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FOR UNCOMMON HEROES™

Senior-Vice Presidents' 2018 Conference DEVELOPMENT REPORT

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Department Grant Program

- ❖ VFW National Headquarters oversees the fundraising campaigns for 44 VFW Auxiliary Departments
- ❖ VFW awards a grant annually to the Departments in the amount of \$375,000.
- ❖ Out of 490,000 members, there are 56,000 active member donors on file



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Department Grant Program Challenges

- ❖ Out of 490,000 members, there are only 56,000/11% active member donors on file
- ❖ Unable to grow or increase the annual grants
- ❖ Promotion at the Department level



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Resources

❖ Department Resources

❖ https://heroes.vfw.org/ea-campaign/action.retrievestaticpage.do?ea_static_page_id=5002



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Resources

Your VFW Auxiliary Calendars are on the Way

Our Gift to You!

Soon you'll receive your 2018-2019 VFW Auxiliary Calendars and two special edition Birthday Cards as a gift in thanks for your kindness and support of our veterans and military families. One Calendar has images of beautiful songbirds, the other features adorable pets. Please send a generous gift to support VFW Auxiliary programs in your Department.



Watch Your Mailbox!

The VFW Auxiliary special edition Birthday Cards and Gift Assortment are sure to delight. They are perfect for celebrating the birthdays of friends and family, while helping to support your Auxiliary Department Programs.



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Resources

- ❖ When someone complains about the amount of mail they are receiving; explain they have options and can choose the frequency of the mailings
- ❖ <https://vfw.sharefile.com/share/view/sdf8840d513e4e94b>



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Resources

**MAILING PREFERENCE
REQUEST FORM**
LEADERSHIP THROUGH
SERVICE TO OUR COUNTRY

There are several options to control the number of mailings you receive. Please complete the form below to let us know what you prefer.

1. I would like to continue to receive your regular mailings.
(I understand that I am free to contribute only to the mailings I choose.)

2. I would like to receive only mailings that do not include a gift.

3. I would like to have my name removed from the following mailing list(s):

- Calendar
- Address Labels
- All-Occasion Greeting Cards
- Christmas Cards
- Personalized Note Pads

4. I would like to receive a once-a-year mailing for specific program(s):

- Calendar (Summer)
- Address Labels (Spring)
- All-Occasion Greeting Cards (Spring)
- Christmas Cards (Fall)

5. I would like to receive a once-a-year mailing in the Fall that does not include a gift (Newsletter).

6. I would like to receive a quarterly newsletter.

Complete and return this form to VFW National Headquarters,
406 West 34th Street, Suite 718, Kansas City, MO 64111
or fax to (816) 968-1129.

Questions? Please call Donor Services at (816) 756-3390, x7108, or
email vfwfundraising@vfw.org. **Thank you!**

NAME _____ POST _____ MEMBER# _____
ADDRESS _____ CITY _____ STATE _____ ZIP _____
PHONE NUMBER (____) _____ EMAIL _____

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Resources

❖ When someone would like to continue to support the work of the VFW Auxiliary, but does not want to receive the mail; tell them to become a member of Partners in Patriotism

❖ <https://dl.dropboxusercontent.com/u/25023692/vfw%20dr%20downloads%20keep/SustainerUpdateForm2016.pdf>



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FAQ

Q : Why does the National Secretary-Treasurer sign all of the letters?

A: We have tested this extensively and found the members respond at a higher rate with the National Secretary-Treasurer's signature.

Q: A member is upset they are not receiving any of the mailings, what can I do?

A: Send their contact information to me and I'll get them added to the list.



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FAQ

Q : Will you mail to my full active membership file?

A: Absolutely not! We are only going to mail to the most profitable audience to ensure the highest net for your department.

Q: My department received a box of calendars; what are they for?

A: These are for you to have on hand to use as you wish. If you do collect donations for them, send me an email with the donors information so I can add them to the system.



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QUESTIONS



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