Department do to engage every Auxiliary in the work of the organization?

Circle of Excellence Awards

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. \$1,000 to the Department for meeting all of the criteria listed on page 1 and entering the Circle of Excellence.
2. Circle of Excellence Streamer for Department Banner.

AWARDS FOR DEPARTMENT PRESIDENTS

1. Circle of Excellence medallion.
2. Circle of Excellence tie (men) or scarf (ladies).
3. Circle of Excellence pin.

Outstanding Performance Awards for Department Chairmen

The Outstanding Performance Awards are given each year to recognize hardworking Departments and Department Chairmen who have given an extra amount of effort.

The Outstanding Performance Award:

\$200 goes to the Department and a keepsake to the Department Chairman in each of the 10 Program Divisions*.

Second-Place Outstanding Performance Award:

\$100 goes to the Department and a citation to the Department Chairman in each of the 10 Program Divisions*.

Programs Judged:

- Americanism
- "Buddy"® Poppy/VFW National Home for Children
- Chief of Staff and Extension
- Historian/Media Relations
- Hospital
- Legislative
- Membership
- Mentoring for Leadership
- Scholarships
- Veterans & Family Support
- Youth Activities

The Selection

The National Program Ambassadors of each Program listed will select the recipients. Chairmen will be judged on quality, creativity and originality of all communications, promotions and events. Any time a Chairman does anything to promote or publicize the Program to the members and the community, he/she should send a copy of the item or communication, or a description of the event or presentation to the National Program Ambassador.

Required to qualify:

A minimum of four mailed and/or emailed promotions to the members in his/her Department.

**Program Divisions will be announced at the start of the Program Year.*

Family Freedom Festival

The Family Freedom Festival is a family-friendly, all-ages opportunity to promote patriotism, connect families of veterans and active-duty service members with Auxiliaries, and show how Auxiliaries positively impact communities across the country. Read ways to include each National Program in your Family Freedom Festival below. Visit www.vfwauxiliary.org/resources for more event ideas.

Americanism

- Conduct a Flag Retirement ceremony; educate attendees about the proper way to retire the Flag.
- Host a Pledge of Allegiance contest for kids. Provide a small trinket (pencil, piece of candy, pinwheel, etc.) teach child who recites the Pledge of Allegiance. All children who recite the Pledge are entered to win a Patriotic Prize Pack with red, white and blue items of your choice.

"Buddy"[®] Poppy/VFW National Home for Children

- Have a "Buddy"[®] Poppy craft contest. Encourage attendees to create a "Buddy"[®] Poppy craft using a certain number of poppies.
- Display facts from the National Home and have information about the Helpline available.

Chief of Staff

- Create a display board that lists various benefits offered to our members. For a list of benefits, visit www.vfwauxiliary.org/member-benefits.
- Hand out "Welcome" or "Thank You" for attending cards with Auxiliary contact information on the back.

Historian

- Set up a photo booth with a patriotic backdrop. Supply patriotic props for fun photo ops!
- Take photos and/or videos at the Family Freedom Festival. Post them on your Auxiliary Facebook page and submit them to your local paper.

Hospital

- Invite a VA representative to attend the event. If they are unable to attend, invite a VAVS representative from your Department.
- Invite a medical professional to conduct free blood pressure screenings.

Legislative

- Dress up as a walking information booth. Keep legislative information in the "pockets," circulate among crowd and talk with attendees about the VFW Priority Goals.
- Host a voter registration drive and/or ask attendees to sign a petition regarding veteran issues.

Membership

- Have plenty of applications on-hand. (We suggest 25 applications for every 100 attendees.)
- Be friendly and ASK people to join!

Mentoring for Leadership

- Prepare a packet of materials to distribute to attendees to include by not limited to a welcome card, VFW Auxiliary Facts Leaflet, Member Benefits One-Sheet and Matching Member Talents to Leadership Success.
- Encourage attendees to write a positive, inspirational or mentor-type message on an ornament or rock (remember to include Auxiliary contact information on the back side). Allow attendees to take the item with them to present to their mentor.

Scholarships

- Host a Q&A with previous Post and Auxiliary scholarship contest winners. The previous winners and entrants can provide a perspective that we cannot.
- Display and/or play previous Patriotic Art, Patriot's Pen and Voice of Democracy entries.

Veterans & Family Support

- Ask attendees to bring personal care items to donate to a local homeless shelter or VA facility.
- Provide information about the VFW's Military Assistance Program, Unmet Needs and National Veterans Service (NVS). Remind them the reason we are the Land of the Free is because of the Brave.

Youth Activities

- Let youth know how they can help! Provide a list of age-appropriate service projects for youth. Ex: mowing grass, planting flowers, raking leaves, hosting food drives, organizing donations, serving food at an Auxiliary event, etc.
- Have materials for youth to create thank you cards or have thank you cards they can sign. Cards can be given to hospitalized veterans, veterans living in nursing homes or sent to deployed service members.

**2019-2020
National Program Ambassadors
and
National Program Awards**

Americanism Ambassador/ Patriotic Instructor



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“Americanism is an unflinching love of country, loyalty to its institutions and ideas; eagerness to defend it against all enemies; undivided allegiance to the Flag; and a desire to secure the blessings of liberty and posterity.”

In the words of Theodore Roosevelt, “Americanism is a question of spirit, conviction, and purpose, not of creed or birthplace.”

I love America and our country’s history – both the good and the bad. It has shaped who we, as a nation, are today. I am proud to be an American and feel so much pride when I place my hand over my heart to say the Pledge of Allegiance, or stand tall when “The Star-Spangled Banner” is played. If I had the ability to change one thing in America, it would be to have everyone living in this “land of the free” to keep patriotism alive through our actions.

Patriotism begins at home and should be present in our daily lives. It is common to bring patriotism to the forefront of our lives after a tragedy or catastrophic event. However, we should not wait for something terrible to happen to bring our nation together and show patriotism.

As our nation ages, many traditions seem to get shoved aside and not passed down to future generations. It is important that we revitalize patriotic traditions among our families, and educate our children and grandchildren how to display love for America through acts of kindness and patriotism.

Promoting Americanism and Connecting with the Community

Today’s world is all about social media and technology. According to a January 2018 Pew Research Center study, 77 percent of Americans have a smartphone. This device makes it easy to share our passion for America and reach hundreds, thousands, and if your video goes viral, millions of people. Scared to press the red record button on your smartphone? Try it! YouTube videos, Facebook Live feeds and photos are great ways to share acts of patriotism and educate others on how to *Serve Our Veterans with Aloha*.

Examples include:

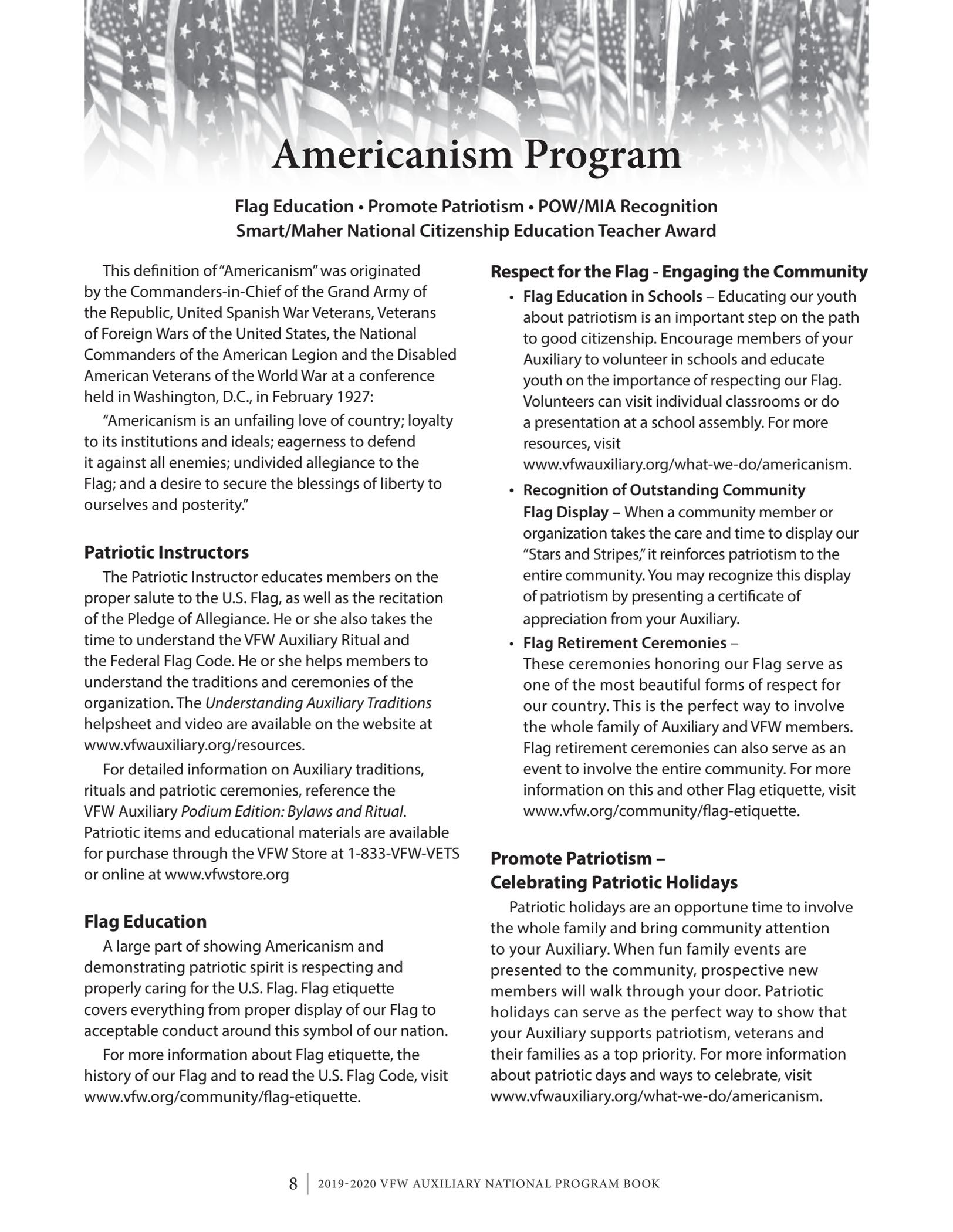
- Partner with your Post, local businesses, corporations, civic organizations, chambers of commerce, churches, schools, police and fire departments, etc., to help promote Americanism.
- Record a video of Auxiliary members performing a skit on Flag etiquette and share it on social media and/or show it at your local school.
- Record a video of Auxiliary members conducting a POW/MIA or Flag-folding ceremony, share it on social media and/or show it at your local school.
- Create a Facebook page for your Auxiliary that is dedicated solely for promoting Americanism.
- Participate in a community patriotic holiday parade and include local youth groups to help decorate your float, handout Flags, etc., and take pictures or record the event.
- Conduct and record a Flag raising ceremony at a youth sporting event.
- Attend an honor flight departure or homecoming and take pictures or record the veterans departing and/or returning.

Consider wearing a shirt or hat that displays the VFW Auxiliary logo or your Post name. I wear my ball cap that shows I am a Lifetime Member of the VFW Auxiliary, and many times, when I am out and about, it has been a conversation starter about our organization. Being out in public wearing patriotic colors, and/or clothing, hats and other items with the VFW Auxiliary logo is a perfect way to stand out in a crowd and get the word out about our organization.

Invite your family, friends and local community to special functions and patriotic holiday events at your VFW Post. Take pictures or record the event, then post a photo slideshow or video to your Auxiliary Facebook page and ask members to share the photos or video on their Facebook pages. What a great (and free!) way to spread patriotism throughout our community by sharing the events we all work so hard to make successful.

These are just some of the many opportunities to promote and share Americanism in your community.

How exciting and humbling it is to be your first male National Ambassador. I look forward to having the chance to excite and engage everyone in our membership - from seasoned members to new members to young members - as we all continue our work to honor and serve our veterans every day.



Americanism Program

**Flag Education • Promote Patriotism • POW/MIA Recognition
Smart/Maher National Citizenship Education Teacher Award**

This definition of “Americanism” was originated by the Commanders-in-Chief of the Grand Army of the Republic, United Spanish War Veterans, Veterans of Foreign Wars of the United States, the National Commanders of the American Legion and the Disabled American Veterans of the World War at a conference held in Washington, D.C., in February 1927:

“Americanism is an unflinching love of country; loyalty to its institutions and ideals; eagerness to defend it against all enemies; undivided allegiance to the Flag; and a desire to secure the blessings of liberty to ourselves and posterity.”

Patriotic Instructors

The Patriotic Instructor educates members on the proper salute to the U.S. Flag, as well as the recitation of the Pledge of Allegiance. He or she also takes the time to understand the VFW Auxiliary Ritual and the Federal Flag Code. He or she helps members to understand the traditions and ceremonies of the organization. The *Understanding Auxiliary Traditions* helpsheet and video are available on the website at www.vfwauxiliary.org/resources.

For detailed information on Auxiliary traditions, rituals and patriotic ceremonies, reference the VFW Auxiliary *Podium Edition: Bylaws and Ritual*. Patriotic items and educational materials are available for purchase through the VFW Store at 1-833-VFW-VETS or online at www.vfwstore.org

Flag Education

A large part of showing Americanism and demonstrating patriotic spirit is respecting and properly caring for the U.S. Flag. Flag etiquette covers everything from proper display of our Flag to acceptable conduct around this symbol of our nation.

For more information about Flag etiquette, the history of our Flag and to read the U.S. Flag Code, visit www.vfw.org/community/flag-etiquette.

Respect for the Flag - Engaging the Community

- **Flag Education in Schools** – Educating our youth about patriotism is an important step on the path to good citizenship. Encourage members of your Auxiliary to volunteer in schools and educate youth on the importance of respecting our Flag. Volunteers can visit individual classrooms or do a presentation at a school assembly. For more resources, visit www.vfwauxiliary.org/what-we-do/americanism.
- **Recognition of Outstanding Community Flag Display** – When a community member or organization takes the care and time to display our “Stars and Stripes,” it reinforces patriotism to the entire community. You may recognize this display of patriotism by presenting a certificate of appreciation from your Auxiliary.
- **Flag Retirement Ceremonies** – These ceremonies honoring our Flag serve as one of the most beautiful forms of respect for our country. This is the perfect way to involve the whole family of Auxiliary and VFW members. Flag retirement ceremonies can also serve as an event to involve the entire community. For more information on this and other Flag etiquette, visit www.vfw.org/community/flag-etiquette.

Promote Patriotism – Celebrating Patriotic Holidays

Patriotic holidays are an opportune time to involve the whole family and bring community attention to your Auxiliary. When fun family events are presented to the community, prospective new members will walk through your door. Patriotic holidays can serve as the perfect way to show that your Auxiliary supports patriotism, veterans and their families as a top priority. For more information about patriotic days and ways to celebrate, visit www.vfwauxiliary.org/what-we-do/americanism.

National Vietnam War Veterans Day – March 29

National Vietnam War Veterans Day honors a generation of men and women who served and sacrificed during the longest conflict in U.S. history. March 29 marks the anniversary of when combat forces departed South Vietnam in 1973, even though some troops remained until their final departure in 1975.

Loyalty Day – May 1

On May 1, 1930, 10,000 VFW members staged a rally at New York's Union Square to promote patriotism. Through a resolution adopted in 1949, May 1 evolved into Loyalty Day.

Armed Forces Day – Third Saturday in May

A day to pay tribute to the men and women currently serving in our nation's armed forces.

Memorial Day – May 30 (Traditional)

Patriotism calls for all citizens to be reminded of the deaths of their fellow countrymen during wartime. By honoring the nation's war dead, we preserve their memory and thus their service and sacrifice.

Flag Day – June 14

This day celebrates the official symbol for the United States: our "Stars and Stripes." Flag Day was first recognized by Congress on June 14, 1777.

Independence Day – July 4

On this day in 1776, our forefathers formed a new nation by adopting the Declaration of Independence.

Patriot Day – September 11

This day is to perpetuate the memory of those who perished in the attack on America that occurred on this date in 2001.

POW/MIA Recognition Day - Third Friday in September

POW/MIA Recognition Day honors the commitments and the sacrifices made by our nation's prisoners of war and those who are still missing in action. National POW/MIA Recognition Day, traditionally on the third Friday in September, is one of the six days specified by law on which the black POW/MIA flag shall be flown over federal facilities and cemeteries, post offices and military installations.

Gold Star Mother's & Family's Day - Last Sunday in September

On this day, Americans are encouraged to display the Flag and hold appropriate ceremonies as a public expression of our nation's gratitude and respect for our Gold Star Mothers and Families.

Veterans Day – November 11

This is an opportunity to honor the brave men and women, both living and deceased, who fought America's battles past and present.

Pearl Harbor Day – December 7

This day is in remembrance of the same date in 1941 that Japanese bombers staged a surprise attack on U.S. military and naval forces in Hawaii.

POW/MIA Recognition

Auxiliary members are passionate about bringing attention to former Prisoners of War and those Missing in Action by holding ceremonies to both educate their communities and honor these special veterans. One way to honor these veterans and educate youth and the community on this subject is by having a Missing Man Table Ceremony. This practice provides a visual demonstration of the significance of POW/MIA Recognition Day. You are encouraged to share this ceremony with youth groups partnering with the Auxiliary.

Find a sample of the ceremony wording and table setup at www.vfwauxiliary.org/resources.

Smart/Maher VFW National Citizenship Education Teacher Award

The VFW annually recognizes the nation's top classroom elementary, junior high and high school teachers who teach citizenship education topics regularly and promote America's history and traditions effectively. Teachers who are prime candidates for this award promote civic responsibility, Flag etiquette and patriotism.

Examples of Activities from Award-Winning Teachers

- Field trips to city hall
- Community volunteer projects
- Hosting veterans to discuss their military experiences
- Special projects that foster the development of democratic values and beliefs

How the Contest Works

Based on the nominees submitted, VFW Posts and Auxiliaries will recognize one outstanding teacher in grades K-5, 6-8 and 9-12. Posts then submit their winning names to their District-level judging. From there, the selected winners are forwarded to the Department level. Once they are judged on a Department level, the winners are passed along to VFW National Headquarters for the national contest.

For more information, instructions for nomination and nomination forms, visit www.vfw.org/community/youth-and-education.

Americanism Program Awards

AWARDS FOR AUXILIARIES

1. Most Outstanding Video Promoting Patriotism with Community Involvement.
 - Citation to every Auxiliary that submits a video promoting patriotism with community involvement to their Department Chairman. Criteria and entry form (required) available at www.vfwauxiliary.org/resources. Auxiliaries are to send entry and entry form to their Department Chairman by March 31, 2020. Department Chairmen are to send entry form to National Headquarters by April 30, 2020. Citations will be mailed directly to Auxiliaries.
 - Citation and \$50 to one Auxiliary in the nation with the most outstanding video promoting patriotism with community involvement.

Department Americanism Chairmen are to send one entry and the corresponding entry form to the National Americanism Ambassador by April 30, 2020 for judging. Department entries will be judged by a panel appointed by the National President. The National winner will be announced and shown at the 2020 National Convention in Reno, Nevada.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Chairman for participation in this Program.
2. ***Serving Our Veterans with Aloha Keepsake*** to one Department Americanism Chairman in each of the 10 Program Divisions who submits the best photo collage of a Family Freedom Festival. Criteria and entry form (required) available at www.vfwauxiliary.org/resources. Entry and entry form (required) are due to the National Americanism Ambassador by April 30, 2020.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 3 and for the promotion of Program Goals on Page 8.

“Buddy”® Poppy/ VFW National Home for Children Ambassador



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The “Buddy”® Poppy and the VFW National Home for Children provide so much for our veterans and their families in time of need. The “Buddy”® Poppy helps our disabled veterans and the National Home helps families in their time of despair. Working together, they make a difference in the lives of our veterans, active-duty service members and their families.

“Buddy”® Poppy: Education in our Organization and the Community

Many recognize the “Buddy”® Poppy, but do you really understand what it means to our organization? Like most of us, when I want or need to know something, I head to the internet and Google it. When I Googled “Buddy”® Poppy, this is the first result that is listed:

Buddy Poppy. Before Memorial Day in 1922, we conducted our first poppy distribution, becoming the first veterans’ organization to organize a nationwide distribution. The poppy soon was adopted as the official memorial flower of the Veterans of Foreign Wars of the United States, as it remains today.

To us, as members of the VFW Auxiliary, the “Buddy”® Poppy is more than that. “Buddy”® Poppy Drives:

- Give us an opportunity to communicate with others about who we are and what we do.
- Are an excellent tool to recruit new members and find a connection with our communities
- Bring a sense of comfort to veterans and their families; they know they are not forgotten.

For each “Buddy”® Poppy purchased by your Department for distribution:

- One-and-a-half cents go to the Department’s Veterans Service Fund.
- One cent goes to VFW National Headquarters Veterans Service Fund.
- One cent goes to the VFW National Home for Children.

Assembled by disabled veterans, this small but mighty flower does all this and more! Each and every one of us needs to educate ourselves, our Auxiliaries and our communities what this flower is all about. Learn more by visiting the VFW website at www.vfw.org/community/community-initiatives/buddy-poppy. One little flower does so much for our organization.

“Buddy”® Poppy Display Contest

“Buddy”® Poppy displays can bring awareness to, and educate the public about our organization and the “Buddy”® Poppy Program. The “Buddy”® Poppy display contest provides a great opportunity to team up with your Post, get creative and have fun! Ask members of your community and youth to participate in the contest. Some places to display include:

- The Post Home.
- Community centers, veterans’ centers, banks, etc.
- At a “Buddy”® Poppy Drive to pique public interest.

Rules, deadlines, judging, awards and other helpful tools are listed in the VFW’s “Buddy”® Poppy Chairman’s Manual available at www.vfwauxiliary.org/resources.

Ways to use the “Buddy”® Poppy in other Programs:

- Americanism - Wrap “Buddy”® Poppies around American Flags that are handed out throughout your community and at patriotic events such as parades.
- Historian /Media Relations - Include “Buddy”® Poppies in photos and/or videos that are taken and post them to social media.

- Hospital - Include a "Buddy"® Poppy with cards or when distributing a gift bag or other items to hospitalized veterans.
- Legislative - Include a "Buddy"® Poppy when mailing a letter to your senator or representative. This will add a special touch to your message and bring attention to what you have to say.
- Membership – Have plenty of membership applications at your "Buddy"® Poppy Drive. Most likely a veteran and/or the family member of a veteran will stop to talk with you because he or she notices the "Buddy"® Poppy.
- Scholarships – Include a "Buddy"® Poppy when posting scholarship information on a community board.
- Veterans & Family Support - Use "Buddy"® Poppies as a decoration or centerpiece for any fundraisers you do that support this program. Wrap utensils in a napkin with the "Buddy"® Poppy used as a napkin holder.
- Youth Activities – Include a "Buddy"® Poppy at holiday parties sponsored by your Post and/or Auxiliary. Examples: Valentine's Day – create a "Buddy"® Poppy valentine; Easter – include a "Buddy"® Poppy in Easter eggs; Halloween – staple a "Buddy"® Poppy to a treat bag; Christmas – use as a gift tag or place on a stocking; Parades – tape to candy and/or Flags being handed out. Your Auxiliary could even create and sponsor a youth art contest featuring the poem "In Flanders Fields."

This is the second year that "Buddy"® Poppy and the VFW National Home for Children have been separated into their own program. This allows more emphasis to be placed on these two very important facets of the Veterans of Foreign Wars and the Auxiliary. Not only does one cent from the purchase of each "Buddy"® Poppy go toward the National Home; the money raised from the distribution of poppies goes into the Relief Fund, which, in turn, can be donated to the VFW National Home for Children.

VFW National Home for Children: Education in our Organization and our Community

The National Home provides a safe and healing environment for active-duty service members, veterans and their families. They live in single-family homes and have access to professional case management services, on-site licensed child care, life skills training, tutoring and other educational services as well as recreational and community service opportunities.

- It is a safe and peaceful place for **families** to heal.
- It is a place for children to feel at home in a family environment.
- It has evolved to meet the changing needs of active-duty service members, veterans and their families.

The National Home is our organization's treasure and best-kept secret. We need to change this! We need to educate ourselves, our Auxiliaries and our communities about the National Home and promote the life-changing work they do. Military families are depending on us to help them with the added struggles they may face. Learn more at www.vfwnationalhome.org.

Health and Happiness/General Donations

Donations to the National Home are vital as it receives no government funding and relies on donations.

- Ensure your Auxiliary donates at least 10 cents per member to Health and Happiness. See page 16 to donate online or by mail.
- Consider hosting a fundraiser for the National Home. Want to try something new? Check out a dozen fundraising ideas at www.vfwnationalhome.org/ideas.

VFW National Home for Children Military & Veteran Family Helpline

Do you know a veteran and/or military family struggling with reintegration to civilian life, PTSD, unemployment or other challenges? Let them know that help is only one call away at 1-800-313-4200. The Helpline is a free service that offers information, creates connections and gives hope to struggling military and veteran families.

We need to promote the Helpline at our Post Home, in Auxiliary newsletters and in the community. Share this phone number and save it as a contact in your cell phone – 1-800-313-4200.

Please note this is a helpline, not a hotline. The Helpline is answered Monday through Friday between 8:00 a.m. and 4:30 p.m. Eastern Time, except holidays. Messages left after hours are answered the next business day.

Ways to use the National Home for Children in all Programs:

- Americanism - Send Flags to the National Home.
- Historian/Media Relations – Write an feature or editorial piece about the National Home, how the Post and/or Auxiliary help children and families there, and submit it to your local newspaper.

- Hospital - Purchase camouflage pens from the National Home store to give as a gift to hospitalized veterans.
- Legislative – Include statistics and other information from the National Home when writing to your legislator.
- Membership – Have information about the National Home and Military & Veteran Family Helpline available at membership drives. Talk with prospective members about what the National Home is and how the services they provide help veterans, service members and their families.
- Scholarships - Purchase pens or pins for your contestants to be include with their citation.
- Veterans & Family Support – Make a donation to Health and Happiness. Donate to other projects such as Santa’s Shop or maintenance of your state-sponsored home.
- Youth Activities – Sponsor a writing project with a youth group to send to the National Home. Examples include holiday cards, letters of encouragement and artwork.

Serving Veterans with Aloha

The spirit of Aloha was an important lesson taught to children of the past because it was about the world of which they were a part. One early teaching goes like this:

Aloha is being a part of all, and all being a part of me. When there is pain - it is my pain. When there is joy - it is also mine. I respect all that is as part of the Creator and part of me. I will not willfully harm anyone or anything. When food is needed I will take only my need and explain why it is being taken. The earth, the sky, the sea are mine to care for, to cherish and to protect. This is Aloha.

We can *Serve Our Veterans with Aloha* by distributing “Buddy”® Poppies in our communities and by supporting the VFW National Home for Children.



“Buddy”® Poppy/ VFW National Home for Children Program

“Buddy”® Poppy National Display Contest • “Buddy”® Poppy Education and Community Outreach
VFW National Home Education and Community Outreach

“Buddy”® Poppy

The “Buddy”® Poppy has been an integral part of the VFW community for more than 95 years. As the VFW’s official memorial flower, the Poppy represents the blood shed by American service members. It reiterates that we will not forget their sacrifices.

The Poppy movement was inspired by Canadian Army Col. John McCrae’s famous poem, “In Flanders Fields.” Poppies were originally distributed by the Franco-American Children’s League to benefit children in the devastated areas of France and Belgium following World War I.

The VFW conducted its first Poppy distribution before Memorial Day in 1922, becoming the first veterans’ organization to organize a nationwide distribution. The initial campaign was conducted with Poppies the VFW got from France and members soon discovered it took too long to get the flowers shipped from France and they came up with a better idea; VFW “Buddy”® Poppies would be assembled by disabled, hospitalized, aging and needy American veterans who would be paid for their work, and then ship the Poppies to VFW members for distribution in communities across the country.

In February 1924, the VFW registered the name “Buddy”® Poppy with the U.S. Patent Office. A certificate was issued on May 20, 1924, granting the VFW all trademark rights in the name of Buddy under the classification of artificial flowers. No other organization, firm or individual can legally use the name “Buddy”® Poppy.

These small but mighty memorial flowers have raised millions for the welfare of veterans and their dependents. “Buddy”® Poppies are still assembled by disabled, hospitalized, aging and needy veterans in five locations, with the VFW providing compensation to the veterans who assemble the Poppies. The Poppy program also provides financial assistance in maintaining state and national veterans’ rehabilitation and service programs, and partially supports the VFW National Home for Children.

How to Order

- Contact your VFW Department Headquarters to order Poppies. (Poppies do not need to be ordered through your Post).
- Request the order form from your Department Headquarters at least two to three months (8 to 12 weeks) in advance of your distribution date.
- Brochures, “Buddy”® Poppy distribution supplies, and promotional items can be purchased from the VFW Store at www.vfwstore.org or by calling 1-833-VFW-VETS.

“Buddy”® Poppy Distribution Tips

- Contact your city/town clerk’s office to see if a permit is required for your distribution event.
- Get permission from the desired distribution location(s) store managers/owners prior to promoting your “Buddy”® Poppy distribution event.
- Make sure all Auxiliary members know the time, day and place of your distribution event.
- Share information about your distribution event with your local paper and on social media. Post fliers in high-traffic areas such as grocery stores, coffee shops, the post office, etc.
- Ask for assistance from youth groups such as VFW and/or Auxiliary youth, JROTC, after-school clubs and faith-based youth.
- Ask volunteers to wear Auxiliary- and/or VFW-branded clothing to both promote the Auxiliary and VFW and connect the distribution of poppies to the organization.
- Remind volunteers they are NOT SELLING “Buddy”® Poppies, but DISTRIBUTING them for donations.
- Never refuse someone a “Buddy”® Poppy because they are unable to donate. A “Buddy”® Poppy honors all veterans.

- See the VFW's "Buddy"® Poppy Chairman's Guide for further assistance in setting up a "Buddy"® Poppy drive, as well as other helpful resources. The guide can be found at www.vfwauxiliary.org/resources.

Honor the Dead by Helping the Living

- At the Auxiliary and Post level, all proceeds from Poppy drives are to be placed in the Relief Fund with receipts and expenditures in accordance with the Treasurer's Guide and the *VFW Auxiliary Podium Edition: Bylaws and Ritual*. (Sec. 904)
- "Buddy"® Poppy drives can be done at any time during the year – not just Memorial Day and Veterans Day. Try doing one at least once a quarter. If you have enough volunteers, host a monthly Poppy drive.
- Distribution of "Buddy"® Poppies should be included in every Auxiliary, District or Department activity including parades, patriotic events, membership drives, BINGO or trivia nights, etc.
- There are many creative ways to distribute the "Buddy"® Poppy including window displays, posters, wreaths, remembrance walls, hats, event centerpieces, etc. Let your imagination run wild!

National VFW "Buddy"® Poppy Display Contest

- Takes place annually at National Convention.
- Displays are judged in three (3) categories:
 1. Public Promotion of Poppy Campaign (Window, booth, parade, poster displays, campaign promotions, etc.)
 2. Memorial or Inspirational Displays (Wreaths, memorial tablets or plaques, patriotic or devotional themes)
 3. Artistic or Decorative Use of Poppies (Post Home displays, table centerpieces, corsages)
- At least one Poppy used in the display must be in original form and color, with label attached. This applies to all three (3) categories listed above.
- See the VFW's "Buddy"® Poppy Chairman's Guide for rules, deadlines, judging and awards of the National "Buddy"® Poppy Contest, as well as other helpful resources. The guide can be found at www.vfwauxiliary.org/resources.

VFW National Home for Children

For more than 90 years, the VFW National Home for Children located in Eaton Rapids, Michigan, has helped military and veteran families who need a fresh start. Families can live there rent-free for up to four years and have access to professional case management services, on-site licensed child care, life skills training, tutoring and other educational services, as well as recreational and community service opportunities. Families find healing in a safe and peaceful environment of tree-lined streets, 42 single-family homes, facilities such as a gym, library, computer and science labs, day care center, playgrounds, fishing pond, hiking trails, and more!

Founded in 1925 as a place where the families left behind by war—mothers and children, brothers and sisters—could remain together, keeping the family circle intact even when their serviceman didn't come home, the VFW National Home for Children serves as a living memorial to America's veterans by helping our nation's military and veteran families during difficult times.

Reintegration, post-traumatic stress, high unemployment, rehabilitation from battlefield injuries, emotional wounds, financial stress, fractured family relationships, hopelessness and more can be the outcome for families with a parent serving our country—now, recently, or from earlier generations. Over the years, the National Home has met the changing needs of America's military and veterans' families.

Through it all, one thing has remained constant: the National Home's commitment to honor our nation's veterans and active-duty military by providing help and hope for their children and families.

The National Home's community is open to families of active-duty military personnel, veterans and—recognizing that the effects of war can last for generations—descendants of members of the VFW and the VFW Auxiliary. The family can be one or both parents with one or more children.

In accepting families to the program, only one thing is asked of them: They must be committed to making changes in their lives. To remain at the National Home, they are expected to demonstrate consistent progress toward family goals. Together, in partnership with the whole family, the National Home is dedicated to helping each family reach its full potential.

Even military families not living on the National Home campus can receive invaluable assistance through the Military & Veteran Family Helpline, which is staffed by caring professionals who help callers with urgent needs seek solutions in their own communities. If you know someone who needs assistance, encourage them to:

- Call the Helpline at 1-800-313-4200,
- Email help@vfwnationalhome.org, or
- Visit www.vfwnationalhome.org/help.

The VFW National Home for Children, a 501(c)3 non-profit corporation, is governed by a seventeen (17) member Board of Trustees made up of VFW and VFW Auxiliary members, who as Life Members of the National Home, are dedicated to the mission of the National Home.

One way the Auxiliary supports the National Home is through gifts of 10 cents per member to the Health & Happiness Fund. Contributions are critical since the campus and its programs receive no government funding.

Donations can be made online in MALTA or by mail.

To donate online in MALTA:

- Visit www.vfwauxiliary.org and select "MALTA Member Login."
- Log in to MALTA.
- Select "Make a Gift" from the Main Menu.
- Select the "Make a Gift" button.
- Enter the amount you would like to donate.
- Enter payment information.
- Select the "Make Gift Payment" button.
- You will receive confirmation your gift has been made.

To donate by mail, send a check earmarked Health & Happiness to:

VFW Auxiliary National Headquarters
Attn: Health & Happiness Donations
406 W. 34th Street, 10th Floor
Kansas City, MO 64111

For more information, visit the National Home's website at www.vfwnationalhome.org.

“Buddy”® Poppy/VFW National Home for Children Program Awards

AWARDS FOR AUXILIARIES:

1. Most Outstanding Use/Incorporation of the “Buddy”® Poppy in another VFW Auxiliary National Program.
 - Citation to every Auxiliary that uses/incorporates the “Buddy”® Poppy in another VFW Auxiliary National Program. Entry form (required) available at www.vfwauxiliary.org/resources. Auxiliaries are to send entry form to their Department Chairman by March 31, 2020. Department Chairmen are to send entry form to National Headquarters by April 30, 2020. Citations will be mailed directly to Auxiliaries.
 - Citation and \$50 to one Auxiliary in the nation with the most outstanding use/incorporation of the “Buddy”® Poppy in another VFW Auxiliary National Program.

Department “Buddy”® Poppy/VFW National Home Chairmen are to send one entry and the corresponding entry form to the National “Buddy”® Poppy/VFW National Home Ambassador by April 30, 2020 for judging. The National winner will be announced at the 2020 National Convention in Reno, Nevada.

2. Most Outstanding Promotion of the VFW National Home for Children through Education and Publicity.
 - Citation to every Auxiliary that promotes the VFW National Home for Children through education and publicity. Entry form (required) available at www.vfwauxiliary.org/resources. Auxiliaries are to send entry form to their Department Chairman by March 31, 2020. Department Chairmen are to send entry form to National Headquarters by April 30, 2020. Citations will be mailed directly to Auxiliaries.
 - Citation and \$50 to one Auxiliary in the nation with the most outstanding promotion of the VFW National Home for Children through education and publicity.

Department “Buddy”® Poppy/VFW National Home Chairmen are to send one entry and the corresponding entry form to the National “Buddy”® Poppy/VFW National Home Ambassador by April 30, 2020 for judging. The National winner will be announced at the 2020 National Convention in Reno, Nevada.

3. Citation to each Auxiliary that contributes a gift of 25 cents or more per member to the Health & Happiness Fund based on June 30, 2019, membership statistics.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department Chairman for participation in this Program.
2. ***Serving Our Veterans with Aloha Keepsake*** to one Department Chairman in each of the 10 Program Divisions for the best promotion of community outreach and/or involvement of the “Buddy”® Poppy through distribution education and publicity.
3. ***Serving Our Veterans with Aloha Keepsake*** to one Department Chairman in each of the 10 Program Divisions for the best promotion of the VFW National Home for Children Military & Veteran Family Helpline.
4. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 3 and for the promotion of Program Goals on Page 14.

Chief of Staff and Extension Ambassador



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A working Chief of Staff offers good counsel in the spirit of serving members with Aloha, trust and respect as outlined in our National Bylaws in Sec. 815; 815A and Sec. 816A, if your Department President utilizes Deputy Chiefs of Staff. Department Presidents may choose to utilize groups of Auxiliary members within your Department with expertise and talent in various areas such as leadership, mentoring, knowledge in the duties of Officers, Trustees, etc. Patience with Auxiliaries placed on suspension or having to go through a consolidation, or at worst, on the brink of losing their Charter by way of a forfeiture or closure could use a knowledgeable group to help with the process.

Official Visit Communication

As Department Chief of Staff, you need to educate District Presidents on how to be diligent in recognizing red flags that show an Auxiliary is in distress. We do not need to be police officers, lawyers, or judge and jury. We need to offer a lifeline in a timely manner.

The **NEW** District President Notice of Auxiliary Official Visit form along with the **NEW** Official Visit Inspection Report form are great tools to measure the health of an Auxiliary. An honest report allows the Auxiliary to have affirmation that they are in good working order, or it may be a nurturing way to inform the Auxiliary of areas it needs to improve upon. Communication and direction from the District President may offer ways to sustain and maintain Auxiliaries, showing our members, through mentoring and education, how they are empowered to be better Officers, Chairmen, members and advocates for our veterans. In addition to a copy of this report going to the Auxiliary, District and Department Presidents, sending a copy to the Department Chief of Staff will act as a line of defense by turning red flags into green flags.

Revitalize and Rejuvenate

We need to do a better job of transferring members during the process of a forfeiture or closure. Often times, we hear from an Auxiliary they “are done,” “we spent our money,” and/or “when do you want to pick up our stuff?”

While some members are notified their Auxiliary is closing and what their transfer options are, many are not.

- Encourage District Presidents to be diligent in recognizing yellow and/or red flags that indicate an Auxiliary is in need of support. We can offer a lifeline without policing or acting like we are judge and jury. Where would the revitalization and rejuvenation be in that?
- Host a social hour before or after a meeting. Have each member state one way they personally helped a veteran that month.
- Recognize a job well done by our members, non-members and comrades with the **NEW** Good Job Award available at www.vfwauxiliary.org/resources.
- Think of this organization as a body. The President, at all levels, is the head. The Chief of Staff is the right hand while the Mentoring for Leadership is the left hand. Membership is the heart that beats with each member that renews, rejoins or joins the organization. Members are the life blood. Through recruiting and retaining, and educating members on our Programs, we make a strong body ready to serve veterans.

Presentations to Bachelor Posts

An Auxiliary can not exist on its own without a Post and an Auxiliary can't be started without the 2/3 vote of a Bachelor Post to have an Auxiliary. Know where the Bachelor Posts are in your Department and talk to them about the benefits of having an Auxiliary.

A member of the Auxiliary who is positive about “us” as an Organization and knows the workings of a Healthy Auxiliary is a great choice to speak to the Commander of a Bachelor Post for the purpose of getting permission to meet with Post members about the Auxiliary and how we can help the Post serve more veterans and their families!

There are several Extension presentations and tools available at www.vfwauxiliary.org/resources, including:

- A PowerPoint and PDF titled “Why Having an Auxiliary Can Boost Your Post.” This presentation is helpful for Post members to see the flow of how helpful the Auxiliary and its work are for Posts.
- “Top 10 Reasons for Your Post to Have an Auxiliary” is a wonderful handout when you meet with Post members.
- The VFW Auxiliary Eligibility Wheel and current membership applications are other tools you will want to have with you.

Be mindful that it is up to the Post to decide on the action to take. Avoid using intimidating language, phrases and actions in your communications; this will only cause challenges for years to come.

Be mindful of your mission. To have Post members start thinking of how great it would be to have his/her family interested in doing like things together. Serving veterans, active-duty service members and their families will be a joyful way of getting to do one more act of volunteering with Aloha that will make a difference in the life of a veteran and their family.

Welcome New Auxiliaries

It’s important to welcome all new and rejoined members with some type of welcome packet. In addition to welcoming members, Department Chiefs of Staff are encouraged to create a Department Charter Kit to present to new Auxiliaries at their institution. This Charter Kit could include:

- National Program Book.
- *Building on the VFW Auxiliary Foundation*
- Department Program Book.
- Current Department and District roster(s).
- National and Department Fact Sheets.
- *Roberts Rules of Order* (current edition).
- Welcome letter from the Department President.
- And more!

This Department Charter Kit is to enhance – not replace - the National Charter Kit to give a healthy start to a newly-instituted Auxiliary.

Recognize New Auxiliaries

Recognize new Auxiliaries in all Department promotional materials and communications. There are many ways to share including:

- Department and/or District websites.
- Department and/or District Facebook pages.
- Department and/or District newsletters and/or e-newsletters.



Chief of Staff and Extension Program

Establish New Auxiliaries • Maintain Current Auxiliaries
Transfer Members-at-Large to Local Auxiliaries • Present to Bachelor Posts
Official Visit Inspections Completed by December 31, 2019

Chiefs of Staff are the main point of contact for the Extension Program. The Department Chief of Staff works closely with Department Presidents and organizers to establish new Auxiliaries. Working with District and Department Presidents to maintain current Auxiliaries is a priority as we *Serve Our Veterans with Aloha!*

Establishing New Auxiliaries

VFW Posts deciding to have an Auxiliary is a huge step for our organization's growth. Whether it is by presentation of an Auxiliary member at a Post meeting (watch the "Why Having an Auxiliary Can Boost Your Post" PowerPoint presentation), or an Auxiliary member or non-member suggesting an Auxiliary to fulfill a need, an established procedure for creating an Auxiliary is in place:

- The required vote of the VFW Post by 2/3 majority to have an Auxiliary and minutes of said meeting sent to the Department President. (An Auxiliary cannot exist on its own and can never be started without that Post's permission and the appointment of an organizer.)
- The Department President appoints the official organizer of that Auxiliary, and he/she must be an Auxiliary member in good standing.
 - It would help to allow two others who are knowledgeable with Auxiliary business and work well with others to be on an organizing team. They can answer questions and assist with training, educating and mentoring the new Auxiliary once it is instituted. It is recommended the organizer and the organizing team work with the Auxiliary and its members for at least a year, or until they are ready to proceed as an Auxiliary in good standing.
- A minimum of 15 eligible applicants must be on the application for the Charter. Transfers are accepted at the close of the institution and just prior to the installation of the newly-formed Auxiliary.

The Department Chief of Staff could assist by providing the following tools for the organizer and organizing team:

- Talking points for the first meeting.
- A procedure for membership applications.
- When and how to collect dues.
- Assist in securing and filling out official and proper paperwork.
- See that deadlines and filings are met in a timely manner.
- For more information on this topic, see Article II of the *VFW Auxiliary Podium Edition: Bylaws and Ritual*.

Maintaining Current Auxiliaries

The National Organization has developed many resources for members use, including tools available on the Online Auxiliary Academy and the Program & Publicity Resources page of the National website: www.vfwauxiliary.org/resources. Two of these resources have proven to be valuable tools in helping Auxiliaries be more productive.

1. The Healthy Auxiliary Tool Kit includes seven (7) resources to assist Auxiliaries in identifying and solving issues.
2. *Building on the VFW Auxiliary Foundation* makes every effort to educate members on all aspects of the duties of Officers at all levels, how to be a Chairman, the why of reporting, etc.

These tools invite all members to come forward and take on a position of leadership, mentoring, and being a member who advocates for their Auxiliary and the veterans we serve.

5 Essentials of an Auxiliary

The National Organization requires only five (5) things of an Auxiliary:

1. Auxiliaries should have at least ten (10) business meetings per year. (Sec. 210) Five (5) members in good standing (of that Auxiliary) shall constitute a quorum for the transaction of business. (Sec. 212)

2. Dues should be paid by at least ten (10) members on or before February 1 of the current year. (Sec. 207)
3. Quarterly Audits by Trustees must be submitted. (Sec. 814)
4. Officers elected, installed and reported to National Headquarters no later than June 30. This generates the bond application via email. (Sec. 804A and 806A)
5. The offices of President and Treasurer MUST be bonded by August 31.

Suspensions, Cancellations and Consolidations

An Auxiliary is in danger of losing its Charter when they are unable to meet the 5 Essentials of an Auxiliary. Suspensions are used in certain cases to give Auxiliary members a chance to fulfill their duties and continue with their mission of serving veterans, active-duty service members and their families. Please know that being placed on suspension is not negative. It is not labeling your Auxiliary as a "bad Auxiliary." It simply means there is some work that needs to be done to get your Auxiliary where it needs to be. A team appointed by the Department President to mentor, educate and listen will help bring your Auxiliary back to health.

Cancellations can only be done by the National President, with or without the recommendation of the Department President.

If a VFW Post closes or consolidates, Auxiliary National Headquarters will be notified. ONLY AFTER THIS NOTIFICATION can the process for closing or consolidating begin.

- Far too often, an Auxiliary will start the cancellation or consolidation process because they heard through the grapevine the Post was shutting down or consolidating with another Post. Rumors can be harmful and actions should not - and must not - be taken due to rumors.
- The notification from National Headquarters will allow ample time to close, move members to their desired working Auxiliary or consolidate where the Post goes.
- Be sure to wait for direction from National Headquarters before taking any action at all.

EVERY Auxiliary's goal should be to meet the 5 Essentials, so members can begin serving veterans and families in all the unique and wonderful ways they can.

Chiefs of Staff are there to help Auxiliaries maintain their Charters, continue to be healthy Auxiliaries and to proceed under the direction of the Department President to ensure all resources are utilized.

Know what you read and what is written using the following words found often in our National Bylaws:

MAY:

Past-tense verb of might used to indicate:

1. Possibility.
2. Permission.

MUST:

Verb used to indicate:

1. Obligation.
2. Probability or certainty.

Noun

1. Something that is required.

SHALL:

Verb used to indicate:

1. At a future time.
2. Determination, obligation or intention.

SHOULD:

Past-tense verb of shall used to indicate:

1. Obligation.
2. Probability.

Chief of Staff and Extension Program Awards

AWARDS FOR MEMBERS

1. Citation and \$50 to one member in the nation who assisted in revitalizing/rejuvenating a failing or weak Auxiliary and utilized *Building on the VFW Auxiliary Foundation* in their efforts. Any member at any level of the organization can be nominated by the revitalized/rejuvenated Auxiliary. Nominated member must be different than the nominated mentor for the Mentoring for Leadership Program. Entry form (required) available at www.vfwauxiliary.org/resources.

Auxiliary entries are due to the Department Chief of Staff by March 31, 2020. The Department Chief of Staff is to send one entry to the National Chief of Staff by April 30, 2020 for judging. The National winner will be announced at the 2020 National Convention in Reno, Nevada.

2. Citation to any member at any level who presents to a VFW Bachelor Post using the “Why Having an Auxiliary Can Boost Your Post” PowerPoint and/or PDF and “Top 10 Reasons for Your Post to have an Auxiliary” information sheet available at www.vfwauxiliary.org/resources. Commander of that bachelor Post is to complete the form (required) and send it to the Department Chief of Staff by March 31, 2020. The Department Chief of Staff is to send the form to the National Chief of Staff by April 30, 2020. Form (required) available at www.vfwauxiliary.org/resources. Citations will be mailed to the Department for presentation at Department Convention.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Chairman for participation in this Program.
2. ***Serving Our Veterans with Aloha Keepsake*** to one Department Chief of Staff in each of the 10 Program Divisions for best strategic counsel/guidance/advice related to strengthening and rejuvenating an Auxiliary, District or Department. Nomination form (required) available at www.vfwauxiliary.org/resources. Auxiliary, District or Department President is to complete the nomination form and send it to the National Chief of Staff by April 30, 2020 for judging. The Program Division winners will be announced at the 2020 National Convention in Reno, Nevada.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 3 and for the promotion of Program Goals on Page 20.

Historian/Media Relations Ambassador



ANITA LOANDO ACOHIDO

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I hope to inspire local Auxiliaries, Districts and Departments to positively promote our organization and the work that we do to help our veterans and families in communities across the country. Historian/Media Relations Chairmen at all levels are encouraged to:

- Promote and train members about publicity and media relations tools available on the National website at www.vfwauxiliary.org/resources.
- Take an active role in the Auxiliary, District and/or Department Facebook page.
- Share successful events, projects and Programs with Department and National Headquarters.

Media Relations

It is so important for our organization to be visible in our communities. Visibility creates awareness of our organization and an opportunity to recruit new members. A part of being visible is getting the word out in the community about the who-what-where-when-and-why about Auxiliary events and activities.

There are various media outlets for you to use. Traditional media includes radio, television and newspapers (including your town's daily, weekly and/or monthly newspaper). Digital media includes websites, blogs and social media sites such as Facebook. Be sure to connect with media representatives in your area by calling and introducing yourself, sending media releases and connecting with them on social media.

Auxiliary/District/Department Newsletters

With desktop publishing software such as Microsoft Publisher and Adobe InDesign readily available and seemingly endless options for e-newsletters (Vertical Response, Constant Contact, MailChimp, Benchmark and iContact to name a few), creating a monthly or quarterly newsletter or e-newsletter is as easy as 1-2-3.

There are so many reasons to have a monthly or quarterly newsletter or e-newsletter. Five reasons are listed below.

1. Share activities, pictures and messages with fellow Auxiliary members.
2. Publicly acknowledge members' significant birthdays, anniversaries and other milestones.
3. Feature a member of the month/quarter and share the work they do for the Auxiliary.
4. Announce upcoming events the Auxiliary will take part in such as a Veterans Day Parade or Memorial Day wreath-laying ceremony.
5. Low-cost way to keep in contact with all members.

Newsletters should inspire members to get involved in their Auxiliary's activities and events. They can also be a recruiting tool at membership booths, "Buddy"® Poppy Drives and other events in the community.

National Historian

The National Historian is tasked with compiling events the National President participated in and the places she visited during her term. Using reports from Department Historians detailing the National President's Official Visit, a keepsake will be created that the National President will share with the Auxiliary and her family. The keepsake includes travels near and far that can be displayed as a scrapbook, photo book, or it can even be a video production that can be shown at an Auxiliary function.

National President's Official Visit

The National President's Official Visit is an important responsibility for the Department Historian. Preparations for this visit take prior planning as the Department publicizes the dates and plans for the visit. This is a good opportunity to involve the media in your community. The Historian shall be in attendance during the President's stay to take pictures and document all events during the visit. You can't be everywhere at once, so encourage others to email photos to you for the best selection of pictures to email to the National Historian.

The Department Historian has the responsibility of documenting a detailed written report for submission to the National Historian within 15 days of the President's visit. It will be a most challenging pleasure to create a memory book that will be forever cherished by the National President.



Historian/Media Relations Program

Historian Duties • Media Relations

The member responsible for Historian/Media Relations duties is a memory keeper and collector of the five Ws: the who-what-where-when-and-why of your Auxiliary. These individuals compile and chronicle memories and events in written format, photographs, memorabilia and print news/video clips.

The Historian/Media Relations member captures the narrative of the program year.

At the Auxiliary, District and Department levels, these members are the people who get the word out about the Auxiliary to our communities. They inform the public about our valuable National Programs.

Auxiliary, District or County Council Historian/Media Relations

This member keeps a written report of the history of his or her Auxiliary, District or County Council and submits this to his or her respective President at the end of the year. Supplemental material can include photographs and newspaper clippings that document special Auxiliary events.

Department Historian/Media Relations

This member keeps a comprehensive record of the Department President's activities, and should include his or her travels, official visits and other official functions. Collect material in written form to capture your Department's history, in chronological order. As with the Auxiliary Historian, the person in this position also compiles photographs and newspaper and/or video clips of Auxiliary news.

The Department Historian/Media Relations member also documents and photographs the National President's visit, and may reach out to local media outlets to organize interviews and news opportunities for the National President.

Within 15 days of the National President's visit, send a detailed written report and photographs **IN DIGITAL FORMAT** to the National Historian. Photos should be clear and sharp, at least 1 MB (megabyte) in size and taken with attention to detail – no eyes closed, mouths open, distracting objects in the frame or awkward placement of people or things.

National Historian/Media Relations

This member documents the travels and activities of the National President. Department-level reports and photos are essential for this job. According to Article VIII, Sec. 822 of the National Bylaws, "The Historian shall collect all authentic material pertaining to the history of their Auxiliary, carefully compile the same, and submit a report at the end of the year."

In addition, he or she may also choose to compile a keepsake pictorial scrapbook for the National President, but this is not essential.

For the media relations piece of this role, a great place to start is the VFW Auxiliary website: www.vfwauxiliary.org/resources.

There you will find:

- The VFW Auxiliary Publicity Guide that includes lots of valuable information and ideas to promote your Auxiliary.
- The VFW Auxiliary Elevator Speech/What We Do that summarizes who we are and what we do and how we describe ourselves as an organization to the media.
- Website and social media information – There are a lot of resources here, everything from the basics to setting up a Facebook page for your Auxiliary.

Who should you contact about Auxiliary news?

It's a good idea to read and watch the media in your local area. Subscribe to newspapers and watch the newscasts. Learn the names of reporters who cover stories most similar to yours and tailor your own list of media contacts. Send information directly to these contacts rather than the editor—news staff who specialize in relevant areas, like society and calendar page editors, will be more likely to be receptive to including Auxiliary events. Feel free to send a reporter or editor a personal email, and be sure to include your contact information.

What's newsworthy?

Consider these questions: Does it involve local people? Does it interest non-members? Is it timely? Does it help the community? Is it unique and new?

If the answer is yes, this is a chance for you to pitch a story with an "angle" that will showcase your Auxiliary's hard work and accomplishments. Let's show our communities, and our nation, everything we do to improve the lives of veterans, active-duty service members and their families.

Historian/Media Relations Program Awards

AWARDS FOR AUXILIARIES

1. Most Outstanding Use of Media for Promotion of Auxiliary Programs and/or Events.
 - Citation to every Auxiliary that submits a Historian/Media Relations report to their Department Historian/Media Relations Chairman by March 31, 2020. Entry form (required) available at www.vfwauxiliary.org/resources. Auxiliaries are to send entry form to their Department Chairman by March 31, 2020. Department Chairmen are to send entry form to National Headquarters by April 30, 2020. Citations will be mailed directly to Auxiliaries.
 - Citation and \$50 to one Auxiliary in the nation that best utilizes media for promotion of Auxiliary programs and/or events.

Department Historian/Media Relations Chairmen are to send one entry and the corresponding entry form to the National Historian/Media Relations Ambassador by April 30, 2020 for judging. The National winner will be announced at the 2020 National Convention in Reno, Nevada.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Chairman for participation in this Program.
2. ***Serving Our Veterans with Aloha Keepsake*** to one Department Historian/Media Relations Chairman in each of the 10 Program Divisions for the best promotion of and training by a Department Historian/Media Relations Chairman on media relations.
3. ***Serving Our Veterans with Aloha Keepsake*** to one Department Historian/Media Relations Chairman in each of the 10 Program Divisions for the best report of the National President's Official Visit.
4. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 3 and for the promotion of Program Goals on Page 24.

Hospital Ambassador



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Recruiting Volunteers

We all know someone who loves our veterans and can spare a little, or a lot, of their time volunteering at a VA or a non-VA medical facility. There are multiple avenues of interest for volunteers at all facilities. Whatever their interest, volunteers must be interviewed and screened, and when accepted, they are governed by the facility's ethics and rules.

Get the community involved by encouraging youth and youth groups to volunteer at medical facilities to complete their service hour goals. Patients love speaking with young people; they definitely add cheer to a facility!

Volunteer Recognition And Support

After you recruit volunteers, it is very important to recognize and support them. Volunteers don't expect a lavish gift, but it's nice to feel appreciated!

- A warm smile and a simple "thank you" go a long way.
- Print a Certificate of Appreciation from the website at www.vfwauxiliary.org/resources and present it at an Auxiliary meeting or volunteer appreciation reception.
- It is vital to communicate with your Chairmen, VAVS Representatives and Deputy Representatives.

Educate the Community

- Get to know the facility in your community and the services they have to offer our veterans. It can benefit you as a volunteer.
- The U.S. Department of Veterans Affairs has so many resources for our veterans. In particular, the Office of Research & Development has printable fact sheets that highlight past and current research on key areas being studied. These fact sheets are available at www.research.va.gov/topics.

Military and Veteran Suicide Prevention and Mental Health Awareness

- Educate yourself and your volunteers about the warning signs of suicide and the mental health of our veterans.
- The Veterans Crisis Line connects veterans in crisis and their family and friends with qualified, caring, Department of Veterans Affairs responders through a confidential, toll-free hotline, online chat or text that operates 24 hours a day, 7 days a week, 365 days a year.
 - Call: 800-273-8255 and press 1.
 - Chat online at www.veteranscrisisline.net.
 - Text message to 838255.
- The Veteran & Military Suicide Awareness Blue Teardrop sticker is the VFW Auxiliary's symbol to give this issue the attention it desperately needs. The sticker template is available on the National website at www.vfwauxiliary.org/resources.
- Get involved in your community and educate citizens on mental health issues, resources and treatment options.

VFW Auxiliary Hospital Program Guide

Our Hospital Program Guide is a valuable asset to any member involved in this Program and is a tool of information for all. I strongly recommend all members either download or print out this Guide from the National website at www.vfwauxiliary.org/resources, hospital.

The VFW Auxiliary Hospital Program Guide serves to assist Department Presidents, Department Chairmen and Auxiliary Chairmen in understanding the scope and responsibilities of the Hospital Program.

VA Office of Research and Development

The U.S. Department of Veterans Affairs website, www.research.va.gov, has valuable information on how research of veterans' health has expanded in recent years. We encourage members to promote the VA Research and Development Program in Auxiliary, District and Department communications, and at Auxiliary events and conferences. Be creative in the promotion of this initiative of the Hospital Program!



Hospital Program

Volunteer Recruitment, Recognition and Support

Promote Suicide Prevention, Mental Health Issues and Health Research

Educate the Community on Service in VA and non-VA Medical Facilities and Health Research

VFW Auxiliary members have been volunteering in hospitals and medical facilities since the organization's inception in 1914. The Hospital Program was one of the first nationally adopted programs for the organization.

Where can we serve?

Members, non-members and youth can volunteer in many different types of facilities under this program.

- Local hospitals
- Veterans' homes
- Nursing homes
- Domiciliaries
- Both VA and non-VA medical facilities and clinics

Who can serve?

- Members
- Non-members
- Youth
- Families

What can we do?

Volunteer opportunities are based on the facility where you are volunteering. Some facilities will have a volunteer program in place with specific jobs, events and needs. Many facilities will have varying types of opportunities to suit different ages and abilities. Be sure you follow all the guidelines given by that facility and regularly ask how you can assist them.

What can we earn?

Members can earn Hospital Volunteer Service Pins from National Headquarters for their volunteer hours. More information on hours needed and the proper forms to use can be obtained from Department Hospital Chairmen or at www.vfwauxiliary.org/resources. Hospital Chairmen should track total hours (both VA and non-VA) and submit an application for the pins. Members can also be named an Outstanding Hospital Volunteer of the Year in their Program Division. Applications are available from the Department Hospital Chairmen.

Non-members can also earn a one-time only volunteer pin for 100 hours. See the Hospital Program Guide or ask the Department Hospital Chairman for more information.

Volunteer Recruitment, Recognition and Support

New volunteers are needed every day across the country. Volunteers offset millions of dollars in expenses in health care. They help create a friendly and caring atmosphere no matter where they volunteer. Here are tips for recruiting and keeping volunteers:

- Monthly sign up sheet for regular events.
- Emails and phone calls for special events.
- Public recognition of current volunteers.
- Be specific about what volunteers will be doing, including the time commitment.
- Find out how each person best communicates, whether by phone, email, Facebook or texting.
- If someone says "no" to the first invitation, be sure to ask again!

For more information on being a volunteer, how to handle a Department Hospital Fund and other topics on this program, download the Hospital Program Guide at www.vfwauxiliary.org/resources.

Veterans Voices Writing Project

The Veterans Voices Writing Project (VWVP) was founded in 1946, and has long been connected with the VFW Auxiliary. It is a therapeutic writing program that helps veterans express themselves and communicate in a creative way. Members can become involved with a local VWVP representative and assist veterans in writing, recording or typing. Training and resources are provided. Three times per year, VWVP publishes *Veterans' Voices*, a magazine that prints a selection of submissions.

To learn more about the program and how to become involved, visit www.veteransvoices.org, call 816-701-6844 or email volunteer@veteransvoices.org.

Veteran and Military Suicide Prevention and Mental Health Awareness

Make a difference in the life of a veteran or service member in crisis by educating yourself and others about the warning signs of suicide.

The Veterans Crisis Line connects veterans in crisis and their families and friends with qualified, caring Department of Veterans Affairs responders through a confidential toll-free hotline, online chat, or text.

Veterans and their loved ones can:

- Call 1-800-273-8255 and Press 1,
- Chat online at www.veteranscrisisline.net, or
- Send a text message to 838255.

Confidential support is available 24 hours a day, 7 days a week, 365 days a year. Support for deaf and hard of hearing individuals is available. Tip: Add the Veterans Crisis Line number as a contact in your cell phone for easy referral.

The Veteran & Military Suicide Awareness Blue Teardrop sticker is the VFW Auxiliary's symbol to give this issue the attention it so desperately needs. Wear the teardrop to open a conversation; when asked what the teardrop is, share that it's to create awareness for veteran and military suicide. Download the Veteran & Military Suicide Awareness Blue Teardrop sticker template at www.vfwauxiliary.org/resources.

Mental Wellness Support and Resources

A staggering 20 veterans commit suicide each day, and the VFW and VFW Auxiliary are committed to helping change the conversation and stigma surrounding mental health in the United States. Change the stigma, improve research, support your community and explore treatment options at the resources below:

- The Campaign to Change Direction
www.changedirection.org
- Give An Hour
www.giveanhour.org
- Patients Like Me
www.patientslikeme.com/join/vfw
- One Mind
www.onemind.org
- Help Heal Veterans (Therapeutic Craft Kits)
www.healvets.org
- The Elizabeth Dole Foundation
www.elizabethdolefoundation.org

Hospital and VAVS Programs

The VFW Auxiliary provides volunteers and resources to VA facilities across the country and saves the Department of Veterans Affairs millions of dollars a year.

The table below illustrates how the VFW Auxiliary Hospital Program supports the Veterans Affairs Voluntary Service (VAVS) Program.

HOSPITAL PROGRAM

VFW Auxiliary establishes relationships with:

- Hospitals
- Nursing homes
- Veterans homes
- VA facilities
- Other medical facilities where veterans are served

PROVIDES NEEDS

How VFW Auxiliary members participate:

- Participate in projects voted on and accepted by the Auxiliary.
- Make items such as lap robes, hats, quilts, cards, etc.
- Fundraise for the Department's Hospital fund.
- Encourage volunteers in ALL medical facilities.
- Promote projects and volunteer opportunities to all members and the community.
- Present Hospital Volunteer Appreciation certificates.
- Order VFW Auxiliary Hospital Pins for total hours earned from all facilities.
- Hours are earned in ALL VA and non-VA facilities.

HOURS earn VFW Auxiliary Awards!

VAVS PROGRAM

The Department of Veterans Affairs created the Veterans Affairs Voluntary Service (VAVS) Program.

For organizations to serve in VA medical facilities:

- Members participate in this government-run program.

COMMUNICATES NEEDS

How VFW Auxiliary members participate:

- Be a Regularly Scheduled (RS) or Occasional volunteer.
- Regularly Scheduled (RS) volunteers:
 - Comply with VAVS Guidelines.
 - Participate on a regularly scheduled basis.
 - Are supervised by a VA employee.
 - May be appointed by the Department President as VAVS Representative or Deputy Representative.
- Occasional volunteers:
 - Do not meet the requirements of RS volunteers.
 - Volunteer with a group or organization occasionally.
- Hours are earned in ONLY VA facilities.

HOURS earn VAVS AND VFW Auxiliary Awards!

**TOTAL HOURS FROM BOTH PROGRAMS
EQUAL OUR REPORTED HOSPITAL VOLUNTEER HOURS.**

For more information on the VFW Auxiliary's participation in Veterans Affairs Voluntary Service (VAVS) Program, please see that section in the Hospital Program Guide or contact the Department Hospital Chairman.

The Hospital Program Guide is available online at www.vfwauxiliary.org/resources.

Hospital Program Awards

AWARDS FOR MEMBERS

1. Citation to one member in each Program Division who recruits the most Hospital (VA and non-VA facilities) volunteers from July 1, 2019 to March 31, 2020. Entry form (required) available at www.vfwauxiliary.org/resources. The Program Division winners will be announced at the 2020 National Convention in Reno, Nevada.
2. "Hospital Volunteer Recruiter of the Year" plaque awarded to one member in the nation who recruits the most Hospital volunteers (VA and non-VA facilities) from July 1, 2019 to March 31, 2020. Entry form (required) available at www.vfwauxiliary.org/resources. The National winner will be announced at the 2020 National Convention in Reno, Nevada.
3. ***Serving Our Veterans with Aloha Keepsake*** to one member in the nation for the most unique method of promoting veteran and military suicide prevention or mental health awareness. Entry form (required) available at www.vfwauxiliary.org/resources. The National winner will be announced at the 2020 National Convention in Reno, Nevada.
4. Citation to the Outstanding Hospital Volunteer of the Year in each Program Division. Entry form (required) available at www.vfwauxiliary.org/resources. Citations will be presented at the Department Convention.

Member entries are due to Department Chairmen by March 31, 2020. Department Hospital Chairmen are to send all entries received to the National Hospital Ambassador by April 30, 2020 for judging.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Chairman for participation in this Program.
2. ***Serving Our Veterans with Aloha Keepsake*** to one Department Chairman in each of the 10 Program Divisions for the best promotion of educating members about the VA Research and Development program.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 3 and for the promotion of Program Goals on Page 27.

Legislative Ambassador



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The VFW Auxiliary, its members and residents of our communities play an important role as they advocate for benefits on behalf of our veterans, active-duty service members and their families. Current veteran benefits have evolved from the beginning of veteran benefits decades ago. For example, the GI Bill of Rights has gone through several improvements as presented in today's Forever GI Bill. In fact, the VA Home Loan Guaranty Program is the only provision of the original GI Bill that is still in force. This is the result of the VFW and VFW Auxiliary, its members, other concerned groups and citizens advocating for veterans on Capitol Hill.

VFW Priority Goals

It is our responsibility to get acquainted with the issues, the VFW's solutions and concerns as outlined in the VFW Priority Goals. Visit the National website at www.vfwauxiliary.org, select "What We Do," click on "Legislative." At meetings, members can also be educated on advocacy goals by using the Legislative Priority Goals word search. It is important to understand the issues, make sure our lawmakers hear us and are willing to present bills that will improve our veterans' lives.

VFW Action Corps Weekly

Action Corps Weekly is an e-newsletter issued by the VFW's Washington office. It is a weekly summary of current veterans' issues and action plans on Capitol Hill regarding veterans and military personnel. Want to know more? *Action Corps Weekly* also includes congressional hearings, testimony by VFW staff and officers, and other committee meetings held. You can sign up online to receive this informative resource at www.vfw.org/advocacy/grassroots-efforts.

The information in the *Action Corps Weekly* is helpful when you see and/or hear of issues of concern facing our veterans, our service members and their families. Now is the time to contact our nation's lawmakers by email, letter, phone or in-person and make your voice heard.

Not sure how to reach out to lawmakers? Check out the "Guide on Contacting Your Legislators" for helpful hints when communicating with your respective congressional members.

Community Legislative Education and Engagement

There are numerous opportunities for members and Auxiliaries to be involved in their communities and to educate and engage the public about veteran issues. Examples include:

- Writing a letter to your local paper outlining your position and asking for the public to help by contacting their legislators.
- Having your Auxiliary sponsor a public candidate forum at the Post Home or community center.
- Setting up a booth at a fair, farmers market or shopping center and providing information on veterans' issues and the VFW Priority Goals; ask if they are willing to sign a petition (or two) that encourages legislators to take action on a particular issue or concern.
- Making the "I Vote in Honor of a United States Veteran" stickers available to Auxiliary members and the community, and encouraging them to wear it proudly to the polls when they vote.
- Attending town hall meetings and taking along copies of the VFW Priority Goals to raise community awareness of the issues most important to our veterans and their families.

Auxiliary members are encouraged to be involved in the legislative process as legislative involvement is a right and responsibility of all citizens. There are a few things to keep in mind as you get involved in the legislative process. Make sure you are familiar with "VFW Auxiliary Involvement in Elections and Political Activities," available at www.vfwauxiliary.org/resources. Remember that any member can make a difference or inspire change.



Legislative Program

VFW Priority Goals • VFW Action Corps Weekly • Community Legislative Education and Engagement

One of the main objectives of the Legislative Program is to improve the lives of our veterans, service members and their families through advocacy. Your efforts, combined with nearly 1.6 million other VFW and Auxiliary members, can influence lawmakers whose decisions affect veterans and their families every day. Join the chorus of voices that will ring out in legislators' offices this year.

Study the issues laid out clearly in the **VFW Priority Goals**. A copy can be found on the National website at www.vfwauxiliary.org by selecting "What We Do" then clicking on "Legislative."

The Priority Goals reflect the resolutions passed by the VFW to strengthen and ensure an adequate VA system for millions of current and future veterans.

They call for much-needed attention to crises such as veteran homelessness and suicide. They request fully funding research on traumatic brain injuries, reducing the claims backlog, fighting veteran unemployment and improving timely transition assistance for veterans after leaving military service. The goals are grouped under six areas of concern:

- Budget
- Health Care
- Disability Assistance and Memorial Affairs
- Education, Employment and Transition Assistance
- Military Quality of Life
- National Security, Foreign Affairs and POW/MIA

These goals are released in January each year by the VFW. Be sure you check the VFW or Auxiliary websites for the current Priority Goals

VFW Action Corps Weekly

It's free and it's full of news about what's happening on Capitol Hill, with veteran and service member issues and with our national security. Subscribe at the National website at www.vfwauxiliary.org by selecting "What We Do" then clicking on "Legislative."

Contact your legislators: find out who's who. To identify your congressional representatives, visit the VFW website at www.vfw.org/advocacy/grassroots-efforts.

Step by Step—A Bill

To follow the progress of a bill through the stages of the legislative process, visit www.congress.gov, where you may find a specific bill by its number or by a key word or phrase.

VFW in D.C.

One of the most crucial responsibilities of the VFW Washington, D.C. office is to actively lobby Congress and the administration on behalf of veterans. The office monitors all legislation affecting veterans and alerts VFW and Auxiliary members about key legislation under consideration.

By testifying at committee hearings and interacting with congressional members, the VFW played an instrumental role in nearly every piece of veterans' legislation passed in the 20th Century, as well as bills developed in the 21st Century.

To contact the D.C. office:

Website: www.vfw.org/advocacy

Phone: 202-543-2239

Mail: 200 Maryland Ave., N.E.

Washington, D.C. 20002

Legislative Program Awards

AWARDS FOR AUXILIARIES

1. Most Outstanding Promotion of the VFW Priority Goals and VFW *Action Corps Weekly*.
 - Citation to every Auxiliary that promotes the VFW Priority Goals and VFW *Action Corps Weekly*. Entry form (required) available at www.vfwauxiliary.org/resources. Auxiliaries are to send entry form to their Department Chairman by March 31, 2020. Department Chairmen are to send entry form to National Headquarters by April 30, 2020. Citations will be mailed directly to Auxiliaries.
 - Citation and \$50 to one Auxiliary in the nation with the most outstanding promotion of the VFW Priority Goals and VFW *Action Corps Weekly*.

Department Legislative Chairmen are to send one entry and the corresponding entry form to the National Legislative Ambassador by April 30, 2020 for judging. The National winner will be announced at the 2020 National Convention in Reno, Nevada.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Chairman for participation in this Program.
2. ***Serving Our Veterans with Aloha Keepsake*** to one Department Chairman in each of the 10 Program Divisions for the best promotion of how to contact your legislators regarding veterans' issues.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 3 and for the promotion of Program Goals on Page 32.

Membership Ambassador



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Our organization has been working to Recruit, Rejoin and Retain members for years. Let's **IMAGINE** changing these words to **Invite, Include** and **Invest!** As we **invite** others to join and **include** all members, we **invest** in our membership and the future of our organization.

Invite Others to Join

Share your passion for the work our organization does for our nation's heroes and ask someone to join:

- While having coffee.
- While eating lunch with a co-worker.
- At a church or school function.
- By inviting them to an upcoming Post and/or Auxiliary event.
- When sharing scholarship opportunities for our youth.

- When talking about legislation concerning veterans.
- When volunteering at a VA or non-VA medical facilities.

When Inviting Others to Join:

- "Get your ASK in gear." Invite prospective members to Auxiliary events, fundraisers, dinners, socials, etc. to get to know others in the Auxiliary and make them feel a part before they join.
- Make welcome packets for prospective members. Include a current membership application, National fact sheet, VFW Auxiliary Program information and scholarship brochures.
- Use parts of the VFW Auxiliary elevator speech in conversations about the organization.

IMAGINE what your Auxiliary can do when you **invite** others to join!

You've invited someone to join the VFW Auxiliary and they have accepted. It's now time for the potential member to obtain proof of eligibility. This often seems like the hardest part! Make sure you know what documents are accepted to prove a potential member's eligibility.

Acceptable Proof of Eligibility

- Separation Document/DD214.
- Orders of various types, including:
 - Travel Orders.
 - Medical Orders.
 - Morning Report.
 - Assignment Listing.
- Records showing hospital file or imminent danger pay.
- Photograph of veteran in a war zone.
- Sworn affidavit.

Applicant joining on an eligible veteran who is a member of another Post or not a member of the VFW

If the eligible veteran is discharged from the military, acceptable proof includes all of the items listed above for active duty and:

- Separation Document/DD214.
- Photograph of tombstone or grave marker showing eligibility.
- Record from memorial or website showing eligibility.
- Any proof that is acceptable to the VFW.

Include All Members

It's important to engage new members, but it's equally important to include current members on committees and ask them to help with Auxiliary events and Programs. Another set of hands is always needed to:

- Fold letters, send cards, make care packages.
- Help in the kitchen.
- Serve a meal.
- Make hospital tray favors.
- Work a "Buddy"® Poppy Drive.
- Carry a Flag in a parade.
- Write letters to a senator or representative.
- Bring comfort to a hospitalized veteran.
- Make students aware of the scholarship programs available.
- Rally youth to help pack care packages for our troops.

When including all members, be sure to:

- Encourage member involvement.
- Utilize members' talents.
- Communicate with all members on a regular basis.
- Provide opportunities for teamwork and/or team building.

IMAGINE what your Auxiliary can do when you **include** all members!

Invest in the Future of Our Organization

Don't wait until November to send dues notices to Annual members. Let them know well in advance they will not be a member in good standing unless dues are paid. After a second attempt to collect dues, offer to "Adopt" a Member if deemed appropriate.

Members in Good Standing

How do I know if a member is in good standing? Sec. 104 of the National Bylaws states:

- The membership year of the Auxiliary is from January 1 to December 31.
 - A member who has paid their dues to December 31 is in good standing.
 - A member ceases to be in good standing on January 1 immediately following the year for which dues have been paid.
 - A member shall not again be in good standing until their dues have been paid for the current year.
 - Dues must be paid by June 30 to remain a continuous member.
 - Prior year's dues may not be paid after July 1.
 - Any member who has not maintained continuous membership shall submit an application and be accepted in the same manner as a new member.
 - No admission fee shall be required.
 - Continuous membership begins again upon payment of dues.
 - Date of rejoin starts new continuous membership timeline.

"Adopt" a Member

When members experience financial difficulties or hardships, a thoughtful way for an Auxiliary or a fellow member to assist is to pay their dues. Annual dues and Life Memberships could also be purchased for other reasons.

- Consider paying Annual dues for:
 - A major milestone of continuous years of membership (i.e. 10, 15, 20, 25 years, etc.).
 - A birthday gift.
 - Helping out with an expense while they continue their education.
 - To say thank you.
- Consider purchasing a Life Membership from the Auxiliary:
 - As a token of appreciation.
 - As a thank you for all a member has done for the Auxiliary.
 - To honor their years with the organization.

When investing in the future of our organization, be sure to:

- Listen. Don't listen to respond - listen to understand.
- Change a negative into a positive.
- Always be prepared.

IMAGINE the reward when your Auxiliary **invests** in its members!

Membership is a 24 hour a day, seven day a week, 365 day a year effort. When we combine drive, commitment and passion for the work our organization does for our nation's heroes, just **IMAGINE** how we can grow!



Membership Program

Invite New Members • Include Current Members • Invest in the Future of the Organization

The VFW Auxiliary started with a small group of women who wanted to serve veterans, and it has grown exponentially and now includes both males and females as members. There is only one way to add members: **ask someone to join**. And once they join, **ask them to participate**.

Ask Someone to Join

There are numerous places and times to ask someone if they want to join the VFW Auxiliary. Your approach will look different depending on who your audience is.

In all cases, the potential member should have some knowledge of what the VFW Auxiliary is and what we do before they ever receive an application.

Important tools:

- Fact Sheet, available for free from National Headquarters.
- Business card with contact information. (Order yours from the VFW Store, www.vfwstore.org.)
- National website, www.vfwauxiliary.org.

Follow Up!

Most likely, the first time you talk to someone new about the organization, that person will not be ready to commit. It's important to ask for their contact information and then follow up within a week.

Ask Them to Participate

The key to keeping members is getting them involved. Call or email a new member within a week with the next meeting date and time, or the next possible event or project. Offer to pick him/her up, or invite him/her to get coffee before or after a meeting.

Put a team of members in charge of contacting new members or members who haven't been to a meeting recently. The team should be friendly and knowledgeable about the Auxiliary.

Ways to Encourage Participation:

- Monthly sign up sheet for regular events.
- Emails and phone calls for special events.
- Public recognition of current volunteers. (Consider posters at your VFW Post Home, if permitted, that spotlight member involvement.)
- Be specific about what they will be doing, including the time commitment.
- Find out how that person best communicates, whether by phone, email, Facebook or texting.
- Have another member stay with them for the entire length of the activity or event.
- If they say "no" to the first invitation, be sure to ask again!
- Plan family friendly events! Members with children in the home want opportunities to do things with his or her family.

Have a Plan

Every Department and Auxiliary should have a Membership Plan. This plan should include:

- Contacting current members.
- Outreach to former members.
- Recruiting events for new members.
- Picking a mentor for a new member.
- Before a membership year begins, set your calendar for when you plan to do each of these:
 - Make it as easy as possible for members to renew their dues. They can renew online in MALTA!
 - Plan at least four recruiting events in your community each year.

Membership Program Awards

AWARDS FOR MEMBERS

1. **Red Plumeria Pin** to each VFW and VFW Auxiliary member who recruits **five (5) new and/or rejoined members** to the VFW Auxiliary from **July 1, 2019 through April 30, 2020***. Official form required; available at www.vfwauxiliary.org/resources. Due to National Headquarters by May 31, 2020. Pin will be mailed directly to the member.
2. **White Plumeria Pin** to each VFW and VFW Auxiliary member who recruits **ten (10) new and/or rejoined members** to the VFW Auxiliary from **July 1, 2019 through April 30, 2020***. Official form required; available at www.vfwauxiliary.org/resources. Due to National Headquarters by May 31, 2020. Pin will be mailed directly to the member.
3. **Blue Plumeria Pin** to each VFW and VFW Auxiliary member who recruits **twenty (20) new and/or rejoined members** to the VFW Auxiliary from **July 1, 2019 through April 30, 2020***. Official form required; available at www.vfwauxiliary.org/resources. Due to National Headquarters by May 31, 2020. Pin will be mailed directly to the member.
4. **Special VFW Auxiliary Member Drawing** for each VFW Auxiliary member who recruits **five (5) new and/or rejoined members** to the VFW Auxiliary from **July 1, 2019 through April 30, 2020***. For every five (5) new and/or rejoined members recruited, your name will be entered in a drawing for \$300 cash. Official form must be completed, postmarked and mailed to National Headquarters, or emailed to info@vfwauxiliary.org by May 31, 2020.

AWARDS FOR AUXILIARIES

1. **50/50 Award** \$50 to each Auxiliary that reaches 95% by November 30, 2019, and \$50 to each Auxiliary that reaches 100% Plus by January 31, 2020, based on the June 30, 2019, total membership numbers.

AWARDS FOR DEPARTMENT CHAIRMEN

1. Citation to each Department Chairman for participation in this Program.
2. **Serving Our Veterans with Aloha Keepsake** to one Department Chairman in each of the 10 Program Divisions for the best promotion of training and promotion of the Membership Program.
3. \$50 to the Department and a National President's Coin to the Department Chairman in each of the 10 Program Divisions with the most outstanding training and promotion of the Membership Program. Entries due to the National Membership Ambassador by May 31, 2020.
4. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 3 and for the promotion of the Program Goals on Page 37.

AWARDS FOR DEPARTMENTS

1. Department Award #1 for 95%+ membership by 11/30/19 = \$500
2. Department Award #2 for 100% Plus membership by 1/31/20 = \$500. The Department will also be reimbursed the cost of the banquet ticket at the 2020 Mid-Year Conference for the Department reaching 100% Plus in Membership.
3. Department Award #3: The Department with the highest increase in membership (based on June 30, 2019 membership statistics) will receive premium seating at the 2020 Celebrating America's Freedom Event at the National Memorial Cemetery of the Pacific.
4. Department Award #4: Any Department not attaining 100% Plus by January 31, 2020 is eligible for \$100 for the Department if 100% Plus is attained by May 31, 2020.
5. Membership Keepsake IMAGINE Pin for Department President, Treasurer and Membership Chairmen. Charms for Pin will be given when Department Membership reaches: 85% a "Shaka" charm, 95% Turtle charm and 100% Plus Plumeria charm. Charms will be mailed to the members listed following the month pin was earned.
6. Conference Vs. Conference
 - A. Each Department within the Conference with the highest total percentage by January 31, 2020 will receive \$50.
 - B. Each Department within the Conference with the highest total percentage by May 31, 2020 will receive \$50.

AWARDS FOR CONFERENCE COACHES

1. **Serving Our Veterans with Aloha Keepsake** to each Conference Coach for their hard work in this Program.

VFW Auxiliary Member Recruiter Award Form

AWARDS FOR MEMBERS

1. **Red Plumeria Pin** to each VFW and VFW Auxiliary member who recruits **five (5) new and/or rejoined members** to the VFW Auxiliary from **July 1, 2019 through April 30, 2020***. Official form required. Due to National Headquarters by May 31, 2020. Pin will be mailed directly to the member.
2. **White Plumeria Pin** to each VFW and VFW Auxiliary member who recruits **ten (10) new and/or rejoined members** to the VFW Auxiliary from **July 1, 2019 through April 30, 2020***. Official form required. Due to National Headquarters by May 31, 2020. Pin will be mailed directly to the member.
3. **Blue Plumeria Pin** to each VFW and VFW Auxiliary member who recruits **twenty (20) new and/or rejoined members** to the VFW Auxiliary from **July 1, 2019 through April 30, 2020***. Official form required. Due to National Headquarters by May 31, 2020. Pin will be mailed directly to the member.
4. **Special VFW Auxiliary Member Drawing** for each VFW Auxiliary member who recruits **five (5) new and/or rejoined members** to the VFW Auxiliary from **July 1, 2019 through April 30, 2020***. For every five (5) new and/or rejoined members recruited, your name will be entered in a drawing for \$300 cash. Official form must be completed, postmarked and mailed to National Headquarters, or emailed to info@vfwauxiliary.org by May 31, 2020.

THIS FORM CAN BE USED FOR ALL FOUR VFW AUXILIARY MEMBER AWARDS LISTED ABOVE. PLEASE TYPE OR PRINT ALL INFORMATION.

Recruiter's First and Last Name _____ Recruiter's Auxiliary Number _____

Recruiter's Membership Number _____ Recruiter's Email Address _____

Recruiter's Address _____

Street Address

City

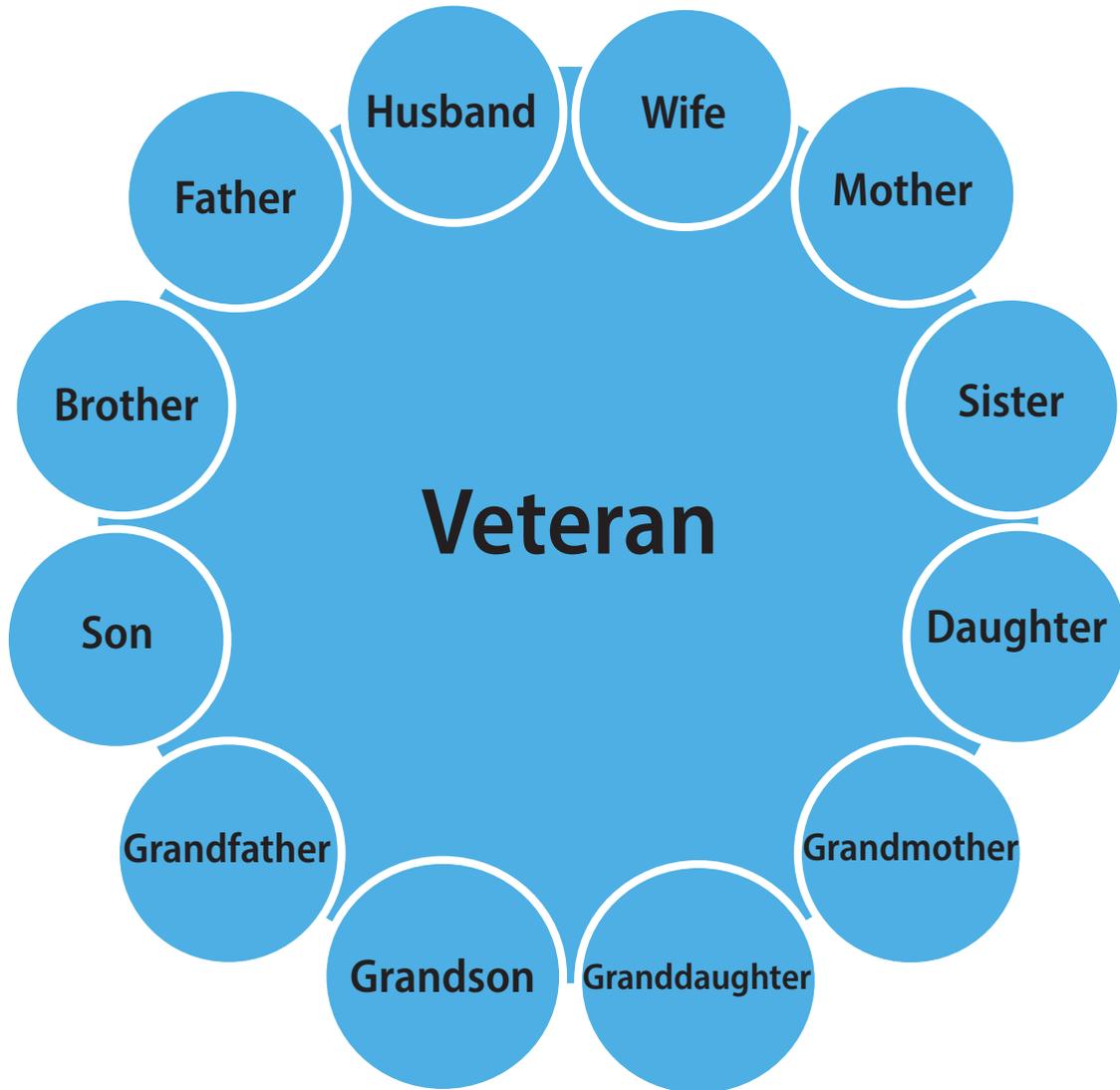
State

ZIP Code

Number	Date*	New and/or Rejoined Member Name	Membership Number	Auxiliary Number
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Completed form must be received at National Headquarters by May 31, 2020. Email to info@vfwauxiliary.org or mail to VFW Auxiliary National Headquarters, 406 W. 34th Street, 10th Floor, Kansas City, MO 64111 ATTN: Membership Awards

VFW Auxiliary Eligibility Wheel



**Step- and adopted parents, children, siblings (and half-siblings), grandparents and grandchildren are considered the same as biological parents, children, siblings, grandparents and grandchildren and may join the VFW Auxiliary under their VFW-eligible veteran.*

VFW Auxiliary Membership Application

MEMBERSHIP/MEMBER TRANSFER APPLICATION *PLEASE PRINT CLEARLY*

Recruited/Recommended by: _____ Recruiter Member ID _____

Auxiliary No. _____ City _____ State _____ Member ID (If already a member) _____

Annual Membership Life Rejoined Previous Member No. _____, Previous Auxiliary _____

Member-at-Large Life Member-at-Large in Department of _____ or in National

These fields required. Name _____ Date of Birth ____/____/____
 Address _____ Male _____ or Female _____
 City _____ State _____ ZIP _____
 Phone (____) _____ - _____ E-mail _____

POST AFFILIATED: (*Must be a member to the VFW Post affiliated with the Auxiliary to which you are applying.)

Relationship _____ to Eligible Veteran* _____ VFW Membership ID _____

LIFE MEMBER TRANSFER, Previous Auxiliary _____ Accepting Treasurer's Signature _____

Date _____

ANNUAL TRANSFER, Previous Auxiliary _____ Paying _____ or Nonpaying _____? (check one)

ANNUAL TRANSFER CONVERTING TO LIFE, Previous Auxiliary _____ (Fill out Life Membership information below.)

NON AFFILIATED: (*Veteran is not a member of the VFW Post affiliated with the Auxiliary to which you are applying.)

Relationship _____ to Eligible Veteran* _____ VFW Post _____ (If applicable)

Name of campaign ribbons or medals: _____

Dates of Service: ____/____/____ to ____/____/____ Location: _____

I attest that I am a citizen of the United States or a U.S. National, and am at least 16 years of age. I further state that I believe in God. I pledge to comply with the National Bylaws of the Veterans of Foreign Wars of the United States Auxiliary. I attest I am not eligible for membership in the VFW. I further attest that the above is true and correct to the best of my knowledge, including my stated relationship to the Veteran.

Applicant's Signature _____ Date _____

Investigating Committee: 1) _____ 2) _____ 3) _____

Per Section 102 of the National Bylaws. Rejected Election Date ____/____/____ Obligated Date ____/____/____

LIFE MEMBERSHIP Check here if this is a gift.

Card will be mailed to the Auxiliary Treasurer.

Payment: Cash Check Visa

MasterCard Discover AMEX

Life Membership Fee \$ _____

Name on credit card _____

Billing address for card _____

City _____ State _____ ZIP _____

Credit Card No. _____

CVV Code _____ Exp. ____/____

Signature _____ Date _____

LIFE MEMBERSHIP ACH (Bank withdrawal)

Name of Bank _____

Bank Routing No. _____

Account No. _____

Attach voided check HERE. (Required)



LIFE MEMBERSHIP FEES

Effective 1/1/2017

Attained age at 12/31 of year applying for Life Membership.

Through 20	\$253
21-25	\$242
26-30	\$230
31-35	\$219
36-40	\$213
41-45	\$201
46-50	\$196
51-55	\$184
56-60	\$173
61-65	\$161
66-70	\$150
71-75	\$132
76-80	\$109
81-85	\$86
86-90	\$69
91 and over	\$58

OBLIGATION

In the presence of Almighty God and the members of this organization here assembled, I do of my own free will and accord, solemnly promise that I will never wrong or defraud this organization nor a member thereof nor permit either to be wronged if in my power to prevent it. I will never propose for membership any person not eligible, according to our Bylaws. I further state that I believe in God. I will be faithful to the United States of America, obedient to the laws and loyal to the Flag. Should my membership with this organization cease in any way, I will consider this obligation as binding outside of the organization as though I had remained a member. I do so promise. Signature _____ (Must be signed by all members.)

VFW Auxiliary HQ Revised 01/2019

Mentoring for Leadership Ambassador



JANE ZIEBARTH
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Princeton, MN
55371-6068
jrziebarth@gmail.com
763-389-2786

Respect the Past – Mentoring provides a look back on traditions of the Auxiliary.

Embrace the Present – Mentoring provides the insight to the current practices.

Plan for the Future – Mentoring creates knowledge helpful for leadership skills.

A mentor can be defined as a trusted friend, a good listener, a person open to new ideas, understanding, someone who possesses patience, is knowledgeable, and has compassion to perform a simple but vital task linking to a positive experience for members.

The mentee can expand their knowledge of the organization and become a positive participant in meetings and activities. The mentee will continue *Building on the VFW Auxiliary Foundation*.

Mentoring provides an opportunity for an individual to share their experiences gained as member, Chairman, or Officer with a new member. It also assists in bonding with a tenured member who may have lost interest in the organization. Mentoring translates to leadership skills for both the mentor and mentee.

A leader is someone who is helpful, friendly, trustworthy and willing to work side-by-side with his or her members, encouraging them to work as a team. A leader provides direction, motivates, and remains objective. Often, leaders don't think about leadership style but do what comes naturally.

This Program will succeed if the promotion is carried out on all levels of the organization using the Mentoring for Leadership concept.

Objectives

- Create future leaders by providing guidance and support to all members.
- Enhance knowledge and educate on topics relating to the Auxiliary that will complement all Programs.
- Ensure a positive member experience, embracing the diversity of membership and how valuable every member is with a first and lasting impression.

Strategy

- Provide opportunities to learn by utilizing resources available within the Programs & Publicity Resource Page at www.vfwauxiliary.org/resources and the Online Auxiliary Academy at www.vfwauxiliary.org/online-auxiliary-academy.
- Support leadership and goals; include all levels in activities and responsibilities.

Implement

- Study and select sections of the *Building on the VFW Auxiliary Foundation* to review.*
- Implement the CARE mentor concept by using the *Mentoring at VFW Auxiliary – Relationship Building for the Future* program.*
- Effective communication will engage a positive dialogue amongst all members.
- Apply Healthy Auxiliary Resources.*
 - Distribute VFW Auxiliary Member Questionnaire (updated).
 - Review collective results and act upon items of concern.

*Referenced resources may be found at www.vfwauxiliary.org/resources.

Results

- Increased knowledge and involvement in Auxiliary Programs.
- Renewed interest and energy in the members' participation.
- Completed year-end reports will increase interest in pursuing National awards.

Mentoring for Leadership will translate into *Serving Our Veterans with Aloha*.



Mentoring for Leadership Program

**Ensure a Positive Member Experience • Engage in Learning Opportunities
Develop Member Confidence in Leadership Roles**

Mentoring helps broaden leadership skills and leadership provides guidance for mentoring members, as a result they work hand in hand.

Mentoring

A stronger membership on every level of our organization will be accomplished through mentoring.

Mentoring for Leadership will enhance all type of Program activities. Vigilance in mentoring will make the difference in obtaining and maintaining members; since a large number of other organizations are vying for our members' time and talents.

Through the mentoring process, extending the hand of friendship to a new member or even a tenured member who has been inactive for a while can create a strong and vibrant organization. By providing a positive and organized meeting experience it will leave the members wanting to come back, especially when good communication and respect for each other is demonstrated.

By engaging in mentoring activities you will build a stronger relationship amongst new and tenured members. Whether you create a formal or informal mentoring program, every Auxiliary should have a type of resource to assist in communicating and motivating members to better understand the organization.

Utilizing the *Mentoring at VFW Auxiliary: Relationship Building for the Future* document will help you get started in creating a program for your Auxiliary.

Through this Program you will be encouraged to embrace and promote the CARE concept.

- **Catch** the member when they first join.
- **Ask** them to participate.
- **Remember** what it felt like to be new.
- **Engage** them in a program that fits them.

Some individuals may be hesitant to take on the task of being a mentor; however, keep in mind there are also silent mentors amongst our members.

A mentor who is able to communicate, energize interest and is patient will enrich the member experience. The majority of our members have had

someone who took interest in them, is knowledgeable about the Auxiliary, willing to explain meeting proceedings, the *Podium Edition: Bylaws and Ritual*, and National Programs.

Over time the mentor or mentee may express interest in going beyond just attending meetings. They may even realize they have gained confidence to take the next step in entering in to a leadership role. This may consist of holding an Officer position, Chairmanship or committee member.

Leadership

Leadership can be difficult in any organization. Through mentoring, willingness to listen to the suggestions of others and following the guidelines set in place for the office or position held, leadership is easier.

A Mentor who uses the *Building on the VFW Auxiliary Foundation* is the key to creating a successful leader. This resource should be shared on each level of the organization. The guidebooks provide suggestions and examples for Officers, Chairmen and members to understand their duties according to the National Bylaws and the best practices discovered during the 100-plus year history of the organization.

The goal of the guidebooks is to develop and maintain consistent practices across the organization, to train and equip leaders of today and tomorrow, and to strengthen the basic building blocks of the organization: the foundation.

Mentoring for Leadership resource materials may be found at www.vfwauxiliary.org/resources.

- 2019-2020 National Program Book.
- *Mentoring at VFW Auxiliary: Relationship Building for the Future*.
- *Building on the VFW Auxiliary Foundation*.

Please be aware the Mentoring for Leadership and Chief of Staff/Extension Programs utilize many of the same tools and resources. Reviewing and sharing the various Membership materials available shall create dialogue and interest to the mentee and future leaders.

Listed within the Chief of Staff and Extension Resources:

- VFW Auxiliary Acronyms and Common Terminology.
- Healthy Auxiliary Tool Kit
- Auxiliary Meeting Checklist
- Healthy Communication Phone/Text Tree
- RU Healthy Checklist – Auxiliary-To-Dos and Deadlines
- VFW Auxiliary Meeting Challenges & Solutions
- VFW Auxiliary Member Questionnaire (updated)

Utilize the various Membership Recruitment and Retention Tools:

- Membership Engagement Packet
- Membership Moments
- VFW Auxiliary Facts Leaflet
- Member Benefits One-Sheet
- Cultivate Engagement by Asking “How would you like to contribute?”
- Matching Member Talents to Leadership Success
- Engaging Existing Members
- Know your National Bylaws
- *Understanding Auxiliary Traditions*
- VFW Auxiliary National Program Overview

Additional beneficial resources for the mentor, mentee and leader may be found at the Online Auxiliary Academy.

- MALTA (Membership Auxiliary Leadership Technology Access)
- Administrative & Instructional
- Social Media (Facebook)
- Membership & Leadership

**Goals + Mentoring + Leadership =
Healthy Auxiliary**

Mentoring for Leadership Program Awards

AWARDS FOR MEMBERS

1. Citation awarded to the first, second and third place member in each Department who is instrumental in fulfilling the role as a mentor/leader. Three nominations from each Department Mentoring for Leadership Chairman are due by April 30, 2020 to the National Mentoring for Leadership Ambassador. Nomination form (required) available at www.vfwauxiliary.org/resources. Citation will be mailed directly to the member.

AWARDS FOR AUXILIARIES

1. Most Outstanding Implementation of a Mentoring for Leadership Program.
 - Citation to every Auxiliary that implements a Mentoring for Leadership Program. Entry form (required) available at www.vfwauxiliary.org/resources. Auxiliaries are to send form to their Department Chairman by March 31, 2020. Department Chairmen are to send form to National Headquarters by April 30, 2020. Citations will be mailed directly to Auxiliaries.
 - Citation and \$50 to one Auxiliary in the nation for the most outstanding implementation of a Mentoring for Leadership Program.

Department Mentoring for Leadership Chairmen are to send one entry and the corresponding entry form to the National Mentoring for Leadership Ambassador by April 30, 2020 for judging. The National winner will be announced at the 2020 National Convention in Reno, Nevada.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Chairman for participation in this Program.
2. ***Serving Our Veterans with Aloha Keepsake*** to one Department Mentoring for Leadership Chairman in each of the 10 Program Divisions who conducts the most informative School of Instruction at a Department function.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 3 and for the promotion of Program Goals on Page 43.

Scholarships Ambassador



GLORIA DOBBIE
12451 Clinton River Rd.
Sterling Heights, MI
48313-3222
gmdobbie@gmail.com
586-739-8095

Continuing Education Scholarship

Higher education costs continue to rise and many families find themselves in a position where additional funds would prove beneficial. We are fortunate to offer a scholarship that is available only to our members, their spouse and their children. In order to qualify for the Continuing Education Scholarship, the member must have joined at least one year prior to applying for the scholarship. Sadly, this scholarship does not receive the recognition or applicants it deserves. It is up to us to see that information is provided to our members to compete for their place in Conference judging. If a member you know is continuing their education and has a financial need, please encourage them to apply for the Continuing Education Scholarship.

Our goal is to increase applications at the Auxiliary level. We can achieve this goal by getting the word out to our members. A brochure, poster and application are available under "Scholarships" at www.vfwauxiliary.org/resources. Publicize the information in your newsletter, on your Auxiliary and/or Department website and/or Facebook page. We look forward to an increased number of entries from each Conference.

Young American Creative Patriotic Art Contest Escrow Fund

Auxiliaries support various Program-related activities on a regular basis. One Program that would benefit from additional funds is our Young American Creative Patriotic Art Contest. Currently only nine (9) entries receive awards on the National level. It would be great to offer an award to each student whose entry is judged on the National level. We can achieve this by increasing our donations to the Escrow Fund.

When planning scholarship fundraising activities, please include this worthy cause. Think about ways to make your event unique while generating interest in your community and supporting our students and their talents. One idea is to invite the public to view entries at an art show fundraiser. All participants are valued and it's important to reward them for their efforts. Our goal is to increase donations to the National Young American Creative Patriotic Art Escrow Fund so we can provide additional awards to our participating students.

Patriot's Pen and Voice of Democracy

- Even though the Patriot's Pen and Voice of Democracy are VFW-sponsored contests, the Auxiliary has been an integral part of the promotion of these contests for many years.
- We work side by side with Post members to promote these contests in our communities by attending a local school board meeting to generate interest, presenting informational packets to schools and reaching out to home-schooled students, youth groups, and churches.
- We encourage our families, friends and neighbors to participate.
- We provide information on the specific rules of the contests to all interested in participating.

Keep in Mind

- Some junior high/middle schools still include ninth grade, yet ninth grade students are eligible to participate in the Voice of Democracy Contest.
- Some school districts include sixth grade in their elementary school program. As with the ninth graders, be sure to share the information on Patriot's Pen with your sixth grade elementary school students.

Be sure you understand the rules and eligibility of each contest before you speak with teachers, parents and/or students about the contest. Celebrate student entries with your Post and community at the conclusion of the contests. It is so rewarding to see students succeed!



Scholarships Program

Student Participation • Recipient Recognition • Community Awareness • Increasing the Fund

Each of our scholarships encourage patriotism, assist students in attaining an education and help students reach their full potential. This increases VFW and Auxiliary recognition while supporting our communities, students and members.

Continuing Education Scholarship

Open to any Auxiliary member (who has been a member for at least a year), their spouse, son or daughter with a financial need. Entrant must be at least 18 years old, complete the application and submit an essay of 300 words or less. The application must be received at National Headquarters by February 15:

Programs Administrator
VFW Auxiliary National Headquarters
406 W. 34th Street, 10th Floor
Kansas City, MO 64111
Or email it to info@vfwauxiliary.org

\$1,000 will be awarded to an applicant in each of the four Conferences. Applications are available from Department Scholarships Chairmen or at www.vfwauxiliary.org/scholarships.

Young American Creative Patriotic Art Contest

Open to all students, including home-schooled students, in grades 9-12, no older than 18 years of age at time of local entry and a U.S. citizen or U.S. National. It will be judged on patriotic theme and technique. One Department winner will be forwarded to Auxiliary National Headquarters. Please see the student brochure at www.vfwauxiliary.org/scholarships for more details on requirements. Students must attend school in the state of the sponsoring Auxiliary.

Deadlines:

Entries received by:

Local Auxiliary – March 31
Department – April 15
National Headquarters – May 5

National Scholarships:

First Place – \$15,000
Second Place – \$7,500
Third Place – \$3,500
Fourth and Fifth Place – \$1,500
Sixth through Ninth Place – \$500



FUND THE ARTISTS OF TOMORROW

Help increase the Young American Creative Patriotic Art awards! Send a donation of any amount to add to the Patriotic Art Escrow Fund. The goal is to increase the number and dollar amount of the awards.

To donate by mail, send a check earmarked Patriotic Art to:

VFW Auxiliary National Headquarters
Attn: Patriotic Art Fund
406 W. 34th Street, 10th Floor
Kansas City, MO 64111

Expanded Art Forms Now Accepted!

The Patriotic Art Contest will now accept additional forms of art. See the new rules below:



Two-dimensional art:

- Must be on canvas or paper.
- Watercolor, pencil, pastel, charcoal, tempera, crayon, acrylic, pen, ink, oil, marker or other media may be used.
- Do not frame two-dimensional pieces.
- Submit canvas entries on a stretcher frame or canvas board.
- Other entries must be matted in white.
- Do not use color mats. Reinforce the back with heavy paper.
- Mounted and floating mats may also be used.
- The art should be no smaller than 8" x 10" but no larger than 18" x 24", not including mat.

Three dimensional art

- Can be paper, papier-mâché, pottery, sculpture, fabric, wood, metal work, etc.
- Pieces should be no larger than 18" in any direction.
- Art cannot be more than 5 lbs. in weight.

Digital art, photography and jewelry are not accepted.

2019-2020 Voice of Democracy Audio-Essay Contest

Theme: *What Makes America Great*

This contest is open to all students, including home-schooled students, in grades 9-12. Student must be a resident of the state where entered. One Department winner will be forwarded to VFW National Headquarters.

Deadlines:

Entries to VFW Post – Midnight, October 31
Post Judging Complete – November 15
District Judging Complete – December 15
Department Judging Complete – January 10
Department Winner to VFW National Headquarters – January 15

National Awards:

First Place – \$30,000 scholarship
Second Place – \$16,000 scholarship
Third Place – \$10,000 scholarship
Fourth through 36th Place – \$7,000 to \$1,500 scholarship
37th - 54th Place – \$1,000 scholarship

All Department winners will enjoy an all-expense paid trip to Washington, D.C., where their essays will compete in the final competition.

2019-2020 Patriot's Pen Essay Contest

Theme: *What Makes America Great*

This contest is open to all students, including home-schooled students, in grades 6-8. Student must be a resident of the state where entered. One Department winner will be forwarded to VFW National Headquarters.

Deadlines:

Entries to VFW Post – Midnight, October 31
Post Judging Complete – November 15
District Judging Complete – December 15
Department Judging Complete – January 10
Department Winner to VFW National Headquarters – January 15

National Awards:

First Place – \$5,000
Second Place – \$4,000
Third Place – \$3,500
Fourth through 54th Place – \$2,750 to \$500

Scholarship and Contest Resources

Complete list of all contest rules can be found in the following resources:

- **VFW website:**
www.vfw.org/community/youth-and-education
- **VFW Auxiliary website:**
www.vfwauxiliary.org/scholarships
- **Promotions from National Ambassador**
- **VFW Store:** www.vfwstore.org or 1-833-VFW-VETS

Get The Word Out!

The first step is to identify likely individuals with whom you can discuss scholarship opportunities. Here are a few suggestions of groups that might be interested in what you have to say:

- Schools and JROTC Units
- Church and/or youth groups
- Youth-focused organizations
- Home-school associations
- Parent-teacher associations
- Youth sports teams
- Financial Aid offices
- Student veteran centers

Recognition Is Key

It is important that scholarship and contest winners receive recognition at every level.

Ways to Recognize Winners:

- Present a certificate and/or gift.
- Ask the winner to give a speech or lead the Pledge of Allegiance at an Auxiliary event.
- Host an awards ceremony.
- Present awards at a school assembly.
- Contact local media to feature winners in the news.
- Sample press releases available online at www.vfwauxiliary.org/resources.
- Invite winners to participate in a conference.
- Don't forget to recognize the parents and teachers!

Scholarship Program Awards

AWARDS FOR AUXILIARIES

1. Most Outstanding Promotion of the Young American Creative Patriotic Art Contest.
 - Citation to every Auxiliary that promotes the Young American Creative Patriotic Art Contest. Entry form (required) available at www.vfwauxiliary.org/resources. Auxiliaries are to send form to their Department Chairman by March 31, 2020. Department Chairmen are to send entry form to National Headquarters by April 30, 2020. Citations will be mailed directly to Auxiliaries.
 - Citation and \$50 to one Auxiliary in the nation for the most outstanding promotion of the Young American Creative Patriotic Art Contest.

Department Scholarships Chairmen are to send one entry and the corresponding entry form to the National Scholarships Ambassador by April 30, 2020 for judging. The National winner will be announced at the 2020 National Convention in Reno, Nevada.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Chairman for participation in this Program.
2. ***Serving Our Veterans with Aloha Keepsake*** to one Department Chairman in each of the 10 Program Divisions for the best promotion of the Continuing Education Scholarship.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 3 and for the promotion of Program Goals on Page 47.

Veterans & Family Support Ambassador



WENDY REINHARDT

62 Ridge Ave.
Cleves, OH
45002-1307
wendysreinhardt@gmail.com
513-519-7479

There are a few acronyms that we have all heard of in recent years. PTSD. TBI. MST. All are health conditions that cause our veterans to suffer. Many of us, as spouses, parents, siblings, children and friends, will never know the depth of their suffering; our veterans don't want us to. They carry their burden alone. And sometimes it becomes too much. Our veterans turn to coping mechanisms to help ease their souls, such as drugs, alcohol and other vices. They isolate themselves. They run away. They lose the internal battle and become a number, one of the 20 veterans a day who we lose to suicide. We belong to one of the oldest veterans' service organizations in the country, with more than 450,000 members and a tagline that states we have, "Unwavering Support for Uncommon Heroes."® Our veterans swore to protect us. It's time for us to protect them. It's time to SUPPORT our heroes!

The Veterans & Family Support Program is WHY we are here! There are too many of us to let our veterans and active-duty service members suffer in silence. Not all scars are visible; they deserve to be free of their emotional pain and suffering. It's time for us to be present; to truly be there for our veterans. Not just write a report. Not just say, "I donated money to such and such organization." It's time to SUPPORT our heroes!

This program offers guidance to our veterans on acquiring their well-deserved VA Benefits, working towards higher education without incurring more debt, scholarship opportunities, and lending a helping hand when life gets too tough, whether it be financially or emotionally. It's time to SUPPORT our heroes!

The United States veteran is why we are here, but there is more to this program that some forget. The family. A veteran either was drafted, or enlisted on his or her own, but their family was drafted or enlisted, too. Family members may not have had boots on the ground, but they were, and are, there with our veterans every day; during boot camp, during combat, on a ship on the other side of the world. Those who support our veterans sometimes need support, too. It may be that they need additional education on how to help their veteran cope with PTSD, or help caring for their wounded veteran now that they are home, or just as importantly, emotional help and/or time for themselves. It's time to SUPPORT our heroes!

Our veterans need to know that they have more than 1.6 million brothers and sisters here to help them. We ARE a family. It might not be blood, but they do have family who will have their back no matter what. Family takes care of its own. The United States veteran is our own. It's time to help them live in peace. Be present at your VFW Post and in the veteran community - more than just one day a month at your Auxiliary meeting. Work with your Post and other community service groups to help our veterans in need. And more importantly, make it happen! It's time to SUPPORT our heroes!

Be active. Be present. Be there for our veterans. It's time to SUPPORT our heroes!



Veterans & Family Support Program

VFW National Veterans Service • VFW Veterans & Military Support Programs
Assisting Veterans, Active-Duty Service Members and Their Families

Spread the Word about National Veterans Service (NVS)

The VFW's National Veterans Service (NVS) helps veterans, service members and their families obtain the benefits they deserve – at no cost.

NVS provides a nationwide network of nearly 300 VFW Service Officers who help veterans navigate the Veterans Affairs system. Those VFW Service Officers recover more than \$1 billion annually in VA benefits for veterans and their dependents.

These highly skilled professionals assist all veterans, whether they are VFW members or not, in filing claims for:

- Disability compensation.
- Rehabilitation and educational programs.
- Pension and death benefits.
- Employment and training programs.

NVS also works to ensure veterans receive quality, timely and accessible VA health care, including:

- Hospital care.
- Outpatient care.
- Specialized health care for female veterans.
- Alcohol and drug dependency treatment.
- Medical evaluation for disorders associated with military service, exposure to Agent Orange, radiation or other environmental hazards.

Donations to NVS can be made online or by mail.

Donate online at www.vfw.org/ways-to-help, select National Veterans Service, click "Contribute."

Donate by mail by sending funds to the VFW earmarked for NVS. Mail check to:

VFW National Headquarters
Attn: NVS
406 W. 34th Street, 11th Floor
Kansas City, MO 64111

VFW Veterans & Military Support Program

Veterans & Military Support contains four programs initiated by the VFW: Military Assistance Program (MAP), Unmet Needs, VFW "Sport Clips Help A Hero Scholarship," and Operation Uplink™. These programs serve active-duty and recently discharged military.

Donations to Veterans & Military Support can be made online or by mail.

Donate online at www.vfw.org/ways-to-help, select Veterans & Military Support, click "Contribute."

Donate by mail by sending funds to the VFW earmarked for Veterans & Military Support.

Mail check to:

VFW National Headquarters
Attn: Veterans & Military Support
406 W. 34th Street, 9th Floor
Kansas City, MO 64111

Military Assistance Program (MAP) Funds Ways to Connect with Troops

MAP helps VFW and Auxiliary members give more to their local military units. It helps forge and nurture bonds with those units by providing financial assistance for Posts, Districts and Departments to sponsor morale-boosting send-offs, homecomings and casual get-togethers.

Post and Auxiliaries participating in Adopt-a-Unit and Family Readiness Group events can also receive assistance. MAP keeps care packages circulating by covering postage costs.

For guidelines to apply for MAP funds, contact the VFW Veterans and Military Support office at 816-756-3390.

Unmet Needs Can Help in a Crisis

A soldier is serving on foreign soil, but the rent is due back home. A soldier is driving a tank on alert for IEDs, and the family car needs a new radiator the family cannot afford. These are the situations Unmet Needs can address.

Grants of up to \$1,500 payable to a creditor can bridge the gap to make a mortgage or rent payment or to fund home and auto repairs, insurance, utility costs, food and clothing. To learn more, visit www.vfw.org/assistance/financial-grants.

VFW “Sport Clips Help A Hero Scholarship” Program

The VFW and Sport Clips are giving the gift of scholarships to our nation’s heroes as a way of thanking them for their dedicated service to our nation. The VFW “Sport Clips Help A Hero Scholarship” awards scholarships of up to \$5,000 to qualifying veterans and service members to help them complete their educational goals without incurring excessive student loan debt. To learn more, visit www.vfw.org/student-veterans-support.

Veterans & Family Support Program Awards

AWARDS FOR AUXILIARIES

1. Most Outstanding Support of Families of Veterans.
 - Citation to every Auxiliary that supports families of veterans. Entry form (required) available at www.vfwauxiliary.org/resources. Auxiliaries are to send entry form to their Department Chairman by March 31, 2020. Department Chairmen are to send entry form to National Headquarters by April 30, 2020. Citations will be mailed directly to Auxiliaries.
 - Citation and \$50 to one Auxiliary in the nation for the most outstanding support of families of veterans.

Department Veterans & Family Support Chairmen are to send one entry and the corresponding entry form to the National Veterans & Family Support Ambassador by April 30, 2020 for judging. The National winner will be announced at the 2020 National Convention in Reno, Nevada.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Chairman for participation in this Program.
2. ***Serving Our Veterans with Aloha Keepsake*** to one Department in each of the 10 Program Divisions for the best promotion of an event and/or program that advocates for veterans.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 3 and for the promotion of Program Goals on Page 51.

Youth Activities Ambassador



NICOLE PANTELEAKOS
PO Box 105
Plainfield, CT
06374-1531
CTyouthactivities@gmail.com
860-564-3010

As a child, I spent much of my time in and around the VFW doing various activities with the Auxiliary to which my mother, grandmother and great-grandmothers belonged. There were cookouts and BINGO, holiday parties and short plays, hospital visits and caroling. I participated in the Voice of Democracy contest and would have entered the Patriot's Pen had it existed when I was in middle school. It may sound cliché, but today's youth are tomorrow's leaders, tomorrow's soldiers, tomorrow's teachers and doctors and writers, laborers, philanthropists and Auxiliary members. Working with kids today helps shape who they will be tomorrow – which is why our goals should always be to educate, to empower, and to encourage empathy. We can do so through the Youth Activities Program, and, in particular, through two new components of Youth Activities: **Patriotism through Literacy** and **Illustrating America**.

Patriotism through Literacy

What is Patriotism through Literacy?

Helping youth learn about America through books, both historical fiction and creative nonfiction.

Benefits of Patriotism through Literacy:

- Teach kids about various times in American history.
- Promote empathy and expose students to experiences unlike their own.
- Foster a love of books that leads to a lifetime of learning.
- Spend time with kids in the community in new, creative ways.
- Help youth gain better understanding of American history through nonfiction.

How can I participate in Patriotism through Literacy?

- Volunteer to read a historical or creative nonfiction picture book to kids at your local library.
- Donate historical fiction or creative nonfiction books to local schools, shelters or libraries.
- Host a read-a-thon and award small prizes (stickers, pins) for number of books or hours read.
- Run a writer's workshop for aspiring teen and tween authors at your Post Home.
- Invite an author of historical fiction or creative nonfiction to do a book talk/signing in your area.

Illustrating America

What is Illustrating America?

A patriotic art contest for elementary and middle/junior high school students.

Benefits of Illustrating America:

- Encourage students' artistic abilities and rewarding their hard work.
- It's fun to see how our youth see the world through their drawings and paintings.
- Get kids interested with the hope they'll enter the Young American Creative Patriotic Art Contest in high school.

How can I participate in Illustrating America?

- Host contests for students in grades K-8. The contest consists of three grade divisions: K-2, 3-5 and 6-8. There is one National winner in each grade division, with awards for first, second and third place in each grade division.
- Approach your local schools with information available under "Youth Activities" at www.vfwauxiliary.org/resources.
- Reach out to local homeschooling families or organizations through print and online media.

How does Illustrating America work?

- Much like the Young American Creative Patriotic Art Contest! Auxiliaries start by promoting the contest to schools and throughout the community.
- Collect patriotic artwork for judging. Auxiliary and Department awards are up to you!
- **Coloring sheets, digital art and photography are not accepted.**

What are the details and deadlines?

- The student deadline is March 31, 2020. Participants submit entries to a local VFW Auxiliary Youth Activities Chairman by this date. The Auxiliary first-place winner in each grade division will be sent to the Department Youth Activities Chairman for judging.
- District Judging (Optional) - If held, the District winners must meet the Department deadline for judging.
- Department Judging – VFW Auxiliary or District entries must be received by the Department Youth Activities Chairman by April 15, 2020. Departments will judge and send first place winners in each grade division to National Headquarters by May 5, 2020.
- Only one first-place Department winner in each grade division is eligible for the National competition. All entries will be judged with one winner selected for each grade division. First-place winning entries in each grade division will receive an award and be displayed at National Convention.

Other ways to participate in Youth Activities include:

- Hand out R.A.P. coins and/or cards to kids who display Random Acts of Patriotism.
- Partner with other programs like Americanism or Hospital to do community outreach.
- Host an afternoon of letter writing from local youth to deployed service members.
- Recognize local youth for their patriotism with a Patriotic Youth Award.



Youth Activities Program

Creating, Sponsoring and Working with Youth Groups

**Youth Groups Supporting Our Veterans National Citations • Patriotic Youth Award
Random Acts of Patriotism (R.A.P.) • Patriotism through Literacy • Illustrating America**

The VFW Auxiliary is in a unique position to help teach our youth the skills to become responsible adults through serving our country, communities and veterans. We have a new generation of veterans who need the support of family, friends and country as they serve overseas and when they come home from conflicts abroad. Today's youth are the future of our nation.

Creating, Sponsoring and Working with Youth Groups

Under the Auxiliary Youth Activities Program, an Auxiliary can sponsor a youth group and engage youth in any one of our programs, including activities to honor our veterans or assist our active-duty service members and their families.

Take advantage of the service aspects some youth groups require. Many youth-focused organizations require various types of community service or activities to earn merits in their units. College-bound seniors earn school credit for some of these same activities.

Remember that involving youth in service to veterans in conjunction with your Auxiliary can bring new membership to your Auxiliary. When youth and the whole family are included, members feel more invested in your Auxiliary. Sponsorship of a youth group can create a bright future for your Auxiliary, veterans and the community as a whole.

Youth Groups Supporting Our Veterans National Citations

Through this national citation, youth groups can be recognized for their efforts and service projects honoring our veterans and assisting active-duty service members and their families.

Recognize a youth group in your community by applying for a citation. Citation applications are available at www.vfwauxiliary.org/resources. Great traditions and good citizenship start at an early age. Recognize these bright young citizens for their good work to ensure these activities become a part of their daily lives.

Patriotic Youth Award

The Patriotic Youth Award is designed to recognize individual youth for their patriotism and/or support of our veterans, active-duty service members and their families. The Patriotic Youth Award is available at www.vfwauxiliary.org/resources under Youth Activities.

Random Acts of Patriotism (R.A.P.)

See a child thanking a veteran? Witness a youth place their hand on their heart correctly? Give him or her a R.A.P. card and/or coin. The cards can be downloaded for free and printed at home. The template is available at www.vfwauxiliary.org/resources. The coins can be purchased from the VFW Store at www.vfwstore.org or by calling 1-833-VFW-VETS. Try this fun and unique way to engage today's youth and encourage their patriotism. Several ways to use and/or reuse the R.A.P. cards and/or coins are listed below. See what your Auxiliary can come up with!

- Have a "store" where the cards and/or coins are traded in for various items.
- Host a family game night and admission is a certain number of R.A.P. coins and/or cards.
- Host a movie night and concessions (popcorn, candy, soda pop, etc.) can be purchased with R.A.P. coins and/or cards.

Patriotism through Literacy

Promote and support reading among youth with this simple, fun and potentially free (use your local library!) initiative. Introduce youth to historical figures and teach them about events in our nation's history while fostering a love of reading that can lead to a lifetime of learning.

Reading has many benefits, including increased grammar and writing skills, improved focus and concentration, and helps children to understand and share the feelings of others; reading stretches our imagination. As Dr. Seuss said, "Reading can take you places you have never been before."

Illustrating America

Open to all students, including home-schooled students, in grades K-8 at time of local entry and a U.S. citizen or U.S. National. It will be judged on patriotic theme and technique. The Department first-place winner in each grade division will be forwarded to Auxiliary National Headquarters. Please see brochure at www.vfwauxiliary.org/what-we-do/youth-activities for more details on requirements. Students must attend school in the state of the sponsoring Auxiliary.

Deadlines:

Entries received by:

Local Auxiliary – March 31

Department – April 15

National Headquarters – May 5

Contest Rules

- Art must be two-dimensional.
- Art must be on canvas or paper.
- Watercolor, pencil, pastel, charcoal, tempera, crayon, acrylic, pen, ink, oil, marker or other media may be used.
- Do not frame.
- Submit canvas entries on a stretcher frame or canvas board.
- Other entries must be matted in white.
- Do not use color mats. Reinforce the back with heavy paper.
- Mounted and floating mats may also be used.
- The art should be no smaller than 8" x 10" but no larger than 18" x 24", not including mat.
- **Coloring sheets, digital art and photography are not accepted.**

Involve Youth in ALL Auxiliary Programs

Youth play such an important role in our future. Encourage involvement from an early age in all Auxiliary Programs. Every young person can find their place to serve when they are presented with a variety of opportunities to serve their communities and veterans.

Teach youth about Auxiliary efforts to:

- Respect and take pride in our country.
- Serve hospitalized veterans.
- Elect leaders who appreciate our military.
- Pass legislation that secures benefits for our veterans.
- And many other worthy efforts!

Project Examples

- Visiting and volunteering in VA and non-VA facilities.
- Raising funds for a community veterans' memorial.
- Marching in patriotic holiday parades.
- Volunteering to help veterans and active-duty service members and their families with yard work or household repairs.
- Sending cards or small gifts to the VFW National Home for Children to support families.
- Planning a card- and letter-writing campaign in local schools to send mail to our troops overseas or veterans in VA facilities.
- Organizing assembly, collection and delivery of care packages for troops.
- Teaching veterans computer skills.

Youth Group Examples for VFW Auxiliary Sponsorship

- Youth sports teams
- Church youth groups
- After-school programs
- Youth-focused organizations
- School clubs
- Home-school associations
- Youth community service groups
- Nonprofit organization youth advisory councils
- Service learning and civic engagement departments in high schools and colleges

Make Your Auxiliary Accessible to Today's Youth

It has never been so easy to communicate your cause and events to the world. Social media as teaching and information tools have natural collaborative elements allowing our youth to view and comment on each other's activities. They are tweeting on Twitter, posting on Facebook, instantly sending pictures on Instagram and subscribing to YouTube channels. If you don't know what any of this is – **LEARN.**

POPULAR SOCIAL MEDIA NETWORKS

Facebook | Twitter | LinkedIn | YouTube

Pinterest | Instagram | Snapchat

Get online, and see what's new!

Visit www.vfwauxiliary.org/resources for publicity tips, social media guidelines and other helpful tips.

Youth Activities Program Awards

AWARDS FOR AUXILIARIES

1. Most Outstanding Promotion of Patriotism through Literacy.
 - Citation to every Auxiliary that participates in/promotes Patriotism through Literacy. Entry form (required) available at www.vfwauxiliary.org/resources. Auxiliaries are to send entry form to their Department Chairman by March 31, 2020. Department Chairmen are to send entry form to National Headquarters by April 30, 2020. Citations will be mailed directly to Auxiliaries.
 - Citation and \$50 to one Auxiliary in the nation for the most outstanding participation/promotion of Patriotism through Literacy.

Department Youth Activities Chairmen are to send one entry and the corresponding entry form to the National Youth Activities Ambassador by April 30, 2020 for judging. The National winner will be announced at the 2020 National Convention in Reno, Nevada.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Chairman for participation in this Program.
2. ***Serving Our Veterans with Aloha Keepsake*** to one Department Chairman in each of the 10 Program Divisions for the best promotion of Illustrating America.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 3 and for the promotion of Program Goals on Page 56.

2019-2020 Year-End Reports

Americanism Program

2019-2020 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2020

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of **Auxiliaries** that conducted special programs on patriotic holidays:
(For example, Memorial Day, Veterans Day, POW/MIA Remembrance Day, etc.) _____
2. Number of **Auxiliaries** that participated in POW/MIA programs: _____
3. Number of POW/MIA flags presented (at least 2" x 3" or larger): _____
4. Number of American Flags presented (at least 2" x 3" or larger):
(Includes, but is not limited to, schools, businesses, parades, gravesites, etc.) _____
5. Number of **Auxiliaries** that participated in the Smart/Maher National Citizenship
Education Teacher Award: _____
(For example, assisting the Post, taking the contest into schools or making a donation.)
6. Number of certificates presented to businesses or citizens in recognition of
their displaying the U.S., POW/MIA flags or other displays of American pride: _____
7. Number of **Auxiliaries** in your Department that promoted Americanism through
any media? (Examples: TV, radio, newspaper, flyers, Facebook) _____
8. Number of **Auxiliaries** that conducted patriotic education in their Auxiliary
and/or community: _____
10. Number of **Auxiliaries** that conducted a Family Freedom Festival: _____
11. Number of **Auxiliaries** that submitted a video promoting patriotism with
community involvement: _____

Signed _____

Department Chairman

Conference _____

Address _____

Email _____

City _____ State ____ Zip _____

Phone Number (____) _____

“Buddy”[®] Poppy/VFW National Home for Children

2019-2020 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2020

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

“Buddy”[®] Poppy

1. Number of **Auxiliaries** that promoted the “Buddy”[®] Poppy throughout the year through distribution, education and/or publicity:

Within the Post/Auxiliary: _____

In the community (community outreach): _____

2. Number of “Buddy”[®] Poppy Drives that were hosted:

With the Post: _____

Without the Post: _____

3. Number of **Auxiliaries** that participated in a Department “Buddy”[®] Poppy Display Contest: _____

4. Number of **Auxiliaries** that used the Buddy”[®] Poppy Chairman’s Manual: _____

VFW National Home for Children

5. Number of **Auxiliaries** that promoted the National Home through education and/or publicity: _____

6. Number of **Auxiliaries** that made donations to the National Home:
(NOT including Health & Happiness donation): _____

Amount Donated: \$ _____

7. Number of **Auxiliaries** that promoted the National Home’s Military & Veteran Family Helpline: _____

Signed _____
Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (____) _____

Chief of Staff and Extension

2019-2020 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2020

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of **Good Job Awards** presented by Auxiliaries: _____
List several reasons why a Good Job Award was presented:

2. Number of **Auxiliaries** that you presented with a Certificate of Good Health: _____

3. Describe how Auxiliaries were strengthened with training and use of the *Building on the VFW Auxiliary Foundation* guidebooks:

4. Did your Department develop Talking Points for District Presidents to use during Auxiliary Official Visits? YES _____ NO _____
If YES, did the District Presidents use the Talking Points? YES _____ NO _____

5. Did your Department develop a Charter Kit for newly instituted Auxiliaries?
YES _____ NO _____ If YES, list what the kit contained:

6. Number of presentations given to bachelor Posts about starting an Auxiliary: _____

7. Number of Auxiliaries instituted after giving a presentation to a bachelor Post: _____

8. Number of Members at Large who were successfully transferred into a local Auxiliary? _____

9. How many times was publicity used for revitalizing or forming a VFW Auxiliary? _____

What media was used? (Check all that apply)

TV _____ Radio _____ Newspapers _____ Facebook/Social Media _____ Fliers _____

Signed _____
Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

Historian/Media Relations

2019-2020 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2020

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of **Auxiliaries** that sent a monthly or quarterly newsletter/bulletin to their members?

Printed/Mailed: _____

Electronic (PDF, Word document or via an email service provider
such as Constant Contact, Mail Chimp, Vertical Response, etc.): _____

2. Number of **Auxiliaries** with a Facebook page:

Joint Facebook Page with the Post: _____

Own Auxiliary Facebook Page: _____

3. Number of **Auxiliaries** with a website:

Joint website with the Post: _____

Own Auxiliary website: _____

4. Number of **Auxiliaries** that used the VFW Auxiliary Publicity Guide: _____

5. Number of **Auxiliaries** that used a fillable press/media release available from
www.vfwauxiliary.org/resources? (ex: Membership drive, Family Freedom Festival,
Voice of Democracy, etc.): _____

6. Number of **Auxiliaries** that presented a Communications Award to local media: _____

7. Number of Auxiliary **members** that attended a media relations training hosted by
their Department Historian/Media Relations Chairman? _____

8. Number of **Auxiliaries** that submitted a Historian/Media Relations report: _____

Signed _____
Department Chairman

Conference _____

Address _____

Email _____

City _____ State ____ Zip _____

Phone Number (____) _____

Hospital

2019-2020 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2020

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of **VFW Auxiliary members** volunteering in **ANY** VA and/or non-VA medical facility:

Number of Volunteers: _____
 Total Hours: _____

2. Number of **NEW** volunteers recruited:

Adults: _____
 Youth: _____

3. Number of **Auxiliaries** that sponsored/conducted an event or activity in **ANY** VA and/or non-VA medical facility: _____

4. Total amount spent on all Hospital projects: \$ _____

5. Number of applicants submitted to the Department for the Outstanding Hospital Volunteer of the Year Award: _____

6. Number of **Auxiliaries** that promoted Suicide Prevention and Mental Health Awareness: _____

7. Number of **Auxiliaries** that recognized volunteers throughout the year: _____

8. How did your Department use publicity and/or media to recruit volunteers and involve the community?

9. Number of **Auxiliaries** that presented Hospital Volunteer Service Pins to members: _____

10. Number of **Auxiliaries** that conducted/participated in volunteer recognition events: _____

11. Number of **Auxiliaries** that participated in the Veterans Voices Writing Project: _____
 (For example, subscribing to the magazine, making a donation or volunteering with the program.)

12. Number of **Auxiliaries** that used the Hospital Program Guide: _____

13. Number of **Auxiliaries** that promoted the VA Office of Research and Development: _____

Signed _____ <div style="text-align: center; font-size: small;">Department Chairman</div>	Conference _____
Address _____	Email _____
City _____ State ____ Zip _____	Phone Number (____) _____

Legislative

2019-2020 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2020

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. How did your **Department** promote the VFW Priority Goals?

2. How did your **Department** encourage members to communicate with legislators on veterans' issues?

3. Number of Auxiliary **members** who signed up for VFW *Action Corps Weekly*? _____

4. How did your **Department** communicate pending legislation and special legislative alerts?

5. Number of contacts made by members personally to legislators on veterans' issues:

Personal Contacts: _____ Emails: _____ Social Media: _____

Letters/Postcards: _____ Phone Calls: _____

6. Number of **members** who attended events where they could interact with legislators: _____

(Examples: town halls, meet and greets, legislative conferences)

7. Number of **Auxiliaries** that promoted the "Vote in Honor of A Veteran" initiative: _____

8. Number of **Auxiliaries** that used tools outlined in the "Guide to Contacting Your Legislators": _____

Signed _____
Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

Membership

2019-2020 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2020

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of Auxiliaries that used the following methods to collect Annual dues:
 Phone Calls: _____ Emails: _____ Letters/postcards: _____
 Face-to-face conversations: _____ Social Media: _____ Other: _____

2. Number of Auxiliaries that sent dues reminders/notices utilizing reminders/notices generated in MALTA: _____
**An Auxiliary can send dues reminders/notices by both mail and email.*

3. Number of Auxiliaries that used media to promote Auxiliary membership: _____
 (Examples: TV, radio, newspaper, flyers, Facebook)

4. Number of Membership training sessions that took place: _____

By Auxiliaries: _____
 By Districts: _____
 By Department: _____

5. Number of members who Adopted-A-Member during the 2019-2020 Program Year: _____

Signed _____ <div style="text-align: center; font-size: small;">Department Chairman</div>	Conference _____
Address _____	Email _____
City _____ State ____ Zip _____	Phone Number (____) _____

Mentoring for Leadership

2019-2020 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2020

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of **members** fulfilling the role as mentor: _____
2. Number of **Auxiliaries** that implemented Mentoring for Leadership Program: _____
3. Number of **Auxiliaries** that used *Mentoring at VFW Auxiliary – Relationship Building for the Future* materials: _____
4. Number of **Auxiliaries** that used the mentoring resources available at www.vfwauxiliary.org/resources to start and/or continue mentoring in their Auxiliary: _____
5. How did you mentor and make Auxiliaries aware of the Mentoring for Leadership tools?

Signed _____
Department Chairman

Address _____

City _____ State ____ Zip _____

Conference _____

Email _____

Phone Number (____) _____

Scholarships

2019-2020 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2020

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

CONTINUING EDUCATION SCHOLARSHIP

1. Number of **Auxiliaries** that promoted the Continuing Education Scholarship contest: _____
(For example, distributed applications, publicized/promoted program, etc.)

YOUNG AMERICAN CREATIVE PATRIOTIC ART CONTEST

2. Number of **Auxiliaries** that promoted the Patriotic Art Contest: _____
Number of members involved _____ Numbers of hours volunteered _____
3. Number of **Auxiliaries** that submitted an entry: _____
4. Number of **students** who submitted an entry to the Auxiliaries: _____
5. Number of entries judged on the Department level: _____
6. Total dollar amount awarded by

Auxiliary level awards: \$ _____
Department level awards: \$ _____

PATRIOT'S PEN ESSAY CONTEST

7. Number of **Auxiliaries** that assisted their Posts in conducting the contest: _____
Number of members involved _____ Numbers of hours volunteered _____

VOICE OF DEMOCRACY AUDIO/ESSAY CONTEST

8. Number of **Auxiliaries** that assisted their Posts in conducting the contest: _____
Number of members involved _____ Numbers of hours volunteered _____

-
9. Number of **Auxiliaries** that publicized any of these contests within their communities: _____
(Examples: TV, radio, newspaper, flyers, Facebook)
10. Number of **Auxiliaries** that hosted/co-hosted an awards ceremony to recognize awardees and participants in any of these contests: _____

Signed _____
Department Chairman

Address _____

City _____ State _____ Zip _____

Conference _____

Email _____

Phone Number (_____) _____

Veterans & Family Support

2019-2020 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2020

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of **Auxiliaries** that hosted/co-hosted with the VFW Post fundraising activities for National Veterans Service (NVS): _____
2. Number of **Auxiliaries** that hosted/co-hosted with the VFW Post fundraising activities for VFW Veterans and Military Support Programs: _____
(For example, Unmet Needs, VFW's "Sport Clips Help A Hero Scholarship," etc.)
3. Number of **Auxiliaries** that participated in and/or sponsored events or projects for homeless veterans: (For example, Stand Downs, clothing drives, etc.) _____
4. Number of **Auxiliaries** that provided direct aid to veterans, active-duty service members and/or their families? (For example, meals, transportation, cards, packages, donations, etc.) _____

Total monetary value of donations and goods/services provided: \$ _____

Total monetary donations provided: \$ _____

Approximate number of veterans/military personnel assisted: _____

Signed _____

Department Chairman

Conference _____

Address _____

Email _____

City _____ State ____ Zip _____

Phone Number (____) _____

Youth Activities

2019-2020 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2020

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of **Auxiliaries** that participated in and/or publicized Youth Groups Supporting Our Veterans Citations: _____
2. Number of **youth groups** that Auxiliaries worked with work with during the year: _____
 Estimated number of youth involved: _____
3. Number of Auxiliaries that promoted and/or used the Random Acts of Patriotism program? _____
 Number of R.A.P. cards distributed: _____
 Number of R.A.P. coins distributed: _____
4. Did your Department purchase R.A.P. coins in bulk? YES/NO
 If YES, did your Department distribute to the Auxiliaries? YES/NO
5. Number of **youth** recognized by Auxiliaries for their academic, athletic, volunteer work or other accomplishments: _____
6. Number of **youth** recognized by Auxiliaries with a Patriotic Youth Award: _____
7. Number of **Auxiliaries** that promoted and/or participated in Patriotism through Literacy: _____
8. Number of **Auxiliaries** that promoted and/or participated in Illustrating America: _____

Signed _____ <div style="text-align: center; font-size: small;">Department Chairman</div>	Conference _____
Address _____	Email _____
City _____ State ____ Zip _____	Phone Number (____) _____

