

NATIONAL MEMBERSHIP PROGRAM 2011 - 2012

06/15/11



Commander-in-Chief Richard DeNoyer

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 2011-2012

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.**

Something we have to improve is the way we communicate with our members, this needs to be done at the grass roots level. Do we have a

newsletter, or an email, or how about a team that goes out and visits our members? In many cases we have lost touch with our members, we don't know who they are or what their needs are. We have to get back to the basics, and that is taking care of Veterans. This should be our **#1** priority.

RECRUITING BENCHMARKS for 2011 – 2012

- 115,000 New and Reinstated Members
- Increase the total number of Life Members by 2%
- Retain 85% of current members

2011 – 2012 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
- Have an opportunity to purchase a Recruiter Aide-de-Camp Cover

For recruiting 75 n/r members:

- *C-in-C Medallion*

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 10, 2012:

- Round-trip airfare for the recruiter and spouse/guest to the 113th National Convention in Reno, Nevada
- A \$1,000 stipend, less any other National stipends, to help defray expenses
- Commander-in-Chief's citation
- Distinctive cap and name badge

POST COMMANDER AND QUARTERMASTER NEW and REINSTATED MEMBER CONTEST

The top ten Post Commanders and their Quartermaster in each Division that report the most new and reinstated members as of December 31, 2011 will be awarded a travel bag.

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

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, 2012

OPERATION FIRST STRIKE

Posts will have to exceed 100% and have a minimum number of new or reinstated members by their Division's deadline will 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% and have a minimum of 10 New and Reinstated members by August 31, 2011

Group 2

Post Divisions 15, 16, and 17 must exceed 100% and have a minimum of 13 New and Reinstated members by September 30, 2011

Group3

Post Divisions 12, 13, and 14 must exceed 100% and have a minimum of 15 New and Reinstated members by November 30, 2011

Group 4

Post Divisions 9, 10, and 11 must exceed 100% and have a minimum of 20 New and Reinstated members by December 31, 2011

Group 5

Post Divisions 6, 7, and 8 must exceed 100% and have a minimum of 23 New and Reinstated members by January 31, 2012

Group 6

Post Divisions 4, and 5 must exceed 100% and have a minimum of 25 New and Reinstated members by February 28, 2012

Group 7

Post Divisions 1, 2, and 3 must exceed 100% and have a minimum of 30 New and Reinstated members by March 31, 2012

LEGACY LIFE CONTEST

Six Post Commanders and their spouses could win a trip to Reno, Nevada 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 Legacy Life 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 Reno, Nevada.
- \$500 to help with expenses.
- Special seating at the joint opening ceremonies on Monday.
- Contest will end May 31, 2012.

District Commanders that increase the Legacy Life members in their District by May 31, 2012, will receive \$200 cash award.

- To qualify for this award, you must have a minimum of one new Legacy Life member per number of Posts within your District.

Department Commanders who increase their Legacy Life members in their Department by May 31, 2012, 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.

VFW ALL AMERICAN PROGRAM

OVERVIEW:

All American status is meant 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, 2012.**
- **For you to receive your All American Award at Convention, your deadline is June 15, 2012.**

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 \$50.00 to National)
 - Patriots Pen – a minimum of one entry advanced to District judging
** (Overseas Post donates \$50.00 to National)
 - National Citizenship Education Teacher Award – one entry advanced to District judging ** (Overseas Post donate \$50.00 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 \$100.00 to National)
 - Patriot's Pen – one entry advanced to the Department judging ** (Overseas District donates \$100.00 to National)
 - National Citizenship Education Teacher Award – one entry advanced to Department judging ** (Overseas District donates \$100.00 to National)
2. Buddy Poppy:
 - Every Post in the District must have an order
3. National Military Services:
 - Make a donation to National Military Services (\$100.00 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. 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 cap 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 must 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	676-1000	103%
Division 3	401-675	105%
Division 4	266-400	110%
Division 5	226-265	115%
Division 6	201-225	120%
Division 7	171-200	125%
Division 8	151-170	130%
Division 9	131-150	135%
Division 10	116-130	140%
Division 11	101-115	145%
Division 12	91-100	150%
Division 13	81-90	155%
Division 14	71-80	160%
Division 15	61-70	165%
Division 16	51-60	170%
Division 17	46-50	175%
Division 18	36-45	185%
Division 19	26-35	190%
Division 20	10-25	200%

DISTRICT DIVISIONS & QUOTA

	Membership	Minimum %
Division 1	5001-UP	101%
Division 2	3751-5000	102%
Division 3	3201-3750	103%
Division 4	2751-3200	104%
Division 5	2201-2750	105%
Division 6	1851-2200	106%
Division 7	1551-1850	107%
Division 8	1351-1550	108%
Division 9	1101-1350	109%
Division 10	801-1100	110%
Division 11	576-800	111%
Division 12	0-575	112%