BELIEVE

We Can Do It!

2018 – 2019
2018-2019
National Officers

President Sandi Kriebel (center),
Senior Vice-President Peggy Haake, (upper left, then counter clockwise),
Junior Vice-President Sandra Onstwedder, Conductress Jane Reape,
Chief of Staff Carole Betro, Chaplain Jean Hamil
and Secretary-Treasurer Jan Passmore.
Dear Members,

I want to begin by saying “Thank You” for all that you do in making a difference in the lives of our veterans, military and their families, and for keeping patriotism alive and by participating in youth and community involvement. I can't express enough how much you are deeply appreciated. You are the heart and soul of this organization. You make great things happen!

The cover of this program book depicts VFW Commander-in-Chief B.J. Lawrence as Uncle Sam and me as Rosie the Riveter, two powerful icons that represent teamwork, strength, unity and commitment, and who represent the American ideals and hopes. That is who we are and what we do as an organization: bring hope and dreams of a better and stronger America.

Our theme for the 2018-19 year is BELIEVE…WE CAN DO IT! We need you to continue to BELIEVE in who we are as a veterans’ service organization. We are a TEAM, a TEAM of VFW Auxiliary members who must unite and work together, along with the VFW, utilizing all the resources in this program book and on the VFW Auxiliary website. The National Ambassadors and Coaches have worked very hard in presenting the best Programs that clearly relate to the purpose upon which we were founded and exist.

BELIEVE and know you are valuable and play an important role in the success of the VFW Auxiliary mission. Stay focused and know that our veterans, military and their families need us. As long as we have veterans and our military, we have a need to fulfill our commitment and appreciation for the valuable and precious freedom that they have presented to us.

If your actions inspire others to dream more, learn more, do more, and become more…

YOU ARE A LEADER.

No matter at what level you are serving, it is your leadership, training and knowledge of these programs through your promotions, motivation, education and participation that will inspire others to perform their duties and commit to the service of our veterans, military, their families and our community.

"Building on the VFW Auxiliary Foundation" is our National Special Project, one that will take each of us to make it happen. It includes step-by-step guidelines and training programs on how we can build, strengthen and educate the Auxiliaries, Districts and Departments. This special project is one that will take an all-out team effort by all of us at every level of this organization.

Believe…We Can Do It!
Working Together...We Will Do It!

Loyally,

Sandi Kriebel
National President
My Legacy and History of Military Service

My family strongly believed in FREEDOM and the rights of all people, to stand up for what you believe in, even if it meant standing alone.

The roots and legacy of my family are strong in service to America. My family came over on the Mayflower and were the first group of settlers arriving on the Ark and Dove in St. Mary’s City, Maryland. Their strong commitment and beliefs for FREEDOM and rights of all mankind were proof of their dedication through their military and legislative service.

I thank my ancestors who taught me the legacy of standing strong and never giving up on what you believe to be right and fair, to give all you have to give, be firm in your beliefs and take action on the things that are for the betterment of all.

REVOLUTIONARY WAR
3rd Great Grandfathers
Robert Wible
Charles Hayden

4th Great Grandfather
Thomas Brewer

5th Great Grandfathers
Robert Wible
Pvt. Anthony William Gholson

6th Great Grandfathers
Major Samuel Abell
William A Gholson, Sr.

WAR OF 1812
4th Great Grandfathers
Samuel Chapman Thompson
Bartholomew Hayden

CIVIL WAR
2nd Great Grandfather
William Martin Wible
Samuel Chapman Thompson

WORLD WAR I
Grandfather
Leonard Conner

WORLD WAR II
Father
Martin Joseph Conner – Japan/Germany
Grandfather
Harold Emory Faulkner, Sr.
Father-in-Law
Merrill Kriebel

KOREA
Father
Martin Joseph Conner
Uncle
William J. Conner

VIETNAM
Brother
Martin Jerome Conner
Cousin
David Dash

PEACE TIME
Brother
Michael Conner

PERSIAN GULF
Son
Eugene L. Wayland, Jr.

IRAQ/AFGHANISTAN
Nephews
Jason Conner
Jason Crawford

Martin and Delores Conner (Sandi’s Parents)
Merrill Kriebel (Sandi’s Father-in-Law)
Martin Joseph Conner (Sandi’s Father)
Gene Wayland Jr. (Sandi’s Son)
Michael Conner (Sandi’s Brother)
Jason Conner (Sandi’s Nephew)
Martin Jerome Conner (Sandi’s Brother)
Building on the VFW Auxiliary Foundation
The Future Is In Our Hands…Your Hands

Building on the VFW Auxiliary Foundation is a TEAM effort that involves every level of our organization.

Our foundation began in 1914 when the VFW Auxiliary was founded. A lot of planning, designing, building, details, and final results were completed, but like in any home or foundation, repairs and upgrades must be made as time goes on. Those repairs and upgrades are done with modernization and new technology. It takes a TEAM to fix those repairs and upgrades.

Our foundation is made of many levels:

Our National Headquarters and Officers – They are the designers, the planners. They set the blueprints that each level must follow in order to have a finished, organized, well-structured foundation. To see that repairs and upgrades are completed to keep the foundation strong and sturdy.

Our National Council of Administration – They are the supervisors who approve, oversee the blueprints, the quality of construction, supplies and building on the foundation; to see that repairs and upgrades are maintained, and done effectively and productively.

The National Ambassadors and Coaches – They are the suppliers who make sure that the quality is in compliance and the blueprints are brought to life. This they do through the promotion of the programs in a professional and productive matter; present the tools and resources to build on that strong foundation, to carry through on the mission: the programs.

Our Departments, the Presidents, Officers, Chairmen and Team – They are the construction managers. Their job is to train and make sure that the builders of the foundation are following the blueprints to continue building on that strong and sturdy foundation. To make sure that all the builders and their teams are given the right tools and resources to complete their jobs. To compensate them by showing how much they are appreciated for their hard work in building that strong, effective and productive foundation.
The Districts, the Presidents, Officers, Chairmen and Team – They are the builders. They take all the tools, resources, blueprints, nails, framework, doors, and windows, and build one sturdy and strong foundation through training. A foundation that can hold the test of time and that can be strong enough to weather storms, floods and other disasters. That can raise a family (our members), that bring love, passion, understanding, knowledge, hope for the future, service to others, motivation and teamwork.

Our Auxiliaries, the Presidents, Officers, Chairmen, Team and most important - the Membership - THEY ARE the foundation. They hold the key that unlocks all the doors of service to others. They open the doors to all possibilities and new members. They are the framework to carry through the mission of service to our veterans, military, and their families. They open the windows that bring in the sunshine and the fresh new ideas. They walk the floors and carry with them the passion and spirit. Each room brings hope for the future. The walls tell a story of more than 104 years of dedication, loyalty and making a difference.

This foundation is our membership. It is who we are. It tells our story. A great story.

But we have been experiencing storms and other disasters that are slowly tearing down the walls. Our foundation is in need of repairs. It is starting to crumble. Somewhere throughout the years, we have lost our way.

Our membership has grown with males joining the ranks of the VFW Auxiliary, but yet, our meeting rooms are filled with only a handful of members, the walls are slowly crumbling with need for repairs and upgrades in the form of knowledge and basic training.

The knowledge, technology, tools and resources, training and traditions is there from our National Headquarters (the designers), but our foundation (our membership), for the most part, doesn’t know what is available to them.

The foundation is losing its motivation, understanding and purpose. We need to rebuild our foundation. Every level of this organization has and does play an important role in rebuilding and maintaining the VFW Auxiliary foundation, from our designers (National Headquarters) on down to the builders (Districts) to bring it back to a strong and sturdy foundation.

We need to begin with the basics. Guidelines for each level – Departments, Districts and Auxiliaries – will be receiving these guidelines and training. This is extremely important.

We are asking each Department to make an all out effort to rebuild and train each District and Auxiliary on the “Building of the VFW Auxiliary Foundation” guidelines. This is to be done with positive and effective training. Include training on both the National VFW Auxiliary website and MALTA, making our membership aware of the resources and tools that are available to them and necessary to succeed.

Let Our Actions Today
Bring a Brighter, Educated, Motivated and Confident Future
for the
Veterans of Foreign Wars Auxiliary
Spirit of America Award

Presented at the 2019 National Convention in Orlando, Florida

Outstanding or unique project of service to our veterans, military, their families or community

Eligible participants

- Auxiliary Member
- Joint VFW/Auxiliary Project
- Community Member(s)
- VFW Member
- Department
- Corporations/Businesses
- Auxiliary
- District
- Youth

Award

- Plaque
- “We Believed You Could and You Did” National Presidents Coin
- Standard Class Airfare to Orlando, Florida
- Special Recognition

The following must be completed and submitted to National Headquarters by May 31, 2019 to be considered for the award:

- Nomination form (available at www.vfwauxiliary.org/resources)
- Description of the nominated project
- Three (3) to five (5) photos
- Copies of any media coverage (TV, radio, newspaper, Facebook, etc.)

See the nomination form at www.vfwauxiliary.org/resources for further information.
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Welcome to the Circle of Excellence. There is no longer an Outstanding Department President Award. Instead, every Department President will have the opportunity to join the Circle of Excellence. The criteria are 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, 2019, based on June 30, 2018 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.

3. Department Communication:
   ______ The Department MUST have an active Facebook page, with at least one post per month beginning in July and ending in June.
   ______ The Department MUST communicate with every Auxiliary at least quarterly in one or more of the following ways: email, mail, phone, website, Facebook, General Orders, newsletter or e-newsletters.
   ______ The Department Chairmen in each program MUST send at least four promotional and/or communications to their National Ambassadors.

4. Training & Mentoring:
   ______ The Department President MUST attend at least one of the “Building on the VFW Auxiliary Foundation” training workshops held by the National Organization throughout the year.
   ______ The Department MUST incorporate the training of “Building on the VFW Auxiliary Foundation” in every District (if applicable) and at least one Department event.
   ______ 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 appoint a mentoring team(s) to assist with failing and/or weak Auxiliaries and Districts. Describe actions taken.

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?
   ______ The National Historian must receive an Official Visit report within 15 days of the National President’s visit.
Outstanding Performance Awards for Department Chairmen

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

The Outstanding Performance Award:
$300 goes to the Department and a keepsake to the Department Chairman in each of the five Program Divisions*.

Second-Place Outstanding Performance Award:
$200 goes to the Department and a keepsake to the Department Chairman in each Program Division.

Third-Place Outstanding Performance Award:
$100 goes to the Department and a keepsake to the Department Chairman in each Program Division.

Programs Judged:
- Americanism
- "Buddy"® Poppy/
- VFW National Home
- Chief of Staff
- Historian/Media
- Relations
- Hospital
- Legislative
- Membership & Recruitment
- 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.
Americanism

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 unfailing 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.

Flag Education

A large part of showing Americanism and demonstrating the 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  
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  
On the last Sunday in September, 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.

For detailed information on Auxiliary traditions, rituals and patriotic ceremonies, reference the VFW Auxiliary Bylaws and Ritual.  
Patriotic items and educational materials are available at the VFW Store, 1-800-821-2606 www.vfwstore.org and www.vfwauxiliary.org
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.
Safety in America/Disaster Preparedness

Our world today is uncertain and unpredictable. We need to be prepared for challenges and natural disasters when they come our way. I will make suggestions of items you could keep in a backpack in your vehicle(s) and/or a container in your home. Read my promotions and blogs for ways to be prepared.

Flags Across America

The Flag of our nation is a powerful symbol of pride and the freedoms we hold dear. It’s important for us to educate youth and adults on our Flag’s history, proper etiquette and retirement ceremonies. Many of us fly the Flag all year and there are numerous patriotic holidays that provide an opportunity for the Flag to be prominently displayed in communities across America. Auxiliaries are encouraged to partner with their Post, local businesses, corporations, civic organizations, chambers of commerce, churches, schools, police and fire departments, etc., to place Flags in prominent locations in cities and towns on patriotic holidays.

Examples include:
- Line Main Street with Flags
- Line the entrance to the police and/or fire department with Flags
- Line the Post property with Flags
- Line the entrance to a veterans’ home with Flags
- Line your local post office property with Flags
- Line your local town/city hall property with Flags

These are just some of the many places around town our Flag can be placed. Ask youth groups and/or community members to purchase and/or sponsor a Flag, and invite them to help you put them out and take them down.

Three Ways to Promote This Program at a Family Freedom Festival

Three ways Americanism can be promoted at a Family Freedom Festival include:
1. Set up a booth decorated with red, white and blue to get interest.
2. Pass out information on your local Americanism Program, such as Flag etiquette, POW/MIA Recognition Day and all patriotic holidays.
3. Host a Flag-folding ceremony and educate attendees about the thirteen folds of the Flag.

Americanism/Patriotic Instructor Awards

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department Chairman for participation in this program.

2. Believe We Can Do It VFW Store Gift Certificate to one Department Chairman in each Program Division for the best promotion of Safety in America/Disaster Preparedness.

3. Believe We Can Do It VFW Store Gift Certificate to one Department Chairman in each Program Division for the best promotion of Flags Across America.

4. Outstanding Performance Award in each Program Division based on criteria listed on Page 2 and for the promotion of the Program Goals on Page 5.
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 1-800-821-2606.

“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, Boy/Girl Scout troops 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 National Bylaws. (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 “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 and 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.mvfhelpline.org for more information.

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 “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 donations 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.

PROGRAM GOALS:

“Buddy”® Poppy National Display Contest
“Buddy”® Poppy Education and Community Outreach
VFW National Home Education and Community Outreach
I am so thrilled these two VFW Programs have been set up as a separate program for the Auxiliary, so more emphasis can be placed on these very important aspects of the VFW and Auxiliary. As a Chairman at any level, I have always made it a point to reach out to my VFW counterpart to offer my assistance and work a program or project together. I hope the Auxiliary Chairmen of this program, at all levels, strive to do the same. I encourage Auxiliary Chairmen at all levels to share your attempts and successes with me on reaching out and working with your VFW counterparts.

“Buddy”® Poppy Education and Community Outreach

Educate yourself on the history of the “Buddy”® Poppy by visiting VFW website at www.vfw.org/community/community-initiatives/buddy-poppy and downloading the “Buddy”® Poppy Chairman’s Guide from www.vfwauxiliary.org/resources. This important information will assist you in promoting the program to both members and the community. It is important to let them know that a portion of the proceeds for each “Buddy”® Poppy purchased by Departments for distribution provides financial assistance for disabled and aging veterans who assemble them.

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

- One and a half (1.5) cents goes to the Department’s Veterans Service Fund.
- One (1) cent goes to VFW National Headquarters Veterans Service Fund.
- One (1) cent goes to VFW National Home for Children.

Community Outreach: I chose this as an area of emphasis because of the importance of what the “Buddy”® Poppy represents and how much value educating the general public adds. I have seen firsthand how distributing the “Buddy”® Poppy to the public has created a dialogue about the organization as a whole; it has helped with recruiting members; it reaches the curiosity of young children with this special flower; and it creates a dialogue between parent and child(ren) about topics of civic responsibility, caring for veterans, and patriotism. The “Story of the “Buddy”® Poppy” brochure is perfect to distribute to the community, not only during your “Buddy”® Poppy drives, but at any time. The VFW Store has all the items you need for your “Buddy”® Poppy campaign and to assist you with the Community Outreach portion of this program.

“Buddy”® Poppy Display Contest: This area of emphasis was selected because we need to bring further awareness about Department or National “Buddy”® Poppy display contests. Display contests are fun, creative, educational, and provide a golden opportunity for a Post and Auxiliary to work on a project together. I believe there would be more participation if the information was promoted more thoroughly with Posts and Auxiliaries.

See the VFW’s “Buddy”® Poppy Chairman’s Guide for the rules, deadlines, judging and awards of the National “Buddy”® Poppy display contest, as well as other helpful resources. The guide is online at www.vfwauxiliary.org/resources. Involve youth and other community groups to participate in the “Buddy”® Poppy Display Contest. Make sure they are aware of the rules and deadlines.

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

- One and a half (1.5) cents goes to the Department’s Veterans Service Fund.
- One (1) cent goes to VFW National Headquarters Veterans Service Fund.
- One (1) cent goes to VFW National Home for Children.

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

AWARDS FOR AUXILIARIES:
1. Award to one Auxiliary in each Department with the best community outreach and/or involvement of the “Buddy” Poppy through distribution, education and publicity. Nomination from Department “Buddy” Poppy/VFW National Home Chairman required.
2. Citation to each Auxiliary that contributes a gift of 25 cents or more per member to the Health & Happiness Fund based on June 30, 2018, membership statistics.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:
1. Citation to each Department Chairman for participation in this program.
2. *Believe We Can Do It VFW Store Gift Certificate* to one Department Chairman in each Program Division for the best promotion of community outreach and/or involvement of the “Buddy” Poppy through distribution, education and publicity.
3. *Believe We Can Do It VFW Store Gift Certificate* to one Department Chairman in each Program Division for the best promotion of the VFW National Home for Children Military & Veteran Family Helpline.
4. Outstanding Performance Award in each Program Division based on criteria listed on Page 2 and for the promotion of the Program Goals on Page 9.

VFW National Home for Children

Outreach and Education

I encourage Chairmen and members at all levels to visit the VFW National Home for Children website at www.vfwnationalhome.org to educate yourself on the purpose and history of this amazing campus so that you are prepared to educate and reach out to other members, veteran and military families as well as the community.

Do you know who your Trustee is? I challenge you to find out and tap into this resource. Trustees of the National Home are strongly encouraged to promote and reach out to the Departments they represent and the National Home is very interested in how Posts, Auxiliaries, Districts and Departments are reaching out to promote the National Home. You can request your Trustee to visit a Department meeting or conference to help you promote the National Home for Children. They can provide brochures, give a power point presentation and share videos of success stories at the home. Much of this information is on the National Home website.

VFW National Home for Children

Military & Veteran Family Helpline

I encourage Chairmen and members at all levels to promote the VFW National Home for Children's Military & Veteran Family Helpline. Tip: Add the Helpline number as a contact in your cell phone for easy referral. It is 1-800-313-4200.

Three Ways to Promote This Program at a Family Freedom Festival

1. Add a “Buddy”® Poppy table to your Family Freedom Festival; include “Buddy”® Poppy stories, bookmarks, buttons and other items that can be purchased through the VFW Store.
2. Promote the VFW National Home for Children with National Home posters, brochures, newsletters, pins, a photo of your Department sponsored home, and have a collection box for attendees to donate money. Invite your National Home Trustee to help with planning and possibly join you at the event.
3. Promote the Military & Veteran Family Helpline at Post, Auxiliary and community events.
C hiefs of Staff are the main point of contact for the Extension Program, which includes the establishment of new Auxiliaries and the maintenance of current Auxiliaries. They serve as Auxiliary advocates and assistants.

Establishing New Auxiliaries

Whether a VFW Post decides on its own that it wants an Auxiliary or whether an Auxiliary member or non-member sees the potential for a new one, the steps for creating an Auxiliary are the same.

1. A VFW Post must vote by 2/3 majority to have an Auxiliary. (An Auxiliary can never exist on its own without a Post and can never be started without that Post’s permission.)

2. The Department President appoints the official organizer of that Auxiliary, and he/she must be a member of the Auxiliary.

3. A minimum of 15 eligible applicants must be on the application for the Charter (transfers are not eligible).

From there, it’s a matter of securing and filling out the proper paperwork provided by Auxiliary National Headquarters. Every Department President, Secretary and Chief of Staff has access to these forms. For more on this topic, see Article II of the National Bylaws.

Frequently Asked Questions

Q: What is a “bachelor” Post?
A: A bachelor Post is a VFW Post that does not currently have an Auxiliary. You can get a list of those Posts without an Auxiliary from your VFW Department Headquarters.

Q: What are some reasons a bachelor Post would want to have an Auxiliary?
A: VFW Posts that have an Auxiliary frequently have more vibrant events and participation in the programs. Auxiliary members can assist the Post in many facets, whether by helping spread the word about events and scholarships, or by supporting the Post’s “Buddy” Poppy campaigns. A Post will also have greater family appeal if it has an Auxiliary.

Maintaining Current Auxiliaries

In 2012, this program launched the Healthy Auxiliary Tool Kit. Recognizing that Auxiliaries experience common problems, the national organization pulled together a group of resources to assist Auxiliaries in identifying and solving issues that stifle productivity and threaten Auxiliaries’ existence.

The tools available:

• RU Healthy Auxiliary Checklist – This is a simple list of business items that an Auxiliary should achieve every year. On this list are the 5 Essentials of an Auxiliary. See Page 13 for more information.

• Healthy Auxiliary Member Questionnaire – This anonymous survey can help an Auxiliary bring to light issues that members may not talk about in a group setting. Results from the questionnaire might reveal that the meetings are not productive or not at a convenient time for many members. Gathering, listening to and acting on the results of this questionnaire can lead to more participation in every part of the Auxiliary.

• Auxiliary Meeting Clinic – This problem/solution format helps you to quickly find ideas to solve issues at meetings, whether it is meeting length, format or lack of interest. It also includes a handy meeting checklist for the President and Secretary to make sure they have everything they might need.

• Healthy Communication Phone/Text Tree – Communication is a common issue every Auxiliary faces. Depending on the number of members you need to reach, it could get even trickier. This phone/text tree helps break down who needs to
contact who to get news out quickly and effectively. While email and mail are helpful tools, the personal touch of a phone call will be appreciated by many.

- **Good Job Certificate/Card** – A key part of any volunteer organization is saying “Thank you.” Use this certificate to thank any member (or non-member) for their help, participation or support of an event or program. Consider presenting a few of these at every meeting.

- **Health Certificate** – Chiefs of Staff can hand this out to Auxiliaries that have shown they are healthy and have the tools above. Reward their efforts to maintain a healthy Auxiliary for the benefit of their Post, their community, and most importantly, for veterans.

- **Mentoring Resources** – Find the VFW Auxiliary Mentoring Guide on the National website. This guide will help you think about how your Auxiliary can mentor its members.

Department Chiefs of Staff have all these tools available.

## 5 Essentials of an Auxiliary

The national organization requires only five (5) things of an Auxiliary:

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

2. Dues should be paid on at least 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 and installed and reported to National Headquarters no later than June 30. This generates the bond application via email. (Sec. 804A & 806A)

5. The offices of President and Treasurer MUST be bonded by August 31.

### Suspensions, Cancellations and Consolidations

Should an Auxiliary be unable to meet the 5 Essentials, it is in danger of losing its Charter. Suspensions are used in certain cases to give Auxiliary members a chance to fulfill their duties and continue with their mission of serving veterans and their families.

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. Please 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 that the members can begin serving veterans and families in all the unique and wonderful ways they can. Chiefs of Staff are there to help them maintain their Charters and continue to be healthy Auxiliaries.

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**Program Goals:**

- Maintain Current Auxiliaries
- Establish New Auxiliaries
- Mentoring
As National Chief of Staff, my responsibility is to assist Department Chiefs of Staff with their duties and responsibilities, primarily how to mentor and work with all Auxiliaries, with special emphasis on failing and weak Auxiliaries and Districts. By promoting teamwork, we can educate them about how to recognize an Auxiliary or District that may be experiencing problems. We want to motivate the Departments to give their best all-around effort to mentor, train and recruit new members for those Auxiliaries that are in need of our help and bring them back into good working order.

Members should be aware of all of our resources to better help them recruit new members. I would like to promote and feature building and strengthening the Auxiliary through membership, training and mentoring by utilizing the guidelines from “Building on the VFW Auxiliary Foundation” and to strengthen them by using the Strengthening Auxiliaries Calendar, which includes 30 Ways to Recruit, Retain and Mentor members.

Mentoring Makes All the Difference

We need to educate and understand mentoring—it is the best way to enhance the chances of maintaining a stronger membership on every level of our organization. When appointing the right mentor for the job there are three key words: patience, knowledge and time. A mentor should have a gentle voice, be a knowledgeable and patient person with a continued focus on building on the Auxiliary or District. Mentoring and its effect can make such a positive difference for both new and seasoned Auxiliary members, chairmen and officers.

Use of Media in Revitalizing An Auxiliary

There are many media outlets available to you. Use your community newspaper, radio station, social media, etc. The gained exposure for your Auxiliary just may lead to an increased interest from inactive members as well as recruit new members.

Think Outside the Box

I am encouraging a new type of welcome bag to be given to every new auxiliary member. This bag would include educational information that tells our story. Also, contact information for Auxiliary leadership and your mentor.

Recognize New Auxiliaries

I will recognize each new Auxiliary in my promotional materials and I encourage you to do the same.

Three Ways to Promote This Program at a Family Freedom Festival

1. Set up an interactive display/booth, which would highlight all our programs and benefits that are available to all members of the family.
2. Utilize your past winners of the various scholarships and essay contests. Have them explain how being a part of our scholarship opportunities has enhanced their academic and community involvement.
3. Include your Department or Post Service Officers. Include membership applications and all the resources that National Headquarters provides.
Chief of Staff/Extension Awards

AWARDS FOR MEMBERS:
1. $50, a citation and “We Believed You Could” coin to the best mentor in each Program Division. (Any member on any level of the organization can be nominated by the mentee. Nomination forms go to the Department Chief of Staff, who will send three nominations to the National Chief of Staff to choose one per Program Division.) Nomination form available at www.vfwauxiliary.org/resources.

AWARDS FOR AUXILIARIES:
1. Citation to one Auxiliary in each Department that best utilizes media in the revitalization of its Auxiliary.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:
1. Citation to each Department Chief of Staff for participation in this program.
2. **Believe We Can Do It VFW Store Gift Certificate** to one Department Chief of Staff in each Program Division for the best promotion of mentoring.
3. **Believe We Can Do It Citation** to one Department Chief of Staff in each Program Division for the best use of media in revitalizing an Auxiliary.
4. Outstanding Performance Award in each Program Division based on criteria listed on Page 2 and for the promotion of the Program Goals on Page 13.
The member responsible for Historian/Media Relations duties is a memory keeper and collector of the five Ws: 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, and 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 areas. 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 military personnel and their families.

Note that Youth and Scholarships programs tend to be of particular interest.

PROGRAM GOALS:

Historian Duties
Media Relations
I hope to inspire all Department Historians/Media Relations Chairmen to train and encourage their Auxiliaries to use the resources available to them on the National website, www.vfwauxiliary.org. Also, to take an active role in their Department Facebook page, and to learn to use their local media outlets to share activities with their communities. With proper training, our membership will have the ability to make the VFW Auxiliary more visible, boosting our image and increasing interest in our organization. As a result, I believe our communities will want to get involved because of the work we are doing.

Media Relations

Media relations...what does this mean? Think about the traditional duties of the Historian collecting the who-what-where-when-and why of Auxiliary events and activities. Who better to get the word out to our community through various media outlets?

Since this is somewhat of a new concept, I feel it is important that all members receive training and guidance. Department Historian/Media Relations Chairman will be expected to promote and train on media relations. There are so many resources available on the VFW Auxiliary website to assist in the training. The Publicity Guide offers all the basic knowledge needed to promote the Auxiliary and its events. Also, there’s a wonderful PowerPoint presentation available titled “How to Share Your Local Auxiliary Story.” These two resources would be the perfect tools for training members on media relations.

Auxiliary/District Newsletters

I am encouraging newletters at Auxiliary and District levels. There are so many reasons for publishing a monthly or quarterly newsletter or bulletin.

1. Reach out to all members at little or no cost.
2. Excellent way to acknowledge hardworking active members.
3. Source for seeking volunteers for Auxiliary projects.
4. Remind members of meeting day and time.
5. Provide information on Programs.
6. Members maintain a sense of involvement in their Auxiliary.

The main purpose of a newsletter is to keep all members informed and hopefully, as a result, get them involved.

National Historian

The Historian part of this program is a rewarding experience as I get to compile the National President’s travels into a forever keepsake she will share with the Auxiliary and her family. It’s exciting to receive the Department Historians’ reports detailing the National President’s Official Visit. Also, I enjoy taking photos at National events and sharing them with Departments; I feel this brings us together as a team.

National President’s Official Visit

This is an extremely important responsibility of the Department Historian. It begins months prior to the visit with publicizing the dates and plans for the visit. This is the perfect opportunity to involve your local TV and radio stations. The Historian shall attend, document and photograph the activities during the National President’s stay. Lastly, a detailed written report is to be submitted to the National Historian within 15 days of the visit. With the reports received from every Department, it is my pleasure to compile a keepsake pictorial scrapbook for our National President.
Historian/Media Relations Awards

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department Historian for participation in this program.

2. *Believe We Can Do It VFW Store Gift Certificate* to one Department Historian in each Program Division for the best promotion of and training by a Department Historian on media relations.

3. *Believe We Can Do It VFW Store Gift Certificate* to one Department Historian in each Program Division for the best report of the National President’s Official Visit.

4. Outstanding Performance Award in each Program Division based on criteria listed on Page 2 and for the promotion of the Program Goals on Page 17.

Three Ways to Promote This Program at a Family Freedom Festival

1. Invite a local reporter to attend and cover the event.

2. List your Auxiliary Facebook Page and/or website in prominent locations and on all banners and posters at the event.

3. Display a photo collage or play a video of members volunteering in various ways.
FW 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 centers 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 on the website 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. The Hospital Program Guide has more information or ask the Department Hospital Chairman.

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 signup 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 many important topics on this program, go to www.vfwauxiliary.org/resources under Hospital to find the Hospital Program Guide.
Spotlight Suicide Prevention and Mental Health Issues

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 to receive confidential support 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
- Objective Zero
  www.objectivezero.org

Veterans Voices Writing Project

The Veterans Voices Writing Project (VVWP) 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 VVWP representative and assist veterans in writing, recording or typing. Training and resources are provided. Three times per year, VVWP 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.

PROGRAM GOALS:

Spotlight Suicide Prevention and Mental Health Issues
Volunteer: Recruitment, Recognition and Support
Veterans Voices Writing Project
“What about VAVS?”

The VFW Auxiliary provides volunteers and resources to VA facilities across the country, saving Veterans Affairs more than $60 million a year in expenses.

The diagram below illustrates how the VFW Auxiliary Hospital Program overlaps with and supports the Veterans Affairs Voluntary Service (VAVS) program.

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.
Community Volunteer Recruitment Weeks
November 5 - 11, 2018 and April 7 - 13, 2019

We need to recruit volunteers of all ages from our VFW Posts, Auxiliaries and communities. Think outside the box and partner with local businesses and corporations, civic organizations, chambers of commerce, churches, schools, etc. to recruit volunteers.

Coordinate your VFW Auxiliary to participate in Community Volunteer Recruitment Weeks during the year (November 5-11, 2018 and April 7-13, 2019). A Hospital Volunteer Recruitment kit is available from the National website at www.vfwauxiliary.org/resources. Included are posters and public service announcements, reporting and award guidelines. Let’s market the benefits of volunteering and make a positive difference in the lives of veterans. Believe We Can Do It!

Volunteer Opportunities

Volunteers in medical facilities are with veterans every step of the way: they serve at the valet parking, information desk, patient escort, guest services, way finders, waiting room aide, coffee shop worker, meal time companion, record keeper, trained medical assistant, pharmacy receptionist and many more. That’s a lot of volunteers. It takes a large number of volunteers to keep veterans’ facilities running smoothly to provide the proper care of veterans.

Let’s become volunteers and encourage community members to become sponsored volunteers in VA and non-VA hospitals and medical facilities. Sponsored volunteers are defined as non-members of the VFW Auxiliary who wish to serve under VFW Auxiliary sponsorship and supervision as volunteers at VA and non-VA facilities or in VA community-based programs. They must be interviewed and screened in the same manner as VFW Auxiliary members. Upon acceptance, sponsored volunteers are governed by the same ethics and rules as prescribed for members.

VA Adaptive Sports

Adaptive sports are played by people with physical, cognitive (i.e. PTSD, TBI) or visual disabilities. VA adaptive sports events provide disabled veterans of all ages and abilities the opportunity for better health, new friendships and a better quality of life. The VA sponsors five national adaptive sports events each year, as well as the National Creative Arts Festival. Volunteers are essential in providing a positive and memorable experience for those veterans participating in adaptive sports. You are encouraged to volunteer at one of the events in your area. For more information, visit www.va.gov/adaptivesports.

- National Veterans Wheelchair Games
  (Orlando, Florida – July 30 - August 4, 2018)
  www.wheelchairgames.org
- National Veterans Golden Age Games
  (Albuquerque, New Mexico – August 3 - 8, 2018)
- National Disabled Veterans TEE Tournament
  (Iowa City, Iowa – September 10 - 14, 2018)
- National Veterans Summer Sports Clinic
  (San Diego, California – September 16 - 21, 2018)
- National Creative Arts Festival
  (Des Moines, Iowa – October 29 - November 4, 2018)
- National Disabled Veterans Winter Sports Clinic
  (Snowmass, Colorado – March/April 2019 –
  exact dates TBA) www.wintersportsclinic.org

VFW Auxiliary Hospital Program Guide

Every member should be aware of and read the VFW Auxiliary Hospital Program Guide (includes the VAVS Participation Guide). It clearly explains the difference between the VFW Auxiliary Hospital Program and the Veterans Health Administration’s Veterans Affairs Voluntary Service (VAVS) program, and answers
many questions concerning rules, regulations, awards (service pins), and reporting. It is a great resource on the duties of Auxiliary and Department Hospital Chairmen.

The VAVS Participation Guide includes types of volunteers and qualifications needed to be a trustworthy volunteer. The Department President appoints VAVS Representatives, Deputy Representatives, Associate Representatives and Representatives to other hospitals. These choices will be certified and must be Regularly Scheduled Volunteers. Duties of the VAVS Representative are detailed and should be reviewed often. You can also learn more about the National Advisory Committee and their awards in this participation section.

In both parts of this Guide are tips and recommendations to recruit new volunteers. These ideas work well with other areas of the Hospital Program, such as Community Volunteer Recruitment Weeks.

Objective Zero: www.objectivezero.org

Objective Zero is the first mobile app to instantly and anonymously connect veterans, their families and caregivers to suicide prevention resources and a support network of their peers, mental health professionals and trained volunteers via voice, video and text. Those who have downloaded the app will be able to connect to an Objective Zero Ambassador. This contact could be another veteran, a behavioral health specialist, a current service member or a spiritual counselor.

Objective Zero is opening a dialogue between veterans suffering from post-traumatic stress and brain injuries. This app is one tool in a network of support for our veterans and service members. Their goal is zero suicides.

Three Ways to Promote This Program at a Family Freedom Festival

1. Promote mental health awareness by wearing and sharing the meaning of the blue teardrop. Adults can receive cards from the Veterans Crisis Line with the numbers to call and text and as well as information for the online chat.
2. Create a station where youth and adults can draw or color pictures and sign cards for hospitalized veterans, and the doctors, nurses and staff members that care for them.
3. Have samples of Veterans’ Voices magazine from the Veterans Voices Writing Project with subscription forms, donation forms, and writing aide information sheets. Many people have not heard of or seen this magazine before.

Hospital Awards

AWARDS FOR MEMBERS:

1. Award to one member with the most VA volunteers recruited. Form required.
2. Award to one member with the most sponsored non-member volunteers recruited. Form required.
3. Award to one member with the most non-VA volunteers recruited. Form required.
4. Award to one member with the most total recruits from all categories. Form required.

In addition to these special awards, Hospital Volunteer Service Pins are also always available.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department Chairman for participation in this program.
2. Believe We Can Do It VFW Store Gift Certificate to one Department Chairman in each Program Division for the best promotion of the two Community Volunteer Recruitment Weeks, Nov. 5 -11, 2018 and April 7-13, 2019.
3. Outstanding Performance Award in each Program Division based on criteria listed on Page 2 and for the promotion of the Program Goals on Page 21.
Your efforts combined with nearly 1.7 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 of which 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 and fighting veteran unemployment. The goals are grouped under eight areas of concern:

- Budget
- Workforce Development and Accountability
- Healthcare
- Compensation and Benefits
- Education, Employment and Transition Assistance
- Defense and Homeland Security
- Military Quality of Life
- POW/MIA

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

**VFW Action Corps**

It’s free and it’s full of news about what’s happening on Capitol Hill, with veterans’ 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**

To follow the progress of a bill through the stages of the legislative process, visit www.thomas.gov, where you may find a specific bill by its number or by a key word or phrase.
Everything we advocate for on behalf of our veterans and active-duty military is tied to the legislative process. Many of the programs we provide as an organization are connected to the legislative process. The needs of VA medical facilities, veterans and family support, and others are connected to federal funding, which is all linked to our legislators and their willingness to financially support the needs of those who served our nation. It is critical that we are visible to those who represent us! Presenting a strong, clear and concise message that relays the importance of the VFW Priority Goals is the essence of what this program embodies. We are blessed to express our views and advocate for those who sacrificed much for our country and our world. We owe them the brightest future we can offer. Every single member can effect change and it starts with you!

**Student Education on the Legislative Process**

Our young citizens are the future of this country and our organization. They will be voters, they will serve in the military, and they will be the support system to a future veteran. We have an opportunity to provide them with a greater understanding of how important it is to responsibly elect leaders and hold them accountable, so they will provide for those who unselfishly sacrificed so we can live in a free and prosperous nation!

I challenge you to reach out to your schools and communities with programs and information on the legislative process and citizen advocacy. Use the VFW Auxiliary “Guide to the Legislative Process” as well as other materials provided on the website at www.vfwauxiliary.org/resources to allow both students and adults to learn more about veterans and their needs.

- Encourage your Auxiliary to create a coloring or activity book with basic information that informs students on the legislative process or design a creative educational resource or training program which includes the VFW Priority Goals and the Action Corps Newsletter.
- Ask if you can speak to a school group about veterans and their service to our nation. Use materials that are age appropriate that will encourage their understanding of how the legislative process affects our military, both during service and afterward.

**Community Engagement in the Legislative Process**

Members and Auxiliaries can involve their communities in this program by working to publicize specific issues. By writing a letter to your local paper outlining your position and asking for the public to help by contacting their legislators, you can encourage others to participate in support for veterans.

Your Auxiliary could sponsor a candidate forum in your Post or a community center, inviting all candidates to speak and answer questions relating to veteran issues. Invite the public and serve light refreshments.

By setting up a booth at local or statewide fair or event where the public will be, you can provide information on veterans’ issues and the VFW Priority Goals and ask if they are willing to sign a petition (or two) that encourages legislators to take action on a particular issue or concern.

Make available to your members and the community the, “I Vote in Honor of a United States Veteran” sticker and encourage them to wear it proudly to the polls when they vote. You could also take them with you to the polls to pass out to voters, along with a copy of the VFW Priority Goals to raise community awareness of the issues most important to our veterans and their families.
VFW Priority Goals

All members can study the issues as outlined in the VFW Priority Goals, a copy of which can be found on the National website at www.vfwauxiliary.org by selecting “What We Do” then clicking on “Legislative.” Use the Priority Goals Word Search at a meeting to educate your members on advocacy goals.

It’s important for each and every member to understand the influence they can exert over the public servants and decision makers in both their state legislature and in Washington, D.C. Every member has the opportunity to participate in improving the lives of those who have served this nation by using their voice through the Legislative Program to make a difference.

Action Corps Weekly

VFW Action Corps Weekly is a one-stop shop for timely veterans’ issues that both inform and motivate our members to advocate on behalf of our veterans. It is easy to sign-up online at www.vfw.org/advocacy/grassroots-efforts to receive a weekly email. Using the tools provided in the “Guide on Contacting Your Legislators,” you can be a citizen lobbyist by calling, writing or visiting your senators or representative, using the Action Corps Weekly as your source of information. Action Corps Weekly is the information toolbox you need so that YOU can make a difference for our veterans on Capitol Hill.

Three Ways to Promote This Program at a Family Freedom Festival

1. Create a legislative themed activity/coloring book with information on the legislative process and/or the VFW Priority Goals woven throughout.
2. Offer families the fun of competing in a quiz game containing questions focused on veterans’ issues or citizen lobbying.
3. Make notecards with a patriotic picture that could be colored by younger children, while older children and adults write an advocacy note to their legislator. Consider offering a small prize, candy or snack, for participation at your booth.

Most of all, show your enthusiasm about the program and it will become contagious!

Legislative Awards

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department Chairman for participation in this program.
2. Believe We Can Do It VFW Store Gift Certificate to one Department Chairman in each Program Division for the best promotion of student education on the legislative process.
3. Believe We Can Do It VFW Store Gift Certificate to one Department Chairman in each Program Division for the most creative education, resources and training on the Priority Goals, Action Corps Weekly and the overall legislative process.
4. Outstanding Performance Award in each Program Division based on criteria listed on Page 2 and for the promotion of the Program Goals on Page 25.
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.)
- Know the 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.

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

Ways to Encourage Participation:
- Monthly signup 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!

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.
THE IMPORTANCE OF FAMILY EVENTS
An adult who still has children in the home will want opportunities to do things with his or her family. If he or she can’t bring his or her children and spouse to at least some of the events, he or she will be less likely to join or to continue his or her membership. Be sure that you plan at least one family-friendly event every three months, or once per quarter.

RECRUITING TIP
Let a potential member know: “It is an honor to have a veteran in your family who makes you eligible for the VFW Auxiliary. Not everyone can join, and your veteran’s service and sacrifice can be honored through your membership.”

PROGRAM GOALS:
Recruit New Members
Retain Current Members
Grow the Organization
Recruiting, Retaining and Rejoining Members

We as a team feel that promoting membership, recruiting, retaining and rejoining members plays a huge role with this organization. Not one of these listed is more important than the other. Each one plays an important role in this organization. We need new members to continue to grow and have fresh ideas, retain members to keep the organization going and rejoin the members from the past to show them that the organization is trying to grow with society, as well as maintain the principles and traditions from our history.

Interact, Inspire and Support Our Veterans, Military and Their Families

I love having the opportunity to meet new people and explain what the Auxiliary does to support our veterans and active-duty military. Once we explain that Auxiliary members are able to visit hospitalized veterans, attend military homecomings, volunteer within our community, work our Programs (not only that benefit the veterans, but their family also), we seem to spark an interest in a potential new member. To see that spark of enthusiasm in a new member helps those
who have been doing it for so long gain a new outlook on the Auxiliary. We love to share all the good that we do as an Auxiliary and what we have to offer members, along with their family. Some activities that we take part in are dinners, fundraisers, hospital parties, “Buddy” Poppy drives, contact legislators, support youth groups, bring our scholarship programs into the schools, teach and spread patriotism at functions and in schools, etc.

Our team has so much experience when it comes to membership. Everyone on our membership team has done membership at all different levels, some even at the National level. With all of our experience, we feel we will be able to work with members, answer questions, and be able to give suggestions on how to recruit and retain members. We will do everything in our power to reach the goal of 100% Plus (anything beyond 100.00%) for the 2018-2019 membership year.

A Stars & Stripes Event

The Membership and Recruitment “Believe Team” are excited to try something new! At the 2019 National Convention in Orlando, Florida, we will honor the top Department in each Program Division. All members attending National Convention from the top Department in each Program Division will receive special gifts and recognition. In addition, members who pre-register from that Department will receive special treats at their seats in the Auxiliary meeting room during the 2019 National Convention. Our goal is to honor all those that helped achieve the top goal in Membership, not just the President of that Department.

Your Department doesn’t want to miss out on this great award! To earn this honor, your Department must have the highest percentage of paid members in your Program Division from July 1, 2018 to May 31, 2019, based on June 30, 2018, total membership numbers.

Help Us with Training and Promoting and Win Money!

Auxiliary Membership Chairman, this is your chance to win a National Award. We want to know how you have been successful in promoting training with members on recruiting within your Auxiliary. We recognize that you ARE the expert at recruiting new members on the local level. We are going to use and share your successful recruiting campaign with others across the country. To participate, you need to send to your Department Membership Chairman by December 31, 2018, exact information on how you trained your Auxiliary members in the art of recruitment (training materials, PowerPoints, handouts, etc). The Department Membership Chairman will then forward one winner to the National Ambassador by January 31, 2019, so the award can be announced at the 2019 National Mid-Year Conference.

Create A Fact Sheet or Brochure and Help Fellow Members!

A second possibility of obtaining a National Award with the same December 31, 2018, deadline to your Department Membership Chairman is a fact sheet or brochure that you/or your members created to pass out to potential or new members. When creating these fact sheets or brochures be sure to include information you would have loved to have received yourself as a brand new member. The same timeline by the Department Membership Chairman as outlined above. Winner named at the 2019 National Mid-Year Conference.

The information provided in each of these winning categories will then be posted on the National website as another recruiting tool at www.vfwauxiliary.org/resources.

Membership & Recruitment Resources

The most important resource every member needs to have and understand is the VFW Auxiliary Podium Edition of the National Bylaws, Booklet of Instruction and Ritual. Having a good understanding of the Auxiliary is necessary to be able to explain what we do. The National website, www.vfwauxiliary.org, is the key resource that allows all members to explore ideas and learn how to recruit and engage members. We hope that members will also follow the National organization on Facebook, read the blog and any other resource we make available.

Community Engagement

If any Auxiliary participates in community events, this will bring awareness to our organization. Awareness will bring interest, interest will bring new members. Our best recruiting tool is to be seen in and working with our community. An “Accepting New Members” ad can be put in local newspapers, or contact a local radio talk show and ask to be given a 10-minute time slot to discuss the benefits of joining the VFW and Auxiliary. Have a membership booth at local farmers’ markets or ask the library or senior center if you can set up a booth to hand out membership information. Always have membership information during “Buddy” Poppy drives.
Membership is a Key Component

Membership is the life of our organization. We have aided veterans, active-duty military and their families for more than 100 years. We look forward to the next 100 years, however, the only way we can carry on this tradition is by recruiting and retaining our membership. We also need to find what makes that person interested in the organization and build on that. They will be more willing to help or be part of the group if they are interested in what is going on.

Three Ways to Promote This Program at a Family Freedom Festival

1. Have a membership table and include a box where people can enter to win a free Annual membership (if they provide proper proof of eligibility for the organization).
2. Display pictures of members helping veterans and some of those we joined under.
3. Have a wheel members can spin and answer a membership question to win a prize.

Membership & Recruitment Awards

AWARDS FOR MEMBERS:

1. **One Uncle Sam Hat Pin** to each VFW and VFW Auxiliary member who recruits five (5) new and/or rejoined members to the VFW Auxiliary from July 1, 2018 through April 30, 2019. Official form required. Due to National Headquarters by May 31, 2019. Pin will be mailed directly to the member.

2. **One Patriotic Vest Pin** to each VFW and VFW Auxiliary member who recruits 10 new and/or rejoined members to the VFW Auxiliary from July 1, 2018 through April 30, 2019. Official form required. Due to National Headquarters by May 31, 2019. Pin will be mailed directly to the member.

3. **National Membership Achievement Award** – Each VFW or VFW Auxiliary member who secures 20 new and/or rejoined members from July 1, 2018 through April 30, 2019, with the official form received at National Headquarters by May 31, 2019, will be awarded with the National Membership Achievement Award.
AWARDS FOR AUXILIARIES:

1. $50 to one Auxiliary in each Program Division and a We Believed You Could Coin to the Auxiliary Membership Chairman with the most outstanding training and promotion of the Membership/Recruiting Program. One entry from each Department will be judged by the criteria on the guide sheet. Auxiliary entries are due to the Department Chairman by December 31, 2018. One entry from each Department is due to the National Membership Ambassador by January 31, 2019.

2. $50 to one Auxiliary in each Program Division with the most outstanding fact sheet or brochure used as a membership recruitment tool. One entry from each Department will be judged by the criteria on the guide sheet. Auxiliary entries are due to the Department Chairman by December 31, 2018. One entry from each Department is due to the National Membership Ambassador by January 31, 2019.

3. $25 to each Auxiliary when it reaches 100% Plus by June 30, 2019, based on June 30, 2018, total membership numbers. 100% Plus is any amount above 100.00%.

AWARDS FOR DEPARTMENT CHAIRMEN:

1. Citation to each Department Chairman for participation in this program.

2. Believe We Can Do It VFW Store Gift Certificate to one Department Chairman in each Program Division for the best promotion of training and promotion of the Membership & Recruiting Program.

3. Outstanding Performance Award in each Program Division based on criteria listed on Page 2 and for the promotion of the Program Goals on Page 29.

4. $75 and a We Believed You Could Coin to one Department Chairman in each Program Division with the most outstanding training and promotion of the Membership & Recruitment Program done during a Department function put on by the Department Chairman. One entry from each Department will judged by the criteria on the guide sheet available at www.vfwauxiliary.org/resources. Entries due to the National Ambassador by May 31, 2019.

AWARDS FOR DEPARTMENTS:

1. Quarterly Awards: Goals for new and rejoin members will be individualized for each Department and be given to each Department at the start of the 2018-2019 year.
   a. Quarter 1 by October 31 – $100
   b. Quarter 2 by January 31 – $200
   c. Quarter 3 by April 30 – $300
   d. Quarter 4 by June 30 – $400

2. Stars & Stripes Award: One Department in each Program Division will receive this award for presentation at National Convention 2019 for the highest percentage in their division from July 1, 2018 through May 31, 2019, based on June 30, 2018 membership numbers. Special gifts and awards to be presented at 2019 National Convention, as well as gifts for any member from the winning Departments who pre-registers for the 2019 National Convention and attends.

3. Conference Vs. Conference
   A. The Conference with the highest total percentage by December 31, 2018 will earn $50 to go to each Department in that Conference.
   B. The Conference with the highest total percentage by June 30, 2019 will earn $50 to go to each Department in that Conference.

AWARDS FOR NATIONAL CONFERENCE COACHES:

1. We Believed You Could Keepsake to each Conference Coach for their hard work in this program.
VFW Auxiliary Member Award

**NATIONAL MEMBERSHIP ACHIEVEMENT AWARD:** Each Auxiliary or VFW Post member who secures 20 new and/or rejoined members from July 1, 2018, to April 30, 2019, with the official form received at National Headquarters no later than **May 31, 2019**, will be honored with a National Membership Achievement Award.

**PLEASE TYPE OR PRINT ALL INFORMATION**

Recruiter’s Name __________________________________________ Member ID# ___________________ Aux. No. __________

Recruiter’s Address _________________________________________ Street Address __________ City __________ State __________ Zip Code __________

Recruiter’s Email Address ____________________________________

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*Completed form must be received by National Headquarters by May 31, 2019.*

Mail form to:
VFW Auxiliary
ATTN: Membership Awards
406 West 34th Street, 10th Floor
Kansas City MO 64111

Or email to info@vfwauxiliary.org
**Member Recruiter Award**

**UNCLE SAM HAT MEMBER RECRUITER AWARD:** Each Auxiliary or VFW Post member who secures five (5) new and/or rejoined members from July 1, 2018, to April 30, 2019, with the official form received at National Headquarters no later than May 31, 2019, will be honored with an Uncle Sam Hat Member Recruiter pin.

**PATRIOTIC VEST MEMBER RECRUITER AWARD:** Each Auxiliary or VFW Post member who secures ten (10) new and/or rejoined members from July 1, 2018, to April 30, 2019, with the official form received at National Headquarters no later than May 31, 2019, will be honored with a Patriotic Vest Member Recruiter pin.

PLEASE TYPE OR PRINT ALL INFORMATION

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THIS FORM CAN BE USED FOR BOTH THE FIVE AND TEN MEMBER PIN AWARDS

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*Completed form must be received by National Headquarters by May 31, 2019.*

Mail form to:

VFW Auxiliary
ATTN: Membership Awards
406 West 34th Street, 10th Floor
Kansas City MO 64111

Or email to info@vfwauxiliary.org
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. Our scholarships help their dreams come true!

**Continuing Education Scholarship**

Open to any Auxiliary member (who has been a member for at least a year), or 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:

**Administrator of Programs**
VFW Auxiliary National Headquarters
406 W 34th St., 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
Entries received by Department – April 15
Entries received by National Headquarters – May 5

**National Scholarships:**

- First Place – $15,000
- Second Place – $7,500
- Third Place – $3,500
- Fourth Place – $1,500
- Fifth through Eighth Place – $500

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**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

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**Expanded Art Forms Now Accepted!**

The Patriotic Art Contest will now accept other forms of art. See these 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 taught 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, clay, metal work, etc. Pieces should be no smaller than 8” in any direction and no larger than 24” in any direction. Art cannot be more than 5 lbs. in weight.

- Digital art, photography and jewelry are not accepted.
Theme: *Why My Vote Matters*  
This contest is open to all students, including homeschool 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  
Completion of Post Judging – November 15  
Completion of District Judging – December 15  
Completion of Department Judging – 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.

2018-2019 Patriot’s Pen Essay Contest  
Theme: *Why I Honor the American Flag*  
This contest is open to all students, including homeschooled students, in grades 6-8. Student must be a resident of the state where entered. One Department winner will be forwarded to National Headquarters.

Deadlines:  
Entries to Post – Midnight, October 31  
Completion of Post Judging – November 15  
Completion of District Judging – December 15  
Completion of Department Judging – 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 1-800-821-2606

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.  
- Invite winners to participate in a conference.  
- Don’t forget to recognize the parents and teachers!

PROGRAM GOALS:  
Student Participation  
Recipient Recognition  
Community Awareness  
Increasing Awards
Continuing Education Scholarship

My goal is to get more participation in the VFW Auxiliary Continuing Education Scholarship. I believe it is a unique and underutilized opportunity to help our members and their families, who are the relatives of veterans. Some of our members and their families need to return to college or trade schools to learn new skills to stay relevant in the workforce. Education is an expensive endeavor, so anything we can do to help is greatly appreciated. This scholarship is open to any Auxiliary member (who has been a member for at least a year), or their spouse, son or daughter with a financial need.

Young American Creative Patriotic Art Contest Escrow Fund

Did you now that only eight (8) Young American Creative Patriotic Art contestants receive a monetary award at the National level? What about the rest of them? Although the Escrow Fund can sustain the contest as it is now, we need to grow this program so every entrant at the National level can receive a monetary award. Compared to what other organizations award in scholarships we are not competitive; prize money needs to be increased. In order to achieve these goals, we must raise money for the Young American Creative Patriotic Art Contest Escrow Fund.

Use your imagination – think outside the box. Come up with unique ideas to raise funds for this unique program that can help more dreams come true. Believe We Can Do It!

Patriot’s Pen and Voice of Democracy

Patriot’s Pen and Voice of Democracy are VFW-sponsored contests. While these are VFW contests, the VFW Auxiliary and our members have a long history of promoting these scholarship contests. Auxiliary members work extremely hard promoting these contests. It is crucial the VFW Auxiliary Scholarships Chairman at each level work together with their VFW counterpart to ensure a successful outcome.

As with all of our Programs, when you promote our Scholarship Programs, you should also be speaking with family members about our great organization using those contacts as recruiting opportunities. Please be sure you thoroughly understand the rules and eligibility of each scholarship contest before you speak with teachers, students and/or parents about the contests.

Three Ways to Promote This Program at a Family Freedom Festival

1. A Family Freedom Festival is the perfect opportunity to talk with young people, as well as their parents, about the scholarships available to help pay for college.
2. I believe in show-and-tell. A display board with copies of some of the winning Young American Creative Patriotic Art is a good start. Photos of previous Voice of Democracy and Patriot’s Pen winners holding their oversized checks, play money and brochures will also draw attention to your table.
3. A one-page fact sheet that briefly describes all of our scholarship opportunities works well when talking to families. It gives us the opportunity to discuss all of our scholarships and involve children in middle and high school, as well as possibly the parents with the Continuing Education Scholarship.
Scholarships Awards

AWARDS FOR AUXILIARIES:
1. Citation to any Auxiliary that donates to the Young American Creative Patriotic Art Contest Escrow Fund.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:
1. Citation to each Department Chairman for participation in this program.
2. Believe We Can Do It VFW Store Gift Certificate to one Department Chairman in each Program Division for the best promotion of the Continuing Education Scholarship Contest.
3. Believe We Can Do It VFW Store Gift Certificate to one Department Chairman in each Program Division for the best promotion of the Young American Creative Patriotic Art Contest.
4. Outstanding Performance Award in each Program Division based on criteria listed on Page 2 and for the promotion of the Program Goals on Page 37.
Spread the Word about National Veterans Service

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 and Military Support Programs
(Previously known as VFW National Military Services)

Veterans and 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 and Military Support can be made online or by mail.

Donate online at www.vfw.org/ways-to-help, select Veterans and Military Support, click “Contribute.”

Donate by mail by sending funds to the VFW earmarked for Veterans and Military Support. Mail check to:

VFW National Headquarters
Attn: Veterans and 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 at a cost 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.

**Operation Uplink™**

Operation Uplink™ is much appreciated by active-duty military and their spouses and children – a welcome way to stay connected. Free Call Days are scheduled for troops stationed overseas. Unlimited calls home three days each month are provided via more than 450 Internet cafes.

Plenty of virtual PINs for free call time are also still available for distribution from the VFW. Request them for hospitalized veterans.

**PROGRAM GOALS:**

VFW National Veterans Service

VFW Veterans and Military Support Programs

Assisting Veterans, Military and Their Families
Give Back to Those Who Gave For Us

Since our founding in 1914, the VFW Auxiliary has worked tirelessly to offer financial and moral support to those who need it most. The Veterans & Family Support Program provides valuable information to those who have served and are currently serving in our nation’s military including, but not limited to, guidance and assistance to veterans to receive their earned VA benefits, scholarship programs for service members and veterans to complete their educational goals without incurring excessive student loan debt and a helping hand when basic life needs become threatened (an emergency occurs) for a service member’s family while the service member is deployed.

This program provides a service to those who provided a service for us. It’s about giving back. It’s about helping, thanking, supporting and showing gratitude to those who put their life on the line to protect this nation and every one of us who lives in this nation.

Members of the VFW Auxiliary are grateful for the service that has been given to our nation. Each and every veteran has more than earned the benefits and entitlements they should receive, and we can and will make every effort to see they receive their rightful benefits. Every veteran deserves our support and assistance.

I love the opportunity that this program gives to all VFW Auxiliary members to do something special for our nation’s veterans, and we don’t realize that often the very small acts of kindness have the greatest impact.

Two Aspects: National Veterans Service (NVS) and Veterans and Military Support

The VFW Auxiliary Veterans & Family Support Program includes both the VFW National Veterans Service (NVS) and Veterans and Military Support Programs. The VFW’s National Veterans Service (NVS) helps veterans, service members and their families obtain the benefits they deserve—at no cost. Veterans and 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.

Resources to Promote This Program

The Veterans & Family Support Resource Rack Card is a very valuable tool to use when promoting this program. This one tool provides veterans, active-duty military and their families a list of 20 organizations and agencies that offer them support and assistance when needed. Placing this information in the hands of our nation’s heroes provides them with a place to go when help is needed. The tool can be downloaded from the website at www.vfwauxiliary.org/resources, and copied so that it can be distributed, placed in locations of information in your community or posted where it can be seen and used by others.

There are VFW Auxiliary Thank You Coins available for purchase from the VFW Store at www.vfwstore.org or by calling 1-800-821-2606. These coins are to be presented to veterans and/or active-duty military to thank them for their service. Distributing these coins to our veterans is an act of honor and is appreciated by those who receive them.

Three Ways to Promote This Program at a Family Freedom Festival

1. Hand out the Resource Rack Card.
2. Provide information about VFW’s Veterans and Military Support Programs (Military Assistance Program (MAP), Unmet Needs, VFW “Sport Clips Help A Hero Scholarship,” and Operation Uplink™.)
3. Provide information about VFW National Veterans Service (NVS).
Veterans & Family Support Awards

AWARDS FOR AUXILIARIES:
1. Citation to one Auxiliary in each Department with best project that supports and/or serves a veteran and his/her family.
2. Citation to one Auxiliary in each Department that distributes the most VFW Auxiliary “Thank You” Coins.
3. Citation to one Auxiliary in each Department that distributes the most VFW Auxiliary Resource Rack Cards.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:
1. Citation to each Department Chairman for participation in this program.
2. **Believe We Can Do It VFW Store Gift Certificate** to one Department Chairman in each Program Division for the best promotion of outreach to veterans and their families.
3. Outstanding Performance Award in each Program Division based on criteria listed on Page 2 and for the promotion of the Program Goals on Page 41.
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 military 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 military 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.

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 military and their families with yard work or household repairs
• Sending cards or small gifts to the National Home to support families
• Planning a card- and letter-writing campaign in local schools to send mail to our troops overseas or our 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
Patriotic Youth Award
The Patriotic Youth Award is designed to recognize individual youth for their patriotism and/or support of our veterans, active-duty military and their families. The Patriotic Youth Award is available on the National website 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 1-800-821-2606. Try this fun and unique way to engage today’s youth and encourage their patriotism.

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!

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 “liking” the videos on YouTube. If you don’t know what any of this is – LEARN.

POPULAR SOCIAL MEDIA NETWORKS
Facebook | Twitter | LinkedIn
YouTube | Pinterest | Instagram
Get online, and see what’s new!

For helpful tips on maximizing your reach through social media, check out all the resources available behind login, including the Publicity Guide.

PROGRAM GOALS:
Creating, Sponsoring and Working with Youth Groups
Youth Groups Supporting Our Veterans National Citations
Random Acts of Patriotism (R.A.P.)
Creating a Contest for Students in Grades K-5
The youth of today are the future leaders of our country. Our organization, and you, our members, can teach them history, patriotism and respect for our military. We need to get youth involved, whether or not they or their parents can be members of the VFW or VFW Auxiliary.

The Post and Auxiliary I am part of is very family-oriented and encourages youth participation in various activities and events we take part in for our veterans and their families. It’s awesome to see kids get excited when they help veterans and their families; to see the look on their faces when they “get it” and they understand why we do what we do, that’s PRICELESS. There are many ways to engage local youth in your area. A few ways are listed below:

Create a Contest for Students in Grades K-5

VFW and VFW Auxiliary National Headquarters sponsor contests for students in grades 6-8 and 9-12, however there is no national contest for students in grades K-5. Perhaps your Auxiliary and/or Department already sponsor a contest for this age group. That’s wonderful and I am so happy to hear that! However, if your Auxiliary and/or Department does not currently sponsor a contest for students in grades K-5 (or even if it does) create one! Contests can be created at both the Auxiliary and Department levels.

- The contest could involve coloring or painting, writing an essay or poetry, photography or video, etc.
- You can split the grades as you see fit. For example, have a winner for grades K-2 and a winner for grades 3-5, or one winner for all submissions – it’s up to you!

Create, Sponsor and Work with Youth Groups

Do you have youth that help with Post and Auxiliary events, dinners, etc.? I hope you answered “yes!” Some youth are likely children or grandchildren of members, yet some may be children from the community, whose family members may or may not be eligible for our organization. Regardless of their affiliation to our organization, it’s important that we embrace youth and teach them the meaning of patriotism and why what we do as an organization is important. One way to do this is to create a youth group. Many after-school and youth programs across the country are experiencing budget cuts and/or disbanding. Let’s take this opportunity to be a positive resource for youth and show them ways to contribute to their community. If your Auxiliary doesn’t have the means to create a youth group, please sponsor and/or work with other youth groups in your community. Pictures or youth groups and youth group projects are welcome and encouraged! Show off of the projects and/or events your Auxiliary youth group is involved with.

Use and/or Reuse of the R.A.P. Cards and/or Coins

Youth like to be recognized when they do something special, and the Random Acts of Patriotism (R.A.P.) cards and coins are a great way to do just that. Think of different ways to use and/or reuse the R.A.P. cards and/or coins. Perhaps your Auxiliary has a “store” where the cards and/or coins are traded in for various items. Maybe your Auxiliary hosts a family game night and admission is a certain number of R.A.P. coins and/or cards. Perhaps your Auxiliary hosts a movie night and concessions (popcorn, candy, pop, etc.) can be purchased with R.A.P. coins and/or cards. Think outside the box and please share how your Auxiliary uses and/or reuses R.A.P. cards and/or coins. As mentioned, pictures are welcomed and encouraged!
Youth Groups Supporting Our Veterans

There are nearly 4,000 Auxiliaries in the country and National Headquarters issues fewer than 1,000 Youth Groups Supporting Our Veterans Citations each year. Recognize and honor youth groups in your community with this citation (available for free!) from National Headquarters. Fill out the citation application and submit it to your Department Youth Activities Chairman who will then submit it to National Headquarters. It would be awesome to have each Auxiliary submit at least one (1) citation application. Please note this citation is for youth groups, not individual youth. If you would like to honor an individual youth for their patriotism and/or supporting our veterans, visit the Youth Activities section on the Resources page of the website (www.vfwauxiliary.org/resources) and download the Patriotic Youth Award.

Three Ways to Promote This Program at a Family Freedom Festival

1. Set up an area with themed games youth can help with. For example, they can help put together care packages. Have items laid out on one side and the box on the other. Whoever can get the items in the box fastest wins. Have pictures of veterans next to the box and have youth help tape and address the box. This way they have a visual of who the box is going to.
2. Set up a card station for youth to send thoughts and smiles to those who are deployed.
3. Set out all program information for parents and older youth to take and read.

There are so many ways to promote this program at the Family Freedom Festival. Keep it fun and interesting to them! It is Youth Activities and we all have an inner child.

Youth Activities Awards

SPECIAL AWARD:

1. An award to one youth group in each Program Division with an outstanding project submitted to the Youth Groups Supporting Our Veterans citations. Will be mailed to the sponsoring Auxiliary for presentation.

AWARDS FOR AUXILIARIES:

1. Citation to one Auxiliary in each Department for the best promotion of ways to use and/or reuse R.A.P. cards and/or coins.
2. Citation to each Auxiliary that creates, supports and/or sponsors a youth group. Form required; available at www.vfwauxiliary.org/resources.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department Chairman for participation in this program.
2. Believe We Can Do It VFW Store Gift Certificate to one Department Chairman in each Program Division for the best promotion of creating a contest for students in grades K-5.
3. Believe We Can Do It VFW Store Gift Certificate to one Department Chairman in each Program Division for the best promotion of creating youth groups and/or engaging youth groups in Auxiliary programs.
4. Outstanding Performance Award in each Program Division based on criteria listed on Page 2 and for the promotion of the Program Goals on Page 45.
Americanism
2018-2019 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2019

<table>
<thead>
<tr>
<th>Department __________________________</th>
<th>Number of Auxiliaries Participating ______</th>
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<tbody>
<tr>
<td>*Please note that participation is not considered for any awards but it must still be tracked.</td>
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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: ______

9. Number of patriotic education programs conducted by **Auxiliaries**: ______

10. Number of **Auxiliaries** that conducted a Family Freedom Festival: ______

11. Number of **Auxiliaries** that promoted/participated in Safety in America/Disaster Preparedness? ______

12. Number of **Auxiliaries** that promoted/participated in Flags Across America? ______

Signed ____________________________
Department Chairman

Conference _________________________

Address ____________________________
Email ______________________________

City __________ State ______ Zip ______ Phone Number ( _____ ) __________________
“Buddy”® Poppy/VFW National Home for Children
2018-2019 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2019

| 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 (submitted an entry?) 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 VFW National Home for Children through education and/or publicity: ______

6. Number of **Auxiliaries** that made donations to the VFW National Home **(NOT** including Health & Happiness donation): ______
   - Amount Donated: $ ______

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

Signed ___________________________ Department Chairman
Address ___________________________ Email ___________________________
City __________ State ____ Zip ______ Phone Number (_____ ) ________________

| Conference __________________________ |

50 | 2018-2019 NATIONAL PROGRAM BOOK
Chief of Staff
2018-2019 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2019

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 you used the Healthy Auxiliary Tool Kit with: ______

2. Number of **Auxiliaries** that received a Certificate of Good Health: ______

3. How did you make Auxiliaries aware of the Healthy Auxiliary Tool Kit?
   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________

4. How many times was publicity used for revitalizing or forming a VFW Auxiliary?
   (Examples: TV, radio, newspaper, flyers, Facebook) ______

5. Number of **Auxiliaries** that used the Mentoring resources available to start/continue mentoring in their Auxiliary: ______

6. Number of Auxiliaries that established a Greeting/Mentoring Committee for new or other members needing support and knowledge: ______

7. Number of presentations to bachelor Posts about starting an Auxiliary: ______

---

Signed ___________________________  Department Chairman
Conference __________________________

Address ____________________________  Email ____________________________
City _______ State _____ Zip ________  Phone Number (_____ ) ________________
Historian/Media Relations
2018-2019 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2019

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 or 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 used/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 ___________________________ Conference ___________________________
Department Chairman
Address ___________________________ Email ___________________________
City ___________ State _____ Zip ___________ Phone Number (_____ ) ___________

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### Hospital

#### 2018-2019 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2019

<table>
<thead>
<tr>
<th>Department ___________________________</th>
<th>Number of Auxiliaries Participating ______</th>
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*Please note that participation is not considered for any awards but it must still be tracked.

1. **Number of VFW Auxiliary members** volunteering in **ALL** medical VA facilities and non-VA medical facilities:
   - 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 **ALL** facilities, both VA and non-VA:
   - ______

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 Veteran and Military Suicide 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 participated in Community Volunteer Recruitment Weeks:
    - November 5-11, 2018: ______
    - April 7-13, 2019: ______

13. **Number of Auxiliaries** that used the Hospital Program Guide:
    - ______

Signed ____________________________________________________________
Department Chairman

Address ____________________________________________________________
Email ____________________________________________________________

City ______ State _____ Zip ______ Phone Number (_____) ____________________
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. How many **Auxiliary** members signed up for **VFW Action Corps**?

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”: _____

9. Number of **Auxiliaries** that educated youth on the legislative process: _____
   Number of youth educated: _____

Signed ________________________________  Conference ________________________________
Department Chairman

Address ________________________________  Email ________________________________

City __________________ State _____ Zip _____  Phone Number ( _____ ) ____________________

*Please note that participation is not considered for any awards but it must still be tracked.*
Membership & Recruitment
2018-2019 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2019

1. Total number of recruiting events hosted by Auxiliaries: _______

2. Number of Auxiliaries that used the following methods to collect annual dues:
   - Phone Calls: _______
   - Emails: _______
   - Letters/postcards: _______
   - Face-to-face conversations: _______
   - Social Media: _______

3. Number of Auxiliaries that offered incentives to their members for renewing by October 31, 2018: _______

4. Number of Auxiliaries that sent dues reminders/notices:
   - *By mail: _______
   - *By email: _______
   *An Auxiliary can send dues reminders/notices by both mail and email.

5. How many times did your Department office/representative mail or email dues notices/reminders during the year? _______

6. Did your Department offer any incentives to Auxiliaries for collecting dues early?
   If so, please describe: ___________________________________________________________
   ___________________________________________________________________________

7. Does your Department offer Auxiliaries incentives for reaching their membership goal such as a Night on the Town, Outstanding Auxiliary or All Department Auxiliary?
   If so, please describe: ___________________________________________________________
   ___________________________________________________________________________

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

9. Number of Auxiliaries that created a fact sheet or brochure to be used as a recruiting tool: _______

10. Number of Membership & Recruitment training sessions that took place: _______
    - By Auxiliaries: _______
    - By Districts: _______
    - By Department: _______

Department ___________________________ Number of Auxiliaries Participating _______
*Please note that participation is not considered for any awards but it must still be tracked.

Signed _____________________________ Department Chairman
Address _____________________________ Email _____________________________
City _____________________________ State _____ Zip __________ Phone Number (_____ ) ________________
**Scholarships**

**2018-2019 YEAR-END REPORT**

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2019

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

### CONTINUING EDUCATION SCHOLARSHIP

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

2. How did your Department publicize/promote the Continuing Education Scholarship?

### YOUNG AMERICAN CREATIVE PATRIOTIC ART CONTEST

3. **Number of Auxiliaries** that promoted the Patriotic Art Contest: ______
   Number of members involved ______ Numbers of hours volunteered ______

4. **Number of Auxiliaries** that submitted an entry: ______

5. **Number of students** who submitted an entry to the Auxiliaries: ______

6. **Number of entries judged on the Department level:** ______

7. Total dollar amount awarded by
   - **Auxiliary level awards:** $______
   - **Department level awards:** $______

### PATRIOT’S PEN 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 participated without having an entry: ______

### VOICE OF DEMOCRACY AUDIO/ESSAY CONTEST

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

11. **Number of Auxiliaries** that participated without having an entry: ______

12. **Number of Auxiliaries** that publicized any of these contests within their communities: ______
    (Examples: TV, radio, newspaper, flyers, Facebook)

13. **Number of Auxiliaries** that hosted/co-hosted an awards ceremony to recognize awardees and participants in all these contests: ______

Signed ____________________________
Department Chairman

Address ____________________________
Email ____________________________

City ____________ State _____ Zip ____________
Phone Number (_____ ) _______________
## 2018-2019 YEAR-END REPORT

**Veterans & Family Support**

**SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2019**

<table>
<thead>
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*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 provided direct aid to veterans, active-duty military 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:

4. Number of **Auxiliaries** that participated in and/or sponsored events or projects for homeless veterans:
   (For example, Stand Downs, clothing drives, etc.)

5. Approximate number of veterans served/assisted through **ALL** VFW and Auxiliary programs:

6. Number of **Auxiliaries** that distributed VFW Auxiliary “Thank You” Coins:
   - Auxiliary that distributed the most “Thank You” Coins:
   - Number of “Thank You” Coins distributed by that Auxiliary:

7. Number of **Auxiliaries** that distributed VFW Auxiliary Resource Rack Cards:
   - Auxiliary that distributed the most Resource Rack Cards:
   - Number of Resource Rack Cards distributed by that Auxiliary:

8. Please list the Auxiliary Number of ONE Auxiliary in your Department with the project that best supported and/or served a veteran and/or his/her family.
   Describe the project:

---

**Signed**

Department Chairman

**Address**

Email

City State Zip Phone Number (_____)

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Youth Activities
2018-2019 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2019

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, scouting or other accomplishments:

6. Number of youth recognized by Auxiliaries with a Patriotic Youth Award:

7. Number of Auxiliaries that created a contest for students in grades K-5:

Signed ___________________________ Department Chairman

Address ___________________________ Email ___________________________

City ___________________________ State ____ Zip ________ Phone Number (_____ ) _____________