

# VFW National Membership Program



**William "Doc" Schmitz**  
**Commander-in-Chief**

Updated: June 20, 2019

# Table of Contents

Membership Mission .....	3
Introduction .....	3
Membership Goals.....	3
Membership Objectives.....	3
Retention Defined.....	4
Triple Crown Award .....	4
Recruiting Awards.....	4
Department “First to Finish” Incentive .....	5
Early Bird Award—VFW Legislative Conference .....	5
Department Early Bird Incentive.....	5
Post Commander and Quartermaster – New & Reinstated Member Award.....	5
Kansas City Spree .....	5
100% Post, District & Department.....	6
100% Commander Drawing .....	6
Post Commander and Quartermaster Division Challenge .....	6
Legacy Life Membership Acquisition .....	6
Elite Recruiter.....	6
Recruiter of the Year .....	7
New Post Development Department Award .....	7
All-American Leadership Criteria .....	7
All-American Post Leadership Criteria .....	7
All-American Post Leadership Award.....	8
All-American District Leadership Criteria.....	8
All-American District Leadership Award .....	8
All-American Department Leadership Criteria.....	9
All-American Department Leadership Award .....	9
Conference Membership Award.....	10
Post Membership Divisions and Minimum Qualifying Percentages .....	10
District Membership Divisions and Minimum Qualifying Percentages .....	11
Important Notes.....	11

## **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.

## **Introduction**

For the past several years, the VFW has been relatively successful in recruiting members aged 39 and younger. The only way to make this success permanent is to retain those members, recover past members and recruit new members. We must improve the way we communicate with our members at all levels of the organization. Does your Post, District, State or Department have a newsletter, email, social media presence or an outreach team that visits fellow members? In many cases, we have lost touch with our members. We need to know who they are and what their needs are. Let us get back to the basics. Our first priority is taking care of our members and the veteran community as a whole.

## **Membership Goals**

1. Build a strong organization for the future.
2. Work together to achieve the VFW's goals. The VFW National Headquarters staff is available to assist in coordinating programs, developing new membership initiatives and building awareness among our membership and the entire veteran community.

## **Membership Objectives**

- Recruit new and recover unpaid members
- Retain and mentor existing membership
- Develop new Posts and revitalize existing Posts
- Increase Life Membership
- Increase Legacy Life Membership

## Retention Defined

Although retention is ***not*** a prerequisite for the All-American program, it is 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 the ensuing year's "prior year total." One more new or reinstated member is required to make up for each prior year annual member the Post fails to retain.

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 to your Post prior to transfer.
- A prior year annual member transfers to another Post and pays the life membership installment fee to your Post prior to transfer.
- A prior year annual member transfers to another Post and pays life membership dues to your Post prior to transfer.

## Triple Crown Award

Any commander who achieves All-American at the Post, District and Department level will receive Triple Crown pin and recognition at the National Convention.

## Recruiting Awards

- **5, 10, 15** Corresponding numbered member pin
- **25** Commander-in-Chief membership coin & citation
- **50** VFW CIC leather travel bag
- **75** Commemorative medallion set
- **100** Century cap and citation ***or*** CIC KA-BAR knife
- **150** \$250 VFW store gift certificate

### **Department “First to Finish” Incentive**

The commander plus guest and quartermaster plus guest for the Department that is the first to attain 100% in membership will each receive:

- **\$2500 voucher through Veterans Travel Services (VTS) applied towards airfare, accommodations and transportation for a trip of their choice.**

### **Early Bird Award—VFW Legislative Conference**

The top three Post commanders and quartermasters and the top two District commanders in each division on Jan. 1, 2020 will receive:

- **A \$1,000 stipend to be used toward attending the VFW Legislative Conference, Washington D.C.**

### **Department Early Bird Incentive**

For every Department that achieves 92% in membership by Jan. 1, 2020; the Department commander will receive:

- **A VFW Tribute Edition Henry Golden Boy .22 Caliber Rifle or a credit voucher of equal value for use with Veterans Travel Services (VTS).**

### **Post Commander and Quartermaster – New & Reinstated Member Award**

The top 10 Post commanders and quartermasters in each division who report more than 50 new and reinstated annual members by Jan. 1, 2020 will each be awarded:

- **A travel charger with the official VFW Commander-in-Chief logo.**

### **Kansas City Spree**

The top two Post commanders and the top two District commanders in each division who achieve 100% membership by April 1, 2020 along with their guest will each be awarded:

- **Round-trip airfare to Kansas City, Mo. from the airport nearest the awardee’s home.**
- **A fun-filled weekend (May 14-17, 2020) that may include but is not limited to touring, shopping and a complete tour of the VFW National Headquarters.**

### **100% Post, District & Department**

A distinctive streamer will be awarded to every Post, District and State/Department that achieves 100% or greater in membership before July 1, 2020.

### **100% Commander Drawing**

Each Post and District commander that exceeds 100% in membership by June 1, 2020 will receive an entry in this drawing. Twenty Post commanders and 12 District commanders will receive:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**

### **Post Commander and Quartermaster Division Challenge**

For every 10 new/reinstated members recruited between July 1, 2019 and April 1, 2020 Posts will earn one entry for both Post commander and quartermaster entered into a drawing. One Post per division will receive:

- **A \$1,000 stipend each for commander and quartermaster to be used toward attending the VFW National Convention.**

### **Legacy Life Membership Acquisition**

Each Post that achieves the designated benchmarks of 25, 50 and 75 Legacy Life Members will be awarded:

- **A Legacy Society Post Proclamation.**

Each Post that achieves the distinctive benchmark of 100 Legacy Life members by July 1, 2020, commander or Post representative will receive:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**
- **Reserved seating at the VFW National Convention joint opening session.**
- **Legacy Society Post Proclamation.**

### **Elite Recruiter**

Any VFW member who signs up 250 or more new and/or reinstated annual members by July 1, 2020, will receive:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**

- **Distinctive cap, citation, and name badge.**

### **Recruiter of the Year**

The VFW member who signs up the greatest number of new and/or reinstated annual members greater than 250 by July 1, 2020, will receive:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**
- **Reserved seating at the VFW National Convention joint opening session.**
- **Distinctive cap, citation, and name badge.**
- **Commander-in-Chief's Crystal Eagle.**

### **New Post Development Department Award**

For each new Post chartered, the Department quartermaster will receive:

- **\$250 for use towards necessary materials for the new Post.**

## **All-American Leadership Criteria**

*The All-American leadership program exists to recognize exceptional leadership, authentic accomplishment in membership growth and VFW core programs.*

### **All-American Post Leadership Criteria**

- Membership greater than 100%
- Finish in top 25 posts in your division that meet all the following criteria
  - Voice of Democracy - minimum of one entry advanced to District judging (Overseas Post donate \$50 to National in lieu of entry)
  - Patriots Pen - minimum of one entry advanced to District judging (Overseas Post donate \$50 to National in lieu of entry)
  - National Citizenship Education Teachers Award – submit an entry in all three categories (K-5, 6-8, 9-12) advanced to District judging (Overseas Post donate \$50 to National in lieu of each entry)
  - Buddy Poppy- must purchase Buddy Poppies
  - Hold a fundraiser with the proceeds going to Veterans & Military Support Programs Services, minimum of \$100
  - National Veterans Service – Appoint a Post service officer

### **All-American Post Leadership Award**

- Acknowledgment in *VFW Magazine*
- All-American Post citation
- All-American Post streamer
- All-American citation - commander
- All-American name badge - commander
- All-American cap - commander - *quartermaster may purchase cap*
- All-American lapel pin - commander - *quartermaster may purchase pin*
- All-American Team Post Member lapel pin (25 pack)
- The top **five** commanders in each division will also receive:
  - **A \$1,000 stipend to be used toward attending the VFW National Convention.**
  - **Reserved seating at the VFW National Convention joint opening session.**

### **All-American District Leadership Criteria**

- Membership greater than 100%
- Finish in top 10 Districts in your division that meet all the following criteria
  - Voice of Democracy - minimum of one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry)
  - Patriots Pen - minimum of one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry)
  - National Citizenship Education Teachers Award – submit an entry in all three categories (K-5, 6-8, 9-12) advanced to Department judging (Overseas District donate \$50 to National in lieu of each entry)

### **All-American District Leadership Award**

- All-American District streamer
- All-American District citation - commander
- All-American name badge - commander
- All-American cap - commander - *quartermaster may purchase cap*
- All-American lapel pin - commander - *quartermaster may purchase pin*
- The top **two** District commanders in each division will also receive:
  - **A \$1,000 stipend to be used toward attending the VFW National Convention.**



- **Reserved seating at the VFW National Convention joint opening session.**

### **All-American Department Leadership Criteria**

- Membership must be greater than 100%
- Must conduct two Membership recruiting events prior to May 1, 2020. A report of these events must be submitted to the Membership Department.
- Hold a Commander's Round-Up\* prior to Jan 1, 2020 with a report submitted to the Membership Department.
- One new post or increase the membership of three posts of 50 members or less to over 50 members by July 1, 2020
- **National Legislative Service**
  - Monthly National Legislative Service committee member reports submitted to National Legislative Service in Washington, D.C.
- **National Veterans Services**
- Must have a State/Department service officer and submit his or her name and contact information to National Veterans Services in Washington, D.C. by July 31, 2019
- Monthly activity report from Department Service Officer or designated NVS Committee member to NVS in Washington, D.C.
- **Programs**
  - Voice of Democracy - An entry advanced to National judging
  - Patriot's Pen - An entry advanced to National judging
  - National Citizenship Education Teacher Award – submit an entry in all three categories (K-5, 6-8, 9-12) and entries must advance to National judging
  - Veterans & Military Support Programs – Must complete a State/Department fundraiser and proceeds donated to Veterans & Military Support Programs, Kansas City, Mo.

### **All-American Department Leadership Award**

- All-American Department streamer

- All-American Department citation - commander
- All-American name badge - commander
- All-American cap - commander - *quartermaster may purchase cap*
- All-American lapel pin - commander - *quartermaster may purchase pin*
- \$1,000 stipend to be used toward attending the VFW National Convention
- Reserved seating at the VFW National Convention Joint Opening Session

### **Conference Membership Award**

The State/Department leading each conference will be entrusted with the conference membership colors for the following year. The 2018-2019 Conference winners will return the colors to the membership booth at National Convention in Reno, NV no later than COB on Monday after the Joint Opening Session. The 2019-2020 Conference winners will then pick up the colors from the Membership Director at National Convention in July 2020 in Reno, NV any time after 0800 on Tuesday at the Membership booth.

The Conference with the highest membership percentage of the four Conferences will have their name and year engraved on a traveling trophy presented by the Commander-in-Chief to the Conference Chairman at the National Convention. The 2018-2019 Conference Chairman will return the trophy to the membership booth at National Convention in Reno, NV no later than COB on Saturday to ensure placement of the new nameplate. This trophy will be presented to the 2019-2020 Conference Chairman on stage during the Joint Opening Session\*.

### **Post Membership Divisions and Minimum Qualifying Percentages**

<b>Division</b>	<b>Total Membership</b>		<b>Qualifying Percentage</b>	<b># Eligible</b>
<b>1</b>	951+		Over 100%	25
<b>2</b>	750	950	Over 100%	25
<b>3</b>	356	749	Over 100%	25
<b>4</b>	246	355	Over 100%	25
<b>5</b>	185	245	Over 100%	25
<b>6</b>	143	184	Over 100%	25
<b>7</b>	112	142	Over 100%	25
<b>8</b>	88	111	Over 100%	25
<b>9</b>	68	87	Over 100%	25
<b>10</b>	51	67	Over 100%	25
<b>11</b>	1	50	Over 100%	25

## District Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage	# Eligible
1	5,000	14,000	Over 100%	10
2	3,282	4,999	Over 100%	10
3	2,172	3,281	Over 100%	10
4	1,447	2,171	Over 100%	10
5	906	1,446	Over 100%	10
6	1	905	Over 100%	10

### Important Notes

- In order to receive stipends, awardees must be in attendance at designated events
- Only one National paid stipend per event (National Convention, legislative Conference, etc.)
- All awards are non-transferable
- For the Conference Membership Award traveling trophy, the Conference Chairman will be responsible for the return of the trophy to the Membership Department booth at the National Convention each year
- The *Commander's Round-Up* program is for Department commanders to visit Posts in their Department to get face-to-face time with their Post and District leadership and assist with membership development events. For further information about the *Commander's Round-Up*, please contact the Membership Department by calling 1-888-JOIN-VFW or by email at [membership@vfw.org](mailto:membership@vfw.org)