

NATIONAL MEMBERSHIP PROGRAM 2009 – 2010



MEMBERSHIP MISSION AND VISION

VFW National Membership Mission: National and Departmental leadership must work hand-in-hand to retain and recruit a stable membership base, comprised of all generations of veterans, that is informed and actively involved at all levels of the organization. To ensure this mission, National Headquarters offers technical, logistical and financial resources to make recruiting and retention in the field, a well organized procedure.

Department leaders are the most qualified to prepare and implement their own state programs. They have a responsibility to their membership to take advantage of the many resources available from the National organization.

VFW National Membership Vision: Ensuring the organization remains a welcoming environment for our overseas conflict veterans, as well as our active duty military service members and their families, for the membership lifespan of today's Current Conflict Veterans.

MEMBERSHIP GOALS FOR 2009-2010

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

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

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

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

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

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

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

2. RECRUIT 20% OF CURRENT CONFLICT VETERANS

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

3. RETAIN AND RECRUIT 16.93% OF ELIGIBLE VETERANS IN EACH DEPARTMENT

This is where partnership amongst all levels of the VFW is critical. Departments, Districts and Posts know their own communities. We are committed to supporting the grassroots effort by sharing information and technology, providing solid products and assisting whenever and wherever we can.

Recruiting Benchmarks for 2009 – 2010

- **125,000 New and Reinstated Members**
 - 10% increase in N/R Life Members
 - Increase the total number of Life Members by 5%
 - Continue to increase the percentage of ownership of VFW Membership eligible veterans to at least 16.93% in all Departments
 - **Goals for Departments above 16.93%**
 - Recruit at least 5% N/R Members
 - Increase Life Membership by 10%
 - Maintain % of eligible's signed up
 - **Goals for Departments under 16.93%**
 - Recruit at least 5% N/R Members
 - Increase Life Membership by 10%
 - Reduce by 20%, the deficit of eligible veterans needed for 16.93%

2009 – 2010 REWARDS

FOR MEMBERS THAT SIGN NEW AND REINSTATED MEMBERS

- For signing up 3, 5 or 10 members: Special Recruiting Pin
- For signing up 15 members: Citation from the Commander-in-Chief.
- For signing up 30 members: VFW Recruiting Shirt and a citation from the Commander-in-Chief.

100% DISTRICT & POST REWARD

A distinctive streamer will be awarded to every District and Post that reaches 100% in membership by June 30, 2010.

COMMANDER-IN-CHIEF RECRUITING REWARDS

For recruiting 50 new and/or reinstated members:

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

CENTURY RECRUITER REWARD

For recruiting 100 new and/or reinstated members:

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

RECRUITER OF THE YEAR REWARD

Recruiter signing up the most new and/or reinstated members by June 30, 2010:

- Round-trip airfare for the recruiter and spouse/guest to the 111th National Convention in Indianapolis
- A \$1,000 stipend, less any other National stipends, to help defray expenses
- Commander-in-Chief's citation
- Distinctive cap and name badge

VFW ALL AMERICAN PROGRAM

OVERVIEW:

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

Deadline for completion of all criteria is June 30, 2010.

REQUIREMENTS FOR ALL AMERICAN ELIGIBILITY

1. Programs – must accomplish all of the following:
 - Voice of Democracy – a minimum of one entry advanced to District judging
 - Patriots Pen – a minimum of one entry advanced to District judging
 - National Citizenship Education Teacher Award – one entry advanced to District judging
2. Buddy Poppy:
 - Purchase a minimum of five (5) Buddy Poppies per member
3. National Military Services:
 - Hold a fundraiser with the proceeds going National Military Services
4. National Veterans Service:
 - Appoint a Post Service Officer
5. Increase membership by meeting your assigned membership quota as stipulated in the contained All American Program

ALL AMERICAN DISTRICTS REQUIREMENTS

1. Programs:
 - Voice of Democracy – one entry advanced to the Department judging
 - Patriot's Pen – one entry advanced to the Department judging
 - National Citizenship Education Teacher Award – one entry advanced to Department judging
2. Buddy Poppy:
 - All Posts within the District must submit a Buddy Poppy order
3. National Military Services:
 - Make a donation to National Military Services (\$25.00 minimum)
4. National Veterans Service:
 - 100% of all Posts must have an appointed service officer
5. District must conduct a School of Instruction
6. Increase membership by meeting your assigned membership quota

ALL AMERICAN DEPARTMENTS REQUIREMENTS

1. Programs:
 - Voice of Democracy – an entry advanced to National judging
 - Patriot's Pen – an entry advanced to National judging
 - National Citizenship Education Teacher Award – an entry in all three categories (Grades K-5, 6-8, 9-12) advanced to National judging
2. National Military Services complete following:
 - Must have a Department fundraising event for a National Military Services Program
3. National Veterans Service:
 - DSO must have conducted annual training for Post Service Officers. All Post and District service officers to be notified and encouraged to participate
4. Increase in membership.

AWARDS FOR ALL-AMERICAN

ALL AMERICAN POSTS RECEIVE:

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

ALL AMERICAN DISTRICTS RECEIVE:

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

ALL-AMERICAN DEPARTMENTS RECEIVE:

1. All American Department Commander Cap
2. All American Department Commander diamond pin
3. All American Department streamer
4. Expenses paid to VFW National Convention to include a \$500 stipend, plus air fare

All American Program

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

The top one in each division will receive the following:

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

19 Divisions for Post

12 Divisions for Districts

54 Departments

All-American Post Divisions & Quota

	Membership	Minimum %
Division 1	1201- UP	100%
Division 2	751-1200	102%
Division 3	601-750	105%
Division 4	551-600	108%
Division 5	401-550	110%
Division 6	326-400	115%
Division 7	231-325	120%
Division 8	226-230	125%
Division 9	186-225	130%
Division 10	166-185	135%
Division 11	146-165	140%
Division 12	126-145	145%
Division 13	116-125	150%
Division 14	101-115	155%
Division 15	81-100	160%
Division 16	71-80	165%
Division 17	51-70	170%
Division 18	31-50	180%
Division 19	10-30	200%

District Divisions & Quota

	Membership	Minimum %
Division 1	9001- UP	100%
Division 2	7001-9000	101%
Division 3	3851-7000	102%
Division 4	2501-3850	103%
Division 5	2051-2500	104%
Division 6	1701-2050	105%
Division 7	1401-1700	106%
Division 8	1001-1400	107%
Division 9	801-1000	108%
Division 10	651-800	109%
Division 11	412-650	110%
Division 12	411	112%