

**\*\*\* Awards presented at 2024 Mid Winter and State Convention \*\*\***

## **“Reaching out to Veterans and their Families”**

### **I. NATIONAL MEMBERSHIP MISSION:**

To recruit, retain, and mentor a stable membership base, including all generations of veterans. To cultivate a membership that is well versed in institutional knowledge and actively involved at all levels of the organization and in the local community. To establish Posts with a strong tradition of service, leadership, and community outreach.

### **II. DEPARTMENT MEMBERSHIP GOALS:**

Our National membership goals represent how we as a Department intend to reach our vision. Here are the Priorities:

1. Build a strong organization through recruiting new members while retaining our current membership that creates a solid baseline for the future.
2. Work together to achieve VFW goals. The VFW National Headquarters is available to assist in coordinating programs, developing membership initiatives and building awareness among our membership and the entire veteran community.
3. VFW has been successful in recruiting younger members (39 and younger) since 2005. There is only one way to make this success permanent: retain, recover, and recruit new members.
4. We have to improve the way we communicate with our members. This needs to be done at the grass roots level, by the post members. Use the technology available to you to include members in your meetings.
5. Do you have a newsletter, or an email, or a team that goes out and visits our members? In many cases we have lost touch with our members. We need to know who they are and what their needs are.
6. We have to get back to the basics, and that is taking care of our members and veterans as whole. This is our number 1 priority.
7. Mentoring should NOT be social media, it should be personal contact with our members!

### **III. MEMBERSHIP RECRUITING:**

Department will hold two (2) Membership Recruiting events for the **2023-2024** VFW year. During these events it is suggested that Post divide into small groups and visit the members in your Post that are on the Unpaid List and also those you have not seen in a year or more. Also, set up at local retail facility to raise awareness of your Post and the Activities you are doing and recruit new members.

**\*Dates for Recruiting events are October 3, 2023 and April 10, 2024**

**\*Awards will be presented to the Post that shows the largest percentage increase in Membership totals for those two days at the Mid Winter Conference and State Convention.**

**\*Highest Post increase the Post Commander will be awarded a VFW Logo Tan Canvas Messenger Bag , the Post Quartermaster will receive a VFW Logo Tan Canvas Tablet Crossbody Bag(TBD).**

### **IV. MEMBERSHIP INDIVIDUAL CONTESTS AND AWARDS:**

#### **MID-WINTER CONFERENCE AWARDS:**

1. **100 % POST MEMBERSHIP:** Post Commanders and Quartermasters who reach 100% by **December 31, 2023**, and their guests will receive a RED CARPET invitation at the Mid-Winter Conference Banquet. They will be honored by walking the Red Carpet to a reserved table and awarded a VFW Logo Tan Canvas Tablet Crossbody Bag during the Program. Post will also be given two (2) Banquet tickets.

2. **100% DISTRICT MEMBERSHIP:** District Commanders and their guest who have 2/3 of their Post at 100% by **December 31, 2023** will receive a RED CARPET Invitation at the Mid-Winter Conference Banquet. They will be honored by walking the Red Carpet to a reserved table and awarded a VFW Logo Tan Canvas Messenger Bag during the Program. District Commanders Banquet ticket will be paid by Department.

3. **85% POST:** Those Post who are at 85% by **December 31, 2023**, will be entered into a drawing for a \$50.00 Life Membership to the National Home.

4. **RECRUITER AWARDS** – Every recruiter who recruits 5 members will be awarded a Membership Award. For those recruiters signing up 25 or more new or reinstated members they will be awarded a VFW Logo Tan Canvas Messenger Bag. All winners will be recognized in the following months Mail Call in a Special Awards Section.

#### **STATE CONVENTION AWARDS:**

1. **DRAWING FOR \$50.00:** Each Post is to submit the name of each member in their Post who has signed up at least TEN (10) New/Reinstated Members between fiscal year July 1 and May 31 of the current VFW Year. The names are to be submitted to the State Membership Chairman by May 31 of the closing year. The drawing will be held at STATE CONVENTION and one (1) winner will receive \$50.00.

2. **RECRUITER AWARDS** – Every recruiter who recruits 5 members will be awarded a Membership Award. For those recruiters signing up 25 or more new or reinstated members they will be awarded a VFW Logo Tan Canvas Messenger Bag.

**All winners will be recognized in the following months Mail Call in a Special Awards Section.**

#### **V. POST CONTESTS AND AWARDS:**

##### **MID-WINTER CONFERENCE AWARDS:**

1. **HALL OF FAME AWARD:** Each Post reaching 100% in MEMBERSHIP transmissions and re-ceived by National Headquarters by DECEMBER 31 of current year, will receive a Special De-partment HALL OF FAME AWARD citation at Mid-Winter Conference and special seating and introduction at the Joint Opening of the Mid Winter Conference.

2. **GOLD CHEVRON AWARD:** To qualify for this award a Post MUST EXCEED its PRIOR year's membership total for TWO or MORE CONSECUTIVE years. Membership is based on the mem-bership as of June 30, current year ending total. This award is presented at the Mid-Winter Conference and is for the past two or more consecutive years. Numerical gain for years 1-5 will receive a citation with their total number of

consecutive numerical gain. Once the Post reachers six (6) years of consecutive numerical gain, they will receive a Plaque. Each consecu-tive year after six (6), the Post will receive a Gold Bar to add to their Plaque.

3. **100 PERCENT POST:** All 100% Life Membership Posts will be put into a drawing for one to win \$50.00 and two (2) Banquet Tickets at Mid-Winter Conference

#### **STATE CONVENTION AWARDS:**

*Notification must be sent to State Membership Chairman for the following awards*

1. NEW MEMBERSHIP AWARD: ONE DRAWING OF Posts that sign up 25 to 50 New Members will receive \$75.00 for the Post Commander for his/her fine work. A Post that signs up 51 or more members will be included in a drawing and that post will receive \$100.00.
2. POST RETENTION AWARD: Posts retaining 85% Continuous as of June 15 will be put in a drawing and one Post will win \$100.00.
3. POST LIFE MEMBERSHIP NUMERICAL GAIN: Three Divisions (Largest Numerical Gain) for Life Membership will be awarded at the STATE CONVENTION.

Division I 10 – 100 Membership  
Division II 101 – 200 Membership  
Division III 201 – and up Membership

**All Award recipients will be mentioned in the following months Mail Call under  
Special Awards Section**

## **VI. POST RETENTION:**

Although retention is not a prerequisite for the All-American program, it is a REQUIREMENT for All-State Team. It is also extremely important to understand how retention is derived and the important role retention plays in accomplishing growth. The number of paid annual members in your Post on July 1 is your ensuing year's "prior year total." One more new or recovered member is required to make up for each prior year annual member the Post fails to retain. Post must have 85% Retention for All-State Team!

**Your Post retention is derived from six types of payment components based on your prior year total of annual members:**

- A prior year annual member pays his or her annual membership dues.
- A prior year annual member pays the life membership installment fee.
- A prior year annual member pays for life membership dues.
- A prior year annual member transfers to another Post and pays his or her annual membership dues.
- A prior year annual member transfers to another Post and pays the life membership installment fee.
- A prior year annual member transfers to another Post and pays life membership dues.