

DEPARTMENT of MICHIGAN

2019-20 MEMBERSHIP PROGRAM

“Together We Can Build a Stronger VFW”

Membership Mission

To recruit, retain, and mentor ALL ELIGIBLE VETERANS into Veterans of Foreign Wars. A GOOD membership program will always include every veteran generation. Our mission is to motivate existing members and recruit new members to be knowledgeable of Post, District, Department, and National VFW programs. In addition, it is our mission to get ALL members involved with our local programs and events that support veterans and community. It remains every member’s mission and responsibility to participate and support a strong tradition of service, leadership, and community outreach. There are countless ways this can be accomplished and it is every member’s responsibility to maximize the level.

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 or District 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 because we do not communicate with them.** Every good membership program MUST work towards getting to know our members and what their needs are. Let us get back to basics—our first priority is taking care of our members and the veteran community as a whole.

Membership Goals

1. Present a **positive image** of the Veterans of Foreign Wars to our Veterans, Families, and Community.
2. Build a **STRONGER POST** and **DISTRICT** for the future.
3. Work **TOGETHER** to achieve ALL OUR VFW’s goals.
4. Instill **team building** and Esprit de Corps amongst all members.
5. Provide Veteran Service Officers (VSO) outreach to our posts and districts.
6. Create or improve our Social Media exposure (Facebook, Twitter, websites, YouTube, etc.) Create or improve email contact lists at your post and district. (Email newsletters, messages, information, etc.)

Membership Objectives

1. **Recruit** NEW and RECOVER unpaid annual members that walked away from the VFW.
2. **RETAIN** and **MENTOR** our existing membership.
3. **DISTRICT Leadership** assist and help **revitalize** existing **Posts**.
4. **INCREASE** Life Membership.
5. **INCREASE** Legacy Life Membership.
6. Create or improve **Student Veterans Outreach**.

Member Retention Defined

Although retention is **NOT** a prerequisite for the All-State 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.
- 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.

Subscription Dues \ Annual Dues Defined:

All Annual members are on a 12 month dues renewing schedule. Memberships will expire on the last day of the month listed on the dues card. In other words, there are **12 DIFFERENT EXPIRATION DATES** for annual paying members. The EXPIRATION DATE is always the LAST DAY of the MONTH. Monthly, the Post Commander, Quartermaster, and Membership Committee should be reviewing the unpaid member list (90 days out) and making personal contact with those members in advance of membership expiration. There is **NO PENALTY** when membership dues are paid early. **ANNUAL PAYING MEMBERS** with membership expirations in **MAY** and **JUNE** **MUST BE RENEWED PRIOR TO APRIL 30** to ensure the Post\ District is at 100% in membership for Awards at State Convention. In addition, their dues **MUST** be processed by National Membership Department prior to June 30 in order to receive current year credit. So, **it is extremely important that all MAY AND JUNE expiring members pay early or on time!**

Department Membership Awards

All Membership Awards are derived from the numbers coming from the National Membership **MemStats** and or records retained by our National Membership Department in Kansas City.

Note: To receive **RECRUITING CREDIT**, please remember that you **MUST** put your **NAME** and **VFW ID Number** on the Membership Application Form for ALL new members you recruit and or reinstate. It is **VERY** important that the Post Quartermaster include the recruiter information when transmitting **ALL MEMBERS** to the National membership Department. It is the **RECRUITER** and **POST QUARTERMASTERS'S** responsibility to ensure this is done accurately with every application.

EARLY ANNUAL DUES PAYMENT AWARDS

1. **Any Annual\ Continuous member** who pays their 2019-20 Annual Dues before Sept. 20, 2019 will have their name put into a drawing for a **\$100.00 cash prize**.
2. **Any Annual\ Continuous member** who pays their 2019-20 Annual Dues between Sept. 21 and January 17, 2020 will have their name put into a **drawing for \$100.00 cash prize**.
3. **Any Annual\ Continuous member** who pays their 2019-20 Annual Dues between Jan 18, 2020 and April 30 will have their name put into a **drawing for \$100 cash prize**.

SPECIAL AWARDS to DISTRICTS (These Awards are cumulative)

1. Districts attaining **95%** in MEMBERSHIP by the **2019 Fall-Conference** will receive a **\$50 gift certificate to the VFW Store**
2. Districts attaining at least **97%** in MEMBERSHIP by **2019 Veterans Day** will receive a **\$50 gift certificate to the VFW Store.**
3. Districts attaining **98%** in MEMBERSHIP by **2020 Mid-Winter Conference** will receive a **\$50 gift certificate to the VFW Store.**
4. Districts attaining **100%** in MEMBERSHIP by **March 1, 2020** will be receive a **\$50 gift certificate to the VFW Store.**
5. District Commanders attaining **100%** in MEMBERSHIP by **April 30, 2020** will receive a personalized **State Commander's Membership Jacket.**
6. Districts attaining **100%** in MEMBERSHIP by **June 30, 2020** will receive an **Honor Banner\Award.**
7. **NEW POST AWARD** if a Brand New Post is approved for a Charter during the 2019-2020 administration the District will receive a **\$100 gift certificate to the VFW Store** to go toward equipping the new post with supplies.

SPECIAL AWARDS to POSTS (These Awards are cumulative)

1. Posts attaining **97%** in membership by **2019 Fall-Conference** will be put in a drawing to receive a **\$50 gift certificate to the VFW Store. (5 winners)**
2. Posts attaining **98%** in membership by **2020 Mid-Winter Conference** will be put in a drawing to receive a **\$50 gift certificate to the VFW Store. (5 winners)**
3. Posts attaining **100%** in membership by **April 30, 2020** will be put in a drawing to receive a **\$50 gift certificate to the VFW Store. (5 winners)**
4. Posts attaining **100%** in MEMBERSHIP by **June 30, 2020** will receive an **"Honor Post" Banner.**
5. **NEW POST AWARD** when a Brand New Post approves to Charter during the 2019-2020 administration the New Post will **receive an American Flag, Staff, and Stand.**

SPECIAL AWARDS to the VFW AUXILIARY

1. The VFW Auxiliary that submits the **most referrals** (name and contact information) **for VFW membership** to the Department Membership Director will receive a \$100 gift certificate to the VFW Store. Deadline to submit referrals are May 15, 2020.
2. The **TOP INDIVIDUAL** and **TOP DISTRICT** with the most name referrals will receive a "Special State Commander Award" at the 2020 VFW State Convention.

Individual VFW Recruiter Awards (These Awards are cumulative)

Challenge:

Award:

- | | | |
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| Recruit 1 New\Reinstate Member | - | State Commander's Pin |
| Recruit 5 New\Reinstate Members | - | \$10 gift certificate to the VFW Store |
| Recruit 10 New\Reinstate Members | - | State Commander's Shirt |
| Recruit 15 New\Reinstate Members | - | Commander's Challenge Coin |
| Recruit 25 New\Reinstate Members | - | Commander's Recruiter Jacket (April 30, 2020 Deadline) |
| Elite District Recruiter | - | The District member that recruits the most new and \reinstate members by April 30, 2020 will receive a personalized "2019-20 Elite District Recruiter Jacket". Minimum number of new\reinstate members is 26. One winner per district. (One jacket per winner) |
| Elite State Recruiter | - | Every member who recruits 50 or more New\Reinstate members by April 30, 2020 will receive a special personalized "2019-20 Elite State Recruiter Jacket". (One jacket per winner) |
- Recruit a New Life Member - For every brand new Life member recruited YOUR NAME & New Life Member's Name will be entered into a drawing for a chance to win.
1. **The NEW LIFE MEMBER receives a \$100 gift certificate from the VFW Store.**
 2. **The RECRUITER receives a \$100 gift certificate from the VFW Store.**
- The drawing will be held during the 2020 State Convention.
(Annual members converting to Life Membership are excluded)

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Denny Craycraft
“Self was Forgotten”
in the
“Cause of a Greater Good”



“In Memoriam of a True-Comrade”