

NATIONAL MEMBERSHIP PROGRAM 2010 – 2011

Final 07/16/10



“GOD COUNTRY VETERANS”

MEMBERSHIP MISSION AND VISION

VFW National Membership Mission: Retain and recruit a stable membership base from all generations of veterans that is informed and actively involved at all levels of the organization.

VFW National Membership Vision: Ensure the organization remains a welcoming environment for veterans of overseas conflicts, active duty military service members, and families for the membership lifespan of today's Current Conflict veterans.

MEMBERSHIP GOALS FOR 2010-2011

National Membership Department's Goals state how we intend to reach our Vision.

There are two important considerations in how we have prioritized them.

1. Build a strong organization for the future as well as today.
2. VFW National and VFW community organizations work together to achieve our goals.

VFW National is here for the "*BIG FIGHT*"...shaping VFW's image nationally, developing new membership markets and ensuring that our current membership is aware of what our organization is doing for them.

The VFW has been successful in recruiting younger members (39 years and younger) for the past several years. There is only one way to make this success permanent... **RETENTION - RETENTION - RETENTION.**

1. RETAIN MEMBERS THROUGH CONSISTENT, TARGETED MESSAGING USING THE APPROPRIATE MEANS

The VFW is a *social* organization, a *service* organization, and an *advocacy* organization. Members need to know what our organization does, not only for the veteran, but for their family and the community. Not all members will value these activities equally. One of the most important tasks we face is getting the right information to the right members to ensure they want to remain an active part of our organization. We also need to recognize that some members prefer to receive letters, while others prefer email. We must communicate with our members in a response friendly venue.

2. RECRUIT 20% OF CURRENT CONFLICT VETERANS

Not since World War II have active service members and recently serving veterans joined at such a large percentage of their total numbers. Although there may be fewer service members carrying the load for more and more deployments, these members are exactly whom we need: energetic, purpose-driven team players who can offer 30+ years to the VFW. Get this group and veterans from subsequent conflicts are sure to follow.

Recruiting Benchmarks for 2010 – 2011

- **115,000 New and Reinstated Members**
 - 5% increase in N/R Life Members
 - Increase the total number of Life Members by 2%

2010 – 2011 REWARDS

FOR MEMBERS THAT SIGN UP NEW AND REINSTATED MEMBERS

- For signing up 3, 5 or 10 members: Special Recruiting Pin
- For signing up 15 members: Citation from the Commander-in-Chief
- For signing up 30 members: Pen and Pencil set from the Commander-in-Chief

COMMANDER-IN-CHIEF RECRUITING REWARDS

For recruiting 50 n/r members:

- Distinctive Recruiter Baseball Cap and a Commander-in-Chief Belt Buckle or Medallion
- Have an opportunity to purchase a Recruiter Aide-de-Camp Cover

CENTURY RECRUITER REWARD

For recruiting 100 n/r members:

- Distinctive Citation and Cap from the Commander-in-Chief

RECRUITER OF THE YEAR REWARD

Recruiter signing up the most n/r members by June 30, 2011:

- Round-trip airfare for the recruiter and spouse/guest to the 112th National Convention in San Antonio, Texas
- A \$1,000 stipend, less any other National stipends, to help defray expenses
- Commander-in-Chief's citation
- Distinctive cap and name badge

NEW and REINSTATED MEMBER CONTEST

The top ten Post Commanders in each Division that report the most new and reinstated members as of December 31, 2010 will be awarded a VFW blanket.

****A minimum of 20 new and reinstated members is needed to qualify.**

DISTINGUISHED POST QUARTERMASTER REWARD

The top ten Post Quartermasters in each Division with the highest membership growth on April 30, 2011 will be awarded a clock. Post must be 100%.

100% DEPARTMENT, DISTRICT & POST REWARD

A distinctive streamer will be awarded to every Department, District and Post that reaches 100% in membership by June 30, 2011

OPERATION FIRST STRIKE

Post will have to exceed 100% by the date of that division to receive the following:

A battle streamer and a chance in a drawing for \$1,000, one per each group.

Group 1

Post Divisions 18, 19, and 20 must exceed 100% by August 31, 2010

Group 2

Post Divisions 15, 16, and 17 must exceed 100% by September 30, 2010

Group 3

Post Divisions 12, 13, and 14 must exceed 100% by November 30, 2010

Group 4

Post Divisions 9, 10, and 11 must exceed 100% by December 31, 2010

Group 5

Post Divisions 6, 7, and 8 must exceed 100% by January 31, 2011

Group 6

Post Divisions 4, and 5 must exceed 100% by February 28, 2011

Group 7

Post Divisions 1, 2, and 3 must exceed 100% by March 31, 2011

TEXAS HOLIDAY LEGACY LIFE CONTEST

Six Post Commanders and their spouses could win a trip to San Antonio, Texas for the National Convention.

All Posts that qualify will be placed in a drawing and six winners will be selected. Post must sign up new life legacy members:

- New Bronze member-one ballot
- New Silver member-two ballots
- New Gold member-three ballots
- Upgrade level will receive one ballot.

Winner will receive:

- Round-trip travel for the Commander and spouse to the National Convention in San Antonio.
- \$500 to help with expenses.
- Special seating at the joint opening ceremonies on Monday.
- Contest will end May 31, 2011.

District Commanders that increase the legacy life members in their District by May 31, 2011, will receive \$200 cash award.

- To qualify for this award, you must have a minimum of twenty new legacy life members.

Department Commanders who increase their legacy life members in their Department by May 31, 2011, will receive \$300 cash award.

- To qualify for this award, you must have a minimum of one new legacy life member per one thousand members in your Department.

COMMANDER-IN-CHIEF MEMBERSHIP TRIP

- One post commander (and their respective post quartermaster) from each conference along with their spouses/guests will receive the Commander-in-Chief trip in July 2011 as a reward for their achievements.

Both the posts with the largest numerical increase and the highest percentage increase within each conference will be eligible. The winner will be determined by a drawing for each conference.

Deadline May 31, 2011

- One district commander from each conference along with their spouses/guests will receive the Commander-in-Chief trip in July 2011 as a reward for their achievements.

Both the district commanders with the largest numerical increase and the percentage increase from each of the conferences will be eligible. The winner will be determined by a drawing for each conference. **Deadline May 31, 2011**

VFW ALL AMERICAN PROGRAM

OVERVIEW:

All American status is designed to recognize outstanding units and is based on participation in VFW Programs as well as membership gains by Posts, Districts and Departments.

Deadline for completion of all criteria is June 30, 2011.

ALL AMERICAN POST REQUIREMENTS

1. Programs – must accomplish all of the following:
 - Voice of Democracy – a minimum of one entry advanced to District judging** (Overseas Post donate \$25.00 to National)
 - Patriots Pen – a minimum of one entry advanced to District judging ** (Overseas Post donates \$25.00 to National)
 - National Citizenship Education Teacher Award – one entry advanced to District judging ** (Overseas Post donate \$25.00 to National)
2. Buddy Poppy:
 - Purchase a minimum of Five (5) Buddy Poppies per member
3. National Military Services:
 - Hold a fundraiser with the proceeds going to National Military Services
4. National Veterans Service:
 - Appoint a Post Service Officer
5. Increase membership by meeting your assigned membership quota

ALL AMERICAN DISTRICTS REQUIREMENTS

1. Programs – must accomplish all of the following:
 - Voice of Democracy – one entry advanced to the Department judging** (Overseas District donates \$50.00 to National)
 - Patriot’s Pen – one entry advanced to the Department judging ** (Overseas District donates \$50.00 to National)
 - National Citizenship Education Teacher Award – one entry advanced to Department judging ** (Overseas District donates \$50.00 to National)
2. Buddy Poppy:
 - All Posts within the District must submit a Buddy Poppy order
3. National Military Services:
 - Make a donation to National Military Services (\$50.00 minimum)
4. National Veterans Service:
 - All Posts must have an appointed service officer
5. District must conduct a School of Instruction
6. Increase membership by meeting your assigned membership quota

ALL AMERICAN DEPARTMENTS REQUIREMENTS

1. Programs – must accomplish all of the following:
 - Voice of Democracy – an entry advanced to National judging
 - Patriot’s Pen – an entry advanced to National judging
 - National Citizenship Education Teacher Award – an entry in all three categories (Grades K-5, 6-8, 9-12) advanced to National judging
2. National Military Services complete following:
 - Must have a Department fundraising event for a National Military Services Program ** (Non-reimbursable minimum of \$500 or donate \$500 to the program)

3. National Veterans Service:
 - DSO must have conducted annual training for Post Service Officers. All Post and District service officers to be notified and encouraged to participate
4. Appoint a Women's Veterans Chairperson
5. Increase in membership

AWARDS FOR ALL-AMERICAN

ALL AMERICAN POSTS RECEIVE:

1. All American Post plaque for the Post home
2. Acknowledgement in *VFW* magazine
3. All American diamond pin for Post Commander and Post Quartermaster
4. Special All American pin for each member of the Post (Posts will receive a quantity of All American pins determined by the Commander-in-Chief and may purchase additional pins up to the number of documented members)
5. All American caps for the Commander (All-American caps for all members will be available for purchase in the Emblem & Supply Catalog)
6. All American Post Streamer

ALL AMERICAN DISTRICTS RECEIVE:

1. All American District Citation
2. All American District Commander and Quartermaster diamond pins
3. District Commander's Cap
4. All American streamer

ALL-AMERICAN DEPARTMENTS RECEIVE:

1. All American Department Citation
2. All American Department Commander Cap
3. All American Department Commander diamond pin
4. All American Department streamer

ALL AMERICAN PROGRAM

To be considered for All American for Post, District and Department, you will need to do the program requirements plus meet your membership quota.

The top Post and District commanders in each division and Department commanders will receive the following:

- Paid round-trip air fare to the National Convention
- \$500.00 to help with convention costs
- Can only receive one award

Every All American can receive their AA cover from the Commander-in-Chief at the National Convention.

CO-CAPTAIN ALL AMERICAN TEAM

The top Commander from each Conference will be named Co-Captain of the All American Team. This will be a Department, District and Post award.

20 Divisions for Post

12 Divisions for Districts

54 Departments

All-American Post Divisions & Quota

	Membership	Minimum %
Division 1	1001- UP	101%
Division 2	732-1000	103%
Division 3	449-731	105%

Division 4	347-448	110%
Division 5	280-346	115%
Division 6	238-279	120%
Division 7	202-237	125%
Division 8	173-201	130%
Division 9	150-172	135%
Division 10	130-149	140%
Division 11	115-129	145%
Division 12	100-114	150%
Division 13	87-99	155%
Division 14	75-86	160%
Division 15	65-74	165%
Division 16	55-64	170%
Division 17	46-54	175%
Division 18	37-45	185%
Division 19	27-36	190%
Division 20	10-26	200%

District Divisions & Quota

	Membership	Minimum %
Division 1	5068-UP	101%
Division 2	3847-5067	102%
Division 3	3217-3846	103%
Division 4	2757-3216	104%
Division 5	2274-2756	105%
Division 6	1889-2273	106%
Division 7	1625-1888	107%
Division 8	1348-1624	108%
Division 9	1091-1347	109%
Division 10	840-1090	110%
Division 11	596-839	111%
Division 12	200-595	112%