

PUBLIC RELATIONS



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Public Relations Introduction

Public Relations may be the most important task you and your Post will undertake. It occurs every minute of every day. It goes beyond preparing and distributing news releases. It is the underlying element that brings success or failure to your Post. All contact between your Post and the community has a public relations aspect. **Ensuring the community views your Post positively is paramount.**

The community service your Post performs will enhance the Post's reputation as a responsible, caring and energetic community service organization — one that leads by example.

Your PR Strategy

What do you want to accomplish with your PR strategy? Define your objectives. This is the critical first step.

- **Determine your audience.** This includes members, potential members and non-members. Different Post activities appeal to different segments of the community.
- **Define your message.** Sticking to one message is essential. However, your message may be presented in several ways through various outlets. Determine the best outlet for the best results.
- **Develop a strategy.** How can you best accomplish your goals? Look at the dynamics of your community. Build a relationship with the media in your area. Keep an up-to-date list of contacts for each outlet. Become the subject matter experts in your community on patriotic and veterans' issues. Make your Post visible and active on social media. Develop relationships with other local community service organizations.

When evaluating your strategy, you should listen carefully to the feedback from Post members and officers, members of the community and the media. Take this information and fine tune your strategy, if necessary. A good communicator talks and listens.

Suggestions from all sources should be considered. After all, those people see your messages from a different angle, and what might be very clear to you may not be to them. A new point of view may help get the word out more efficiently and effectively.

Development of good public relations takes time and commitment.

Building Media Contacts

As a Post officer, you will have to speak to the media and general public. Therefore, you need to be able to speak clearly and concisely on veterans' issues and VFW programs. Your ability to communicate in both the written and spoken word will benefit the Post and the community.

You should build a good working relationship with members of the media, as well as the leaders of the various VFW programs. The assistance of officers and members is invaluable when gathering information to present to the media. When your information is accurate and of interest to the community, the media will welcome your submissions.

Some basic equipment needed to accomplish this task are a computer, email address, letterhead and a style guide, such as the Associated Press Stylebook.

A camera or smart phone is a great tool when used properly. After all, “a picture is worth a thousand words,” but only when that picture is of good quality and supports your newsworthy story. Avoid taking “grip-and-grin” photos. Additionally, always look for the action shots. Remember, get close, get faces, and get a signed photo release.

Your goals are to develop a public relations strategy and make it work, establish media contacts and increase the community’s awareness and respect for the VFW.

Building VFW Awareness by Rewarding Your Community

Know the VFW programs and how they serve the community. Our programs are the heart of our organization, beginning with community service. Tell the community about the Post service officer and the free assistance available to any veteran and his or her dependents to gain entitlements.

Our programs can reach people in the community who might not otherwise know veterans or the continuing service they offer to their communities. Through our youth and citizenship education programs we offer valuable and needed information to various groups in the community.

Establish an awards program that relates to VFW programs. Everyone loves praise. Recognition focuses the community spotlight on the individual or group being acknowledged as well as on the VFW. Award your local police, firefighters and EMTs with a certificate of appreciation during a public ceremony. Coordinate this event with a community anniversary or a national observance.

Other organizations or groups that have assisted the VFW in a community service project deserve thanks as well. Host a special event to recognize individuals or groups who further the VFW’s priorities and ideals. Include teachers, public officials, local young people and members who have demonstrated support of the VFW’s values.

Deal With Bad Publicity, Don’t Avoid It

Unfavorable publicity needs to be handled promptly and with as accurate information as possible. Here are some tips for dealing with negative publicity:

- **Don’t avoid the media.** Help them get all the facts so the story will be fair and balanced.

- **Do not provide conjecture or speak before you have all the facts.** Stating "We're aware of the situation, and are investigating," can help.
- **Do not place blame.**
- **Do not discuss fault or liability.**
- **Deal with the situation and move on.** Even a bad situation can have positive aspects.

Think of this as a welcome opportunity to present the VFW's programs and projects that help the community. If you have been helpful, the media contacts you make can prove valuable in the future.

Targeting the Media with a Specific Message

Get to know the media in your area. This includes newspapers, both daily and weekly; radio, television and cable television stations; local or regional trade publications; and local and regional magazines.

Your contact list should include: name, title, address, affiliation, phone number, email address, social media handles and publication deadline dates.

Remember: your membership is diverse. Contacting various outlets ensures that your message reaches a wide audience.

Not every message will need to be sent to every contact. A news release announcing teachers and students receiving awards from the VFW would be best sent to the local media outlets as well as the school and any professional publication for teachers. A blood drive held at the Post would have a different list of media contacts. Choose carefully. A constant barrage of unrelated news releases can numb the media to your message.

A 'Thank You' Reaps Rewards

Nothing is more important than saying "thank you." A well-written thank you note to a guest speaker is imperative.

Presentation of a certificate of appreciation to an individual or a group that has assisted with a program goes a long way toward building community relationships. A brief note of thanks to a member of the media for event coverage can help keep the lines of communication open. You also may want to consider writing congratulatory letters to individual Post members when they have accomplished something noteworthy outside of the organization.

Many members belong to various community service organizations. Sending congratulatory letters to elected leaders of other service organizations is a good way to establish a spirit of camaraderie between organizations. After all, we are all trying to better our communities through voluntary public service.

In addition, you can host an annual appreciation event for local law enforcement agencies, community-safety representatives, educators and youths who deserve recognition.

Make Your Community Proud of Your Post

Make your community proud it has a VFW Post. Be the focal point in your community for all patriotic programs. Whether it's parades, school programs or voter registration, make sure the VFW has a visible presence.

Keep the Post home in good shape. Make it attractive and welcoming. Let it be an example of an organization that is proud of its history and working to make the community a better place in which to live. When the Post has a good image, it is easier to get the media involved and excited about VFW-sponsored events.

Finally, remember that you represent the VFW to every person you meet. The impression you make is one the public will associate with the VFW. Make sure it is a positive one.

Keep a Calendar

A calendar of upcoming VFW events can help simplify your job. On your calendar include important national events, anniversaries and observances. To commemorate these dates, you may want to have a letter to the editor ready for possible publication.

Also you might consider hosting an event in observance of these special days. When planning an event, it is important to consult with the local community calendar. Scheduling conflicts can be avoided with some simple checking.

Important Dates to Remember

Third Monday in Jan. - Martin Luther King, Jr. Day

Jan. 27 - Signing of Vietnam Peace Accord (1973)

Jan. 31 - Panama Campaign Ended (1990)

Third Monday of Feb. - Presidents' Day

March 29 - National Vietnam War Veterans Day

March 31 - Somalia Campaign Ended (1995)

April 9 - National Former POW/MIA Recognition Day

April 11 - Persian Gulf War Official Cease-Fire (1991)

May 1 - Loyalty Day

First Saturday in May - Annual VFW Day of Service Kicks Off

May 8 - WWII Ends in Europe (V-E Day) (1945)

May 15 - Peace Officers Memorial Day; Women's Army Corps Founded (1942)

Third Saturday in May - Armed Forces Day

Last Monday of May - Memorial Day

June 14 - Flag Day; U.S. Army Founded (1775)

June 27 - National Post-Traumatic Stress Awareness Day

July 2 - U.S. Army Air Corps Established (1926)

July 4 - Independence Day

July 27 - Korean War Armistice Day (1953)

Aug. 4 - U.S. Coast Guard Established (1790)

Aug. 14 - Japan Surrendered, Ending WWII (1945); National Navajo Code Talkers Day

Aug. 30 - Afghanistan War Ended (2010)

Sept. 2 - V-J Day: Japan Signed Formal Surrender (1945)

Sept. 11 - Patriots Day and National Day of Service and Remembrance
Sept. 14 - VFW Auxiliary Founded (1914)
Sept. 17 - Constitution and Citizenship Day
Sept. 18 - U.S. Air Force Established (1947)
Third Friday in Sept. - POW/MIA Recognition Day
Sept. 29 - VFW Founded (1899)
Oct. 13 - U.S. Navy Established (1775)
First Tuesday of Nov. – Election Day
Nov. 10 - U.S. Marine Corps Established (1775)
Nov. 11 - Veterans Day; Signing of WWI Armistice (1918)
Nov. 21 - Grenada Campaign Ended (1983)
Dec. 7 - National Pearl Harbor Remembrance Day
Dec. 13 - National Guard Established (1636)
Dec. 15 - Iraq War Ended (2011)
Dec. 20 - U.S. Space Force Established (2019)
Dec. 31 - Official End of WWII (1946); Kosovo Campaign Ended (2013)

News Releases and Promotion

A News Release Must Be Newsworthy

The most fundamental way, although not the only way, to get your message out to the media is through a news release.

An effective news release relates information that is newsworthy. **It should be clear, concise, error-free and answer the "Five Ws" in the first paragraph: who, what, where, when and why.**

Try to keep the news release to one page, two at the most. If more information is needed to better explain your news release (fact sheets, biographies or program information), it can be attached. Be sure the contact person's name, phone number and the date of the release are clearly indicated.

Include quotes from the head of the organization, the Post Commander or the officer responsible for the program. It is best to use quotes that sound natural and express an opinion or position.

Press releases can be written on events, programs, awards, election of VFW officers or national issues. Be sure to highlight the local aspect no matter what the subject. Localization makes for easier placement.

Avoid buzzwords and organizational acronyms. Assume that readers know nothing about the organization — chances are they don't.

As you are writing, think about simplicity. Be brief. Forget flowery adjectives — they will most likely be cut anyway. And don't be insulted if your release is changed or cut, as long as it gets the main points across. The editor's job is to do just that — edit.

Know the media deadlines. Allow enough time for editors to call with questions, but not too much time for the interest to lag.

Make the reporter's job easier by emailing the news release to them. Follow-up with a phone call.

When you have completed your news release, go back over it again. Check that you have answered the "Five Ws" in the first paragraph. Did you give the release a point of local interest? Are the sentences short and clear? Is the release written in a consistent manner? Is it typed and error-free? Nothing is more irritating to an editor than having to rewrite a release.

If a photo is included with the release, be sure to provide the names of everyone in the photo and a brief explanation of the event. Make sure the photo is of good quality and suitable for publication.

Control Interviews with Facts and Research

If reporters call, determine why they are calling and the subject to be discussed. Ask if the reporter is on deadline, and assure the reporter you will call back before the deadline. Remember, you have little control over the interview, but if the reporter asks an off-topic question, bring them back to the agreed topic. Here are tips designed to help as you prepare for the actual interview:

- Jot down likely questions and appropriate answers.
- Know what you want to communicate. Plan to make your points accordingly.
- Do your research. Provide background or expanded information.
- Never lie or mislead a reporter.
- Offer your conclusion first, briefly and directly. Back it with facts.
- Avoid organizational jargon and acronyms.
- Short answers are better than long. Use complete sentences.
- Don't accept a reporter's facts or figures as true; don't respond to a hypothetical situation; and do respond to negative-leading questions with positive statements.
- Keep cool. Don't allow yourself to be provoked.
- Remember when talking to a reporter there is no such thing as "off the record."
- If there are any skeletons in the closet, be prepared for them to come up in the interview.
- Be prepared to state all your positive points completely in response to the first questions asked.
- State clearly when you can release information and why.
- If you don't know the answers, say so, and offer to find out.

The interview will be brief. A reporter has only a few minutes to get your full story. Don't ask to approve the story before it is published or broadcast.

Notifying the Media When the Chief Visits

The VFW National Commander's visit to your area is an important event for several reasons. First, they are the chief spokesman for our organization. They are widely traveled, aware of the concerns of veterans and their families across the nation, and have the responsibility to meet with the president and key congressional members to express the interests and needs of the nation's veterans.

For these reasons, the local media will be interested in their views on veterans' issues, national security and foreign affairs. It benefits the VFW and veterans in general if the Chief's visit is well-covered by the media.

- **Media Alert.** If your Department has already announced the Chief's visit, ask for a copy. Then, forward it to the news editors in your community. If the Department has not distributed a media alert, write one yourself.
- **Interviews.** Contact your local TV and radio stations in your community and ask if they would like to have the VFW's National Commander as a guest. Of course, be sure the Chief will be in your area long enough to take part in this type of interview. Most Post visits are scheduled for 30 minutes. Such interviews work best at the beginning of a visit or at the end. In any case, coordinate with your Department headquarters to determine what time works best for the Chief's already-established schedule.
- **Interviewees.** The media is there to interview the Chief. Conduct the interview in such a manner so others cannot interrupt. The Chief, the Post/District Commander and the Department Commander are the only VFW members who should attend the interview. Post, District and Department Commanders are there only to provide information on veterans' issues on a local or state level. Do not put the Chief into an interview by themselves where the media are going to concentrate on local veterans' issues. The Chief talks only on relevant national and international issues.
- **News Conference.** Since the amount of time the Chief can spend at a Post is limited, it is usually a good idea to invite the media for a specific time. Then, turn the Chief over to them for a news conference-type interview.
- **Place.** Where you conduct the interview is very important. Do not conduct interviews in the Post canteen. Use your meeting room or an area that is clean and quiet.
- **Time.** The best time to conduct an interview at the Post is as soon as the Chief arrives. Reporters have deadlines to meet and they do not have time to stand around while the Chief visits with members. Get the interview started when they arrive. The Chief can visit with members later. The only exception to this rule is when the Chief will be at the Post for a luncheon or dinner. For these visits, ask the media if they would like to eat with members, listen to the Chief's remarks afterward, and then conduct the interview. Quite often, the Chief's remarks to the group after the meal give the media ideas for questions.

- **Follow-up.** If there are questions that can't be answered during the interview, be sure to get the name and phone number of the reporter, and provide an answer as soon as possible.

Good PR Helps Retain Members

Post officers have an additional responsibility to members of the VFW to ensure that Post activities are enjoyable, interesting and diverse. This promotes membership retention. Members who show pride in the organization and the community service they perform attract potential members.

Remind members to wear VFW-branded apparel. Make sure new members feel welcome and offer them the opportunity to get involved in a VFW program or project that captures their interest. Getting a new member off to a good start, or involving an existing member in a new program, is in everyone's best interest. A happy member is the best PR the VFW can have.

Supporting VFW activities through meaningful PR is the key to supporting members in their efforts to help the community. Members will recognize your contribution to the success of the VFW and its many projects and programs. There is no substitute for teamwork.

Advertising

There are significant differences between public relations and advertising.

With advertising you control the timing and content but not the cost. **In public relations you have no control on the timing or content but pay nothing.** Resources will determine which method you use most frequently.

Talk to local radio and TV stations about advertising or donated public service announcement (PSA) time. The cost of placing a 30-second spot can be minimal depending on your location. Explore these mediums for effectiveness of messaging (how many of your target audience you reach) and cost comparison.

VFW National Headquarters has produced 30 and 60-second videos and radio spots. They publicize the VFW's mission and promote our free assistance programs. Some solicit membership so they cannot be used as PSAs, which are free.

Additionally, if you advertise to solicit members, be mindful of the environment at the Post. Make sure the prospective member feels welcome and respected.

Be Creative with Publicity Options

We have talked about the printed word in the form of a news release and the possibilities available through radio and video, but there are other options to investigate as well.

AI-Generated Images

Never use AI to generate images of veterans, service members or any real people.

Approved Uses Only

- Backgrounds and scenery
- Image extension (expanding canvas)
- Upscaling low-resolution images
- Adjusting images to fit aspect ratios
- Environmental or landscape imagery

Never Use AI For:

- VFW brand elements, logo, Cross of Malta or VFW cap
- Generating veterans or service members
- Creating images of real people
- Depicting faces or identifiable individuals
- Fabricating events or ceremonies
- Any content that could mislead viewers

AI generates brand elements inaccurately, hurting brand consistency.

Remember: Authentic photography of real veterans and events is always preferred. AI should only be used to enhance existing images or create non-human elements like backgrounds and scenery.

Three thick, parallel diagonal stripes in a medium gray color run from the top left towards the bottom right of the page.

VFW GUIDE FOR GETTING STARTED AND STAYING ACTIVE ON SOCIAL MEDIA



GETTING STARTED

Creating a social media presence, whether it's a Facebook page, an X (formerly Twitter) handle, a TikTok or Instagram account, allows your Post, District or Department to increase VFW brand awareness and engage with your members, supporters and fellow veterans through an online community where people gather to receive information and access resources.

Social media is useful to share the important work of the VFW, information on meetings and events, creates membership opportunities and works to enhance your Post, District or Department's visibility. It is also a place to share success stories and to ask for support if needed.

Creating a social media presence is not enough however, you must be active! Fully completing your account profile, posting content regularly, engaging with users and responding to direct messages in a timely manner are all vitally important. **Make certain you are assigning a site administrator that you can trust, and best practices .**

Each social media site is unique in the content it supports and its user base. We encourage you to do some research into the various sites to find the one that suits your Post, District or Department needs. Remember, social media success is contingent upon ENGAGEMENT!

A few questions to consider before choosing which channel is right for you:

- What is this platform's functionality?
- Can we actively and efficiently engage users on this platform?
- How can using this platform help us achieve our goals?

Please note: VFW Facebook and X profile images are available in the "Getting Started Online" section of the Communications and Public Affairs hub in Training and Support at vfw.org. Brand usage guidelines and instructions on how to access your specific Post, District or Department VFW logo [can be accessed here](#).

Get to know the channels:

Facebook:

You have the option to control the look of your page by adding a profile picture and a cover photo. Other suggestions include using photos of your Post, District or Department building or photos from recent events.

There are many ways to add content to your Facebook page, but the most common include [status updates](#), creating [events](#) and sharing [photos](#). Please refer to the [Facebook Help Center](#) for more information about each of these.

An official Facebook page may be created with the appropriate permission from your Post, District or Department.

A Facebook page must be created from the profile of an existing Facebook user. If you do not have an existing account, please make one. It is best to create the profile under the name of a real person, then create a Facebook page associated with that profile.

The difference between a profile and a Facebook page is that people must send “Friend Requests” to the profile in order to connect with you. When your Post, District, or Department has a Facebook page, anyone can view the page and connect with and join your audience by following the page and giving the page a “like.”

Ready to get started on Facebook?

Begin creating your official Post, District or Department Facebook page by [following these steps](#). Be sure to create an appropriate name based on your official Post, District or Department name/number. *Note: [Watch what to do if a Facebook page for your entity, for which you do not have access, already exists](#).*

It is important to add more than one person within your Post, District or Department as administrators of the Facebook page. Be sure they are trusted, and active on their personal Facebook page. This ensures that if the primary administrator leaves, the account will remain accessible, and that Facebook will not deactivate your account by purging the inactive personal account of one of your administrators. Learn how to add an administrator to your page [here](#). Be sure everyone who has access to your page is aware of the guidelines your Post, District or Department has set for their social media activity.

Publicly, we recommend placing a User Code of Conduct in the “About” section of your Facebook page. You are at liberty to copy the VFW National Headquarters’ Facebook User Code of Conduct below:

VFW Facebook User Code of Conduct

We strive to provide an inviting space where users can freely and respectfully discuss the content posted to our page. We have instituted user guidelines to help us accomplish this across VFW’s social media channels. Failure to adhere to these guidelines will result in hidden or deleted comments. In severe cases, users will be banned from future engagement with the VFW page.

Comments, posts and direct messages which contain one or more of the qualities listed below will be unacknowledged, hidden or deleted. Users may be banned if they are excessive or repeat offenders.

- * Hate speech.
- * Discrimination.
- * Bullying or harassment.
- * Excessive profanity.

- * Sexual content.
- * Content unsuitable for minors (Please remember we have underage fans on our page.)
- * No promotions or spam: Links, images, referral codes, self-promotion, or excessive references to third parties' products or services will be deleted.
- * Identifying VFW members, staff and other users in defamatory, abusive, or in such a manner which endangers their privacy and security.
- * Deliberately provocative or antagonistic language.
- * Engagement which has no relevance to the original post or content.
- * Misinformation.

Please note: Direct messages are not an official means of reporting to the national organization. If you would like to report a grievance, please do so utilizing the proper channels or you may fill out the VFW's form: <https://www.vfw.org/ContactUs>.

X:

Twitter formerly rebranded in 2023, changing its name to X. According to the Associated Press' update to its stylebook on the name change, it's suggested that "on first reference, refer to the platform as *X*, formerly known as *Twitter*. The term *tweet* remains acceptable as a noun and a verb. Also acceptable is phrasing such as *posted on the X platform, formerly known as Twitter*. On later references to the platform: *the X platform* or *X*." While the rebrand changed the appearance of the platform, users will find that much of the verbiage surrounding the platform is unchanged.

Each tweet is limited to 280 characters for unsubscribed X users, so you must be brief in your messaging. However, those who opt to pay for a X subscription service ([X Premium](#), formerly known as Twitter Blue or [Verified Organizations](#)) now have up to a 25,000-limit character count.

Hashtags are words or phrases preceded by a hash sign (#) used on social media websites and apps especially X, to identify a specific topic. For example, if you tweet, "We're hosting bingo Friday night to benefit #veterans at 7 p.m., everyone is welcome!" using the hashtag #veterans will categorize your tweet with every other tweet using the hashtag #veterans. To see this, enter #veterans in the search bar at the top of the page and you will see a list of all the recent tweets using that hashtag.

While X may have character limitations for unsubscribed X users, with a little creativity you can still share most of the same information with your X followers that you would share on Facebook.

Ready to get started on X?

Go to the X "Sign Up" page and follow the prompts. We recommend signing up with a shared email address for your Post, District or Department so that in the event the primary administrator leaves, the credentials are recoverable.

Be sure to create an appropriate name based on your official Post, District or Department name/number, input a proper description of the VFW and note that you're interested in veterans. Once you've successfully signed up, complete your Post, District or Department profile by inputting a photo/VFW logo, completing your physical address, phone number, etc.

Issues signing up? Visit the [X Help Center](#) for a step-by-step guide on how to sign up for your new X account.

Instagram:

Instagram is the perfect combination of Facebook and X, where images and videos are at the forefront, with hashtags often utilized to discover similar content within the captions and comments. Links are not easily added which pushes users to create content that lives specifically on Instagram.

Ready to get started on Instagram?

Grab your mobile device and download the Instagram app from your app store or head to Instagram.com to create an account. If you have an existing Facebook or Instagram account, you can use your existing account to create a new Instagram account.

Create an account by choosing an appropriate name based on your official Post, District or Department name/number. Confirm your account by using an email address associated with your Post, District or Department that the administrator and others have access to.

Input an appropriate photo/VFW logo as your profile picture and complete the remainder of the profile with your Post, District or Department information.

If you've hit a roadblock, visit the [Instagram Help Center](#) for more information on account basics and how to set up an account.

TikTok:

TikTok is a social media platform where users can create, edit and share videos. TikTok has grown beyond just short video sharing and today, it's a hub for entertainment, creativity, marketing and so much more. The platform is often used to mix self-promotion with quick tips and advice but is frequently also used to market and sell products. It is important to remember that this platform is heavily reliant on producing engaging video content, understanding the [TikTok algorithm](#), being consistent, posting content that will resonate and keeping content short, simple and relatable.

Ready to get started on TikTok?

Grab your mobile device and download the TikTok app from your app store or [download on your browser](#) to create an account.

Set up your profile by adding a relevant and appropriate profile picture, username and contact information based on your official Post, District or Department. Ensure your email and phone number are valid as they're needed for login and password recovery. Once you've downloaded TikTok, it's installed and opened, find the Profile icon in the bottom menu bar and click "Sign up" to register. Users then have the option to set up a free TikTok Business Account by clicking on the three lines at the top right of the your Profile page. Head to Settings and privacy, then select Switch to Business Account. This allows users to create ads and unlock performance insights among other features.

Hit a bump on your TikTok journey? Visit the TikTok Help Center for helpful information on everything from getting started and setting up your account to using TikTok effectively!

STAYING ACTIVE

Maintaining a positive, active social media presence requires that your accounts meet the community standards set forth by each channel and the administrators take a proactive approach in cultivating your presence and a following.

- Basic Do's
 - Create an official handle with completed profile.
 - This conveys professionalism and accessibility.
 - Provide access to at least two trusted representatives.
 - You do NOT want to get locked out of your account.
 - Always be aware of presentation.
 - Double-check spelling, punctuation and grammar.
 - Post images.
 - Images almost always garner more engagement.
 - Post content regularly.
 - Consistently put the good VFW name out there.
 - Be a good steward.
 - Remember, you're operating under the VFW name.
 - Remain inclusive.
 - Each post should align with the VFW mission, vision and values.
 - Reply in a timely manner.
 - Being responsive conveys professionalism and helps build relationships.
 - Remember it's forever.
 - Post with the assumption that each post is viewed and captured.
- Basic Don'ts
 - Use to share your beliefs and opinions.
 - Remember, this is not a personal account.
 - Gloss over appearance.
 - Take a hard look at each photo and video to ensure it's appropriate.

- Let the profile grow stale.
 - An outdated presence is worse than none.
- Get personal.
 - Again, remember, you're operating under the VFW name.
- Ignore or overly engage.
 - Address any negative comments in a professional manner – consider moving the conversation from a public forum to direct messages as necessary.
- Forget that it's forever.
 - Again, post with the assumption that each post is viewed and captured.

[Learn more about best practices for Facebook.](#)

[Learn more about best practices for X.](#)

[Learn more about best practices for Instagram.](#)

[Learn more about best practices for TikTok.](#)

Please note: VFW National Headquarters does not have a professional relationship with any social media companies. It cannot retrieve login credentials, influence the community standards of each site or submit appeals on behalf of Posts, Districts or Departments whose accounts have been suspended for violations.

Please refer to the respective social media site for assistance with the aforementioned.

Common Hashtags to Use in Your Content Postings:

The VFW utilizes several different hashtags, and we encourage you to use them as appropriate and utilize your own hashtags in your social media content.

- **#VFWPostPride**
 - Used to highlight the successes, events and stories of local Posts and VFW members.
- **#StillServing**
 - The VFW's latest, far-reaching campaign to highlight veterans' continued service.
- **#IAmtheVFW**
 - Highlighting stories of members' ongoing service to community and country.
- **#VFWTestimony and #AdvocacyInAction**
 - Incorporated into legislative testimony tweets.
- **#VFWSalute**
 - Used when remembering someone who has passed away.
- **#ShopVFW**
 - Anything VFW Store related.
- **#VFWConvention**
 - Used for all VFW National Convention information.
- **#VFWDC [insert 4-digit calendar year] i.e. #VFWDC2025**
 - Used for all VFW Legislative Conference information.
- **#FORVETERANS**

- Because “No One Does More For Veterans” than the VFW.
- **#PACTActInfo**
 - Utilized to promote the VFW’s PACTActInfo.org website.
- **#VFWStrong**
 - Emphasizing our strength in numbers and our positive reach in the community.
- **#VFWDayofService**
 - Annual community service initiative that kicks off the first Saturday in May with service projects and events ongoing throughout the month.
- **#DontFeedTheSharks**
 - Used to emphasize posts promoting VFW Accredited Service Officers.
- **#LeadAdvanceServe**
 - Used to emphasize the Still Serving campaign and VFW members who are still leading, still advancing and still Serving.
- **#VFWGaming**
 - Used to highlight VFW’s gaming initiative.
- **#VFWPodcast**
 - Used to highlight VFW’s podcast.
- **#StrongerTogether**
 - Used to emphasize unity – used with VFW’s friends when working together (ex: Irreverent Warriors or GSF comments / posts.
- **#VFWAdvocacy**
 - Used to highlight VFW’s advocacy efforts – especially on The Hill .

Determining Which Accounts to Follow/Like

There is much to consider when deciding which accounts to follow/like on social media: Is the information shared reliable, interesting and do our professional interests align ... does it make sense to follow/like them?

To help you get started, we've put together a list of recommended accounts to follow/like. Additionally, we encourage you to follow/like the accounts of your Posts, Districts, Departments, Auxiliaries and those of your local news and resource partners.

VFW National

 [VFWFans](#)
 [VFWHQ](#)
 [vfwhq](#)
 [vfwhq](#)

VFW Membership

 [VFWMembershipHQ](#)
 [vfwmembership](#)

VFW Magazine

 [VFWmagazine](#)

VFW Podcast Host (Rob Couture)

 [RobCoutureVFW](#)

VFW DC Office

 [VFW_OfficeDC](#)

VFW Foundation

 [VFWFoundation](#)
 [VFWFoundation](#)

VFW Auxiliary National

 [VFWAuxiliary](#)
 [vfwauxiliaryhq](#)

VFW National Home

 [vfwnationalhome](#)
 [vfwnhc](#)

Department of Veterans Affairs

 [VeteransAffairs](#)
 [DeptVetAffairs](#)
 [deptvetaffairs](#)

Military Times

 [MilitaryTimesOnline](#)
 [MilitaryTimes](#)
 [militarytimes](#)

Defense POW/MIA Accounting Agency

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Twisted X

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Student Veterans of America

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Stars and Stripes

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VALUE

- Our control panel allows you to easily manage the content of your site 24/7. This helps you keep News, Events and resource information current.
- Makes it easier for potential new members to get the info they are looking for regarding membership.

FEATURES

- Sync your Calendar & News with VFW District, Department & National websites.
- Edit all of the content on the site including managing officers / staff via our dedicated control panel.
- Social media integration.
- Editable Photo Gallery, Newsletter Email Engine and more...

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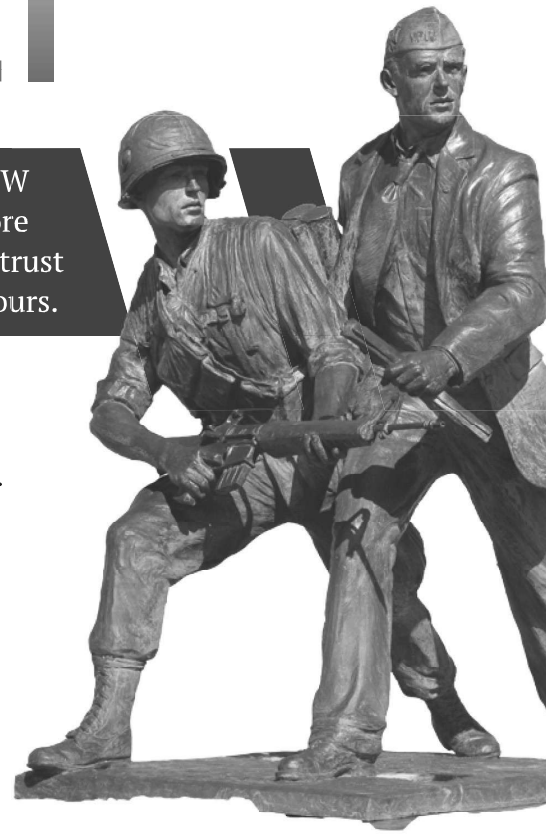
As the nation's oldest major war veterans' organization, the VFW has an impeccable and longstanding record of service and stewardship. More than 4.4 million patriotic Americans, both members and non-members, entrust the VFW with financial contributions and dedicate millions of volunteer hours.

THE VFW'S VITAL SUPPORT PROGRAMS

Educate separating service members about their well-earned VA benefits through private benefits counseling sessions with a VFW Accredited Service Officer.

Advocate for America's veterans and their families on Capitol Hill, ensuring *promises made* to veterans are *promises kept*.

Deliver morale-boosting "welcome home" celebrations for service members who have returned from combat.



2,278

Number of VFW Accredited Service Officers across America and abroad, helping veterans fight for the VA benefits they have earned.

52,801

Number of service members and their family members hosted at VFW Military Appreciation Program (MAP) events.

\$16.2 billion

The total annual amount the VFW helped veterans recoup in VA disability compensation and pension benefits in fiscal year 2025.

\$1.48 million

Amount of academic scholarships awarded to 317 veterans and service members.

23

Number of testimonies provided to Congress in fiscal year 2025. The VFW has been instrumental in virtually every major legislative victory for veterans in the 20th and 21st centuries.

\$3.14 million+

Amount of scholarships, monetary awards and other incentives the VFW distributed to middle and high school students through two major patriotic essay competitions.

\$29,106

Value of financial assistance awarded to military families to help cover basic needs in times of crisis. 89% of the funds covered basic housing needs in fiscal year 2025.



JOIN THE VFW

Connect With Us



About the VFW

We trace our roots back to 1899 when veterans of the Spanish-American War (1898) and the Philippine Insurrection (1899-1902) founded local organizations to secure rights and benefits for their service. Many arrived home wounded or sick. There was no medical care or veterans' pension for them, and they were left to care for themselves. In their misery, some of these veterans banded together and formed organizations that would eventually band together and become known as the Veterans of Foreign Wars of the United States.

Our Mission: To foster camaraderie among United States veterans of overseas conflicts. To serve our veterans, the military and our communities. To advocate on behalf of all veterans.

Our Vision: Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.



The VFW by the numbers

1.3 million+

Number of VFW and VFW Auxiliary members.

5,556

Number of VFW Posts worldwide.



1899

Year the VFW started to fight for veterans, service members and their families.



Inspiring patriotism in young people

27,053

Number of high school students who competed in the 2024–25 VFW Voice of Democracy competition.

61,926

Number of students who competed in the 2024–25 VFW Patriot's Pen competition.



Helping struggling military families

13

Number of grants provided to military families facing financial hardship through **VFW Financial Assistance for Service Members**.

\$25,890

Amount of grants provided through **VFW Financial Assistance for Service Members** covering housing for struggling military families.

12

Number of military families who received assistance with housing needs.



Cutting red tape

164,000

Approximate number of veterans the VFW assisted in submitting new VA claims in fiscal year 2025.

14,500+

Number of VA claims filed by the VFW's Pre-Discharge offices in fiscal year 2025 resulting in more than \$187 million in disability compensation.

20+

Number of VFW Pre-Discharge offices across the nation, including the military district of Washington, D.C., area.



Improving life in America

5.4 million

Number of volunteer hours contributed by VFW members annually.

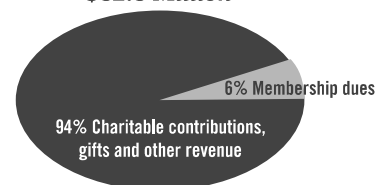
\$43.5 million

Amount donated annually to local community service projects by VFW members.

The VFW Relies on Donations

The VFW is a 501(c), and programs are made possible through membership dues and tax-deductible donations from good-hearted Americans.

**Cost of VFW Program Services:
\$62.6 Million**



Source: VFW 2025 Annual Report



SUPPORT THE VFW

Learn more about the VFW at vfw.org.



VFW at a Glance

The VFW is a nonprofit veterans service organization comprised of eligible veterans and military service members from the active, Guard and Reserve forces. The VFW and its Auxiliary are dedicated to veterans service, legislative advocacy, and military and community service programs.

Origins

In 1899, the American Veterans of Foreign Service (Columbus, Ohio) and the National Society of the Army of the Philippines (Denver, Colorado) were organized to secure rights and benefits for veterans of the Spanish-American War (1898) and the Philippines War (1899-1902). These two organizations merged in 1914, creating the Veterans of Foreign Wars of the United States. The VFW was chartered by Congress in 1936.

Membership Eligibility

Citizens or nationals of the United States serving honorably in the U.S. Armed Forces in a foreign war or overseas operation recognized by a campaign medal, in Korea after June 30, 1949, and recipients of hostile-fire or imminent danger pay. Veterans of World War II, Korea, Vietnam, Lebanon, Grenada, Panama, Persian Gulf, Somalia, Kosovo, Afghanistan, Iraq and other smaller expeditionary campaigns, as well as occupation duty, qualify.

Partner Organization

A national volunteer service organization, the Auxiliary of the VFW was founded in 1914 and is the backbone of many local VFW volunteer efforts.

Membership Size

More than 1.3 million VFW and Auxiliary members in all 50 states, and many foreign territories.

Organizational Structure

Thousands convene each year at the VFW's national convention to elect officers, adopt resolutions and discuss business affairs. Leading the organization are the elected commander-in-chief, senior vice commander-in-chief and junior vice commander-in-chief. The National Council of Administration serves as the VFW's board of directors.

Nearly 6,000 Posts worldwide comprise 52 Departments in the 50 states, the Asia/Pacific Areas and Europe. Posts form the basic local chapter.

Priority Issues

- **Budget:** Fully fund programs for veterans, service members and their families.
- **Health Care:** Provide service members and veterans timely access to high-quality health care without increasing cost shares.

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www.vfw.org

- ***Disability Assistance and Memorial Affairs:*** Ensure veterans and their dependents have timely access to earned benefits.
- ***Education, Employment and Transition Assistance:*** Provide veterans the opportunity to succeed after leaving military service.
- ***Military Readiness:*** Maintain a quality, comprehensive benefits and retirement package that is the backbone for an all-volunteer force.
- ***National Security, Foreign Affairs and POW/MIA:*** Fully support service members and their mission to fight the war on terrorism and protect our nation's citizens and interests around the world.



VFW Community Achievements

The VFW takes great pride in its history of service to its communities both stateside and abroad.

Annually, VFW and Auxiliary members donate nearly nine million hours to community service projects, relief efforts and local VA facilities each year.

- 1915 VFW Post 2100 helped sponsor a Boy Scout troop in Everett, Washington
- 1916 First national VFW essay contest held
- 1922 "Buddy"® Poppy program began
- 1923 Entered the war on drugs by printing a resolution calling for an international conference
- 1927 Provided \$10,000 to Mississippi Valley flood victims
- 1930 First VFW scholarship award (\$300) goes to a Boy Scout
- 1936 Boy Scout-VFW plan of cooperation was signed
- 1938 Supported the National Foundation for Infantile Paralysis
- 1940 VFW Junior Rifle Clubs are formed with National Rifle Association
- 1942 VFW Aviator Cadet Program began
- 1950 Cooperative disaster-relief plan developed with the Red Cross
- 1952 The Dunn family (Kansas flood victims) won a \$75,000 farm in Washington courtesy of the VFW
- 1953 VFW National Teen-er Baseball: First tournament was held in Hershey Park, Pennsylvania
- 1956 150,000 kids took part in the national VFW marble competition
- 1958 Became full partner with Voice of Democracy (VOD)
- 1959 Minnesota VFW/Auxiliary raised \$325,000 for dedication of the VFW Cancer Research Center at the University of Minnesota (Minneapolis)
- 1961 Assumed primary sponsorship of VOD — within four years 262,000 students participated
- 1962 Lite-a-Bike program: A \$300,000 project with 3-M Co. of St. Paul, Minnesota, provided "Scotchlite" reflector tape — 50,000 VFW members from 4,500 Posts participated
- 1964 VFW/Auxiliary provided nearly \$100,000 to earthquake victims in Anchorage, Alaska
- 1970 Drive-to-Survive program began
- 1973 Drug Awareness program began
- 1979 VFW Political Action Committee formed
- 1980 Minnesota VFW Posts sponsored the U.S. hockey team in the Winter Olympics
- 1983 Agreed to permit the Red Cross to use VFW facilities as shelters and relief centers during national disasters and emergencies
- 1986 Donated \$122,000 to the Statue of Liberty Restoration Fund
- 1990 Provided \$49,000 to California earthquake victims
- 1992 Provided \$197,000 to relieve victims of Hurricane Andrew and other disasters
- 1993 Relief funds totaled \$500,000
- 1995 Youth Essay Contest (7th-8th grades) began
- 1997 "Buddy"® Poppy celebrated 75th anniversary
- 1998 VFW Posts raised \$100,000 for the March of Dimes

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- 1999 VOD gave \$2.5 million in scholarship monies to high school students
VFW donated \$50,000 and 25,000 reprints of its war chronology to Vietnam Veterans Memorial's Young American Vietnam War Era Studies Project
- 2000 Distributed 60,000 audio books to armed forces worldwide through *Operation Yarnspinner*
- 2002 Donated \$110,000 to diabetes research
Equally distributed \$120,000 among families of active-duty personnel killed in the Sept. 11, 2001, terrorist attack on the Pentagon
- 2003 Partnered with USA Freedom Corps homefront initiative
- 2004 Established relationships with the National Council for Social Studies (NCCS) and National Association of Secondary School Principals (NASSP)
- 2005 Provided \$560,000 to Gulf Coast veterans after Hurricanes Katrina and Rita
Distributed 5,000 copies of CD entitled, "Vietnam: A Nation Remembers"
Established VFW Military Scholarship program
Expanded Patriot's Pen Essay Competition
- 2007 Radiothon raised nearly \$100,000 for Unmet Needs
- 2010 Donated over \$648,000 toward construction of the Vietnam Veterans Education Center
Increased Voice of Democracy National Scholarships to \$150,000
Provided over \$20,000 to assist service members with family in Haiti following the January earthquake
- 2011 Pledged \$500,000 toward the construction of the Veterans Hall in the National Museum of the United States Army
Provided over \$145,000 in emergency financial relief to military families living in tornado-stricken areas
- 2012 Provided over \$120,000 for Hurricane Sandy victims on the East Coast
- 2013 Provided \$30,000 for the Moore, Oklahoma, tornado victims and over \$30,000 for the flood victims in Colorado
- 2015 Provided \$10,000 to the Pacific Areas for typhoon relief
- 2016 Provided \$25,000 for flood relief in Louisiana
- 2017 Provided \$621,300 in aid for victims of Hurricanes Matthew, Irma, Harvey and Maria, and \$19,000 for victims of the California wildfires
- 2018 Provided \$139,000 in aid for victims of Hurricanes Michael, Irma and Florence, and \$35,000 for wildfires in California and Colorado
Provided \$55,000 for Pacific area victims of Tropical Cyclone Gita, and victims of the Mount Kilauea volcanic eruptions, and \$20,000 for disaster relief efforts in Saipan
- 2019 Provided \$32,182 in aid for victims of Hurricane Florence in North Carolina, and \$15,000 for flood victims in Nebraska
Provided \$20,000 for Pacific area victims of Typhoon Yuta
- 2020 Provided \$30,000 in aid for victims of floods from hurricanes in Louisiana
The VFW and VFW Foundation provided \$400,000 to Posts and Auxiliaries for Community Service Grants
- 2021 The VFW and VFW Foundation provided \$1 million in grants to boost Post and Auxiliary operations through the COVID pandemic
The VFW provided \$50,000 in aid to support relief efforts from a severe winter storm in Texas
- 2022 Provided \$50,000 to the Department of Louisiana in aid for victims of Hurricane Ida
The VFW and VFW Foundation provided more than \$677,000 to Posts and Auxiliaries for Community Service Grants
- 2023 Provided \$270,000 to support Hawaii after the fires in Maui
Provided more than \$553,000 to Posts and Auxiliaries to support community service Projects for victims of hurricanes

- 2024 Provided \$30,000 for victims of floods in Iowa
Provided \$10,000 in aid for victims of Hurricane Helene in Tennessee
Provided \$100,000 in aid for victims of Hurricane Helene in North Carolina
Provided \$20,000 in aid for victims of Hurricane Helene in Georgia
Provided \$673,000 to Posts and Auxiliaries for Community Service Grants
- 2025 Provided \$62,816 to Texas for disaster relief
Provided \$10,000 to Alaska for disaster relief
Provided \$10,000 to Montana for disaster relief
Provided \$564,000 to Posts and Auxiliaries for Community Service Grants

VFW Diverse Endeavors

The VFW honors veterans through memorial fundraising efforts, sponsorship of special events for disabled vets, and by recognizing volunteer service. Donations also help victims of natural disasters and less-fortunate children.

Special Events

- ***“Run for the Wall”***

Supports the annual “Run for the Wall,” a cross country motorcycle ride to the Vietnam Memorial in Washington, D.C. The VFW sponsors refueling for all participating riders during a scheduled stop near the VFW National Headquarters.

- ***“Uniting for Veterans”***

A collaborative campaign established in 2018 with Humana. Created to combat food insecurity, while also working to raise awareness of the issue that may affect 1 in 8 people in America, and as many as 1 in 4 Iraq and Afghanistan War veterans. To date, the campaign has provided more than 6.4 million meals to those facing hunger and food insecurity. Additionally, we have recently added a veteran homelessness component to our outreach.

Memorials

In fulfilling its pledge to remember the nation’s war dead, the VFW promotes national memorials for veterans of all wars. Additionally, thousands of memorials have been constructed across the nation through local VFW Posts.

- ***National WWI Memorial***

Gave the memorial a \$350,000 grant to help expand the Liberty Memorial Museum, which houses the nation's most comprehensive collection of World War I historical materials. In 2017, the VFW was proud to sponsor the World War I Centennial Commemorative Ceremony at the National World War I Museum and Memorial in Kansas City, Missouri. The VFW donated \$100,000 to preserving the history of the Great War.

- ***WWI Memorial***

Donated \$300,000 to the U.S. World War I Centennial Commission for the creation of the World War I Memorial, in Washington, D.C.

- ***National WWII Memorial***

Reached its five-year fundraising goal of \$6 million for the memorial’s construction in only two years. The donation ranks as the largest from any veterans group, and second overall.

- ***Korean War Memorial***

Members donated \$600,000 toward the construction of the Korean War Memorial. The donation ranked among the highest.

- ***Vietnam Veterans Memorial***

Donated over \$300,000 toward building “The Wall” — all 58,000 Americans who died as a result of the Vietnam War are listed. The VFW was the first major organization to contribute.

- ***Women in Military Service to America Memorial***

Donated \$70,000 toward construction costs.

- ***Disabled Veterans for Life Memorial***

Donated \$100,000 toward construction costs.

NATIONAL HEADQUARTERS

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- ***Vietnam Veterans Education Center***

Donated over \$648,000 toward the construction of the Education Center.

- ***National Museum of the United States Army***

Donated \$500,000 toward the construction of the Veterans Hall in the museum.

- ***National Desert Storm Memorial***

Donated \$500,000 toward the construction of the National Desert Storm Memorial.

Awards

- Outstanding law enforcement, firefighters, emergency medical technicians, 911 dispatchers, and explosive ordnance disposal technicians are recognized annually by the VFW for their work in the community.

- Donated \$70,000 in support of Park University's Valor Medals Review project, a research initiative to appropriately recognize those who may have been denied military service medals based on racial bias.

National Home for Children

Children, youth and family of VFW and Auxiliary members who have nowhere to turn find a safe haven on this 629-acre VFW campus in Eaton Rapids, Michigan. The privately funded facility is a living memorial to VFW and to all veterans.

Legislative Victories

The VFW played an instrumental role in virtually every significant piece of veterans' legislation passed in the 20th century, as well as bills enacted in the 21st century. Note: In each case, this is the year an act was passed or an institution established.

For more information, contact the VFW National Legislative Service at vfwac@vfw.org.

- 1917 War Risk Insurance Act Amendments
- 1918 Vocational Rehabilitation Act
- 1919 Census Act Rider on Veterans Preference Discharge Allowance
- 1920 Widows and Orphans Pension Act (Spanish-America War)
- 1921 Veterans Bureau Act
- 1923 Veterans Preference Point System
- 1924 House Committee on Veterans' Affairs
World War Adjusted Compensation Act
- 1925 Senate Subcommittee on Veterans' Affairs
- 1926 Spanish-American War benefits
New Johnson Act (WWI benefits)
- 1930 Veterans Administration
World War Service Disability Pension Act
- 1931 Bacharach Amendment allows borrowing on WWI bonus certificates
- 1933 Wagner-Peyser Act: Veterans Employment Service
- 1934 Pension for widows of WWI vets
- 1936 VFW congressional charter signed by President Roosevelt
Bonus bonds (\$2.4 billion) to WWI vets redeemable
- 1938 Armistice Day (Nov. 11) legal holiday
- 1940 National Service Life Insurance
Selective Service & Training Act
- 1943 Benefits to WWII veterans
Disabled Veterans Rehabilitation Act
- 1944 GI Bill of Rights
Veterans Preference Act
- 1946 Veteran Emergency Housing Act
- 1947 Bureau of Veterans Re-employment Rights
- 1950 Vocational Rehabilitation Act
- 1951 Servicemen's Indemnity & Insurance
- 1952 Veterans Readjustment Assistance Act (Korean War GI Bill)
- 1954 Veterans Compensation Act
Nov. 11 declared as Veterans Day
- 1962 Veterans Benefits Act (Cold War GI Bill)
- 1966 Veterans Readjustment Benefits Act (Vietnam War GI Bill)
- 1970 Senate Committee on Veterans' Affairs
- 1972 Vietnam Era Veterans Readjustment Assistance Act

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1973 Federal court agrees veterans preference applies to state jobs
 1974 Vietnam Era Veterans Readjustment Assistance Act
 1976 Veterans Education & Employment Assistance Act
 1977 Post-Vietnam Era Veterans Educational Assistance Act
 1978 Veterans preference preserved
 Veterans & Survivors Pension Improvement Act
 Veterans Day returned to Nov. 11
 1979 Vietnam Veterans Outreach Program
 1980 VFW calls for Agent Orange study
 Veterans Rehabilitation & Education Amendments
 1981 Former POW Benefits Act
 Veterans Health Care, Training & Small Business Loan Act
 1982 Veterans Employment and Training Service
 Vietnam Veterans Memorial dedicated
 1983 Emergency Veterans Job-Training Act
 1984 Montgomery GI Bill
 Veterans Dioxin & Radiation Exposure Compensation Standards Act: Agent Orange & Atomic Exposure
 1987 New GI Bill Continuation Act
 1988 Radiation-Exposed Veterans Compensation Act
 Department of Veterans Affairs Act
 Veterans Judicial Review Act
 1989 VA becomes a Cabinet department
 United States Court of Appeals for Veterans Claims
 1990 Agent Orange service-connection
 1991 Agent Orange Act
 Persian Gulf War Veterans Assistance Act
 1992 Veterans Health Care Act
 1996 Veterans Health Care Eligibility Reform Act
 1999 Veterans Millennium Health Care and Benefits Act
 2003 Concurrent receipt for military retirees rated 50% disabled or more
 2004 Full concurrent receipt for military retirees rated 100% disabled
 Traumatic Injury Insurance supplemental created
 2005 Protestors banned from military funerals
 Stolen Valor Act
 2006 Called for VA/military health care system review after Walter Reed outpatient debacle
 2008 Record VA discretionary budget approved
 21st Century GI Bill
 2009 Advance appropriations for VA
 2010 Family Caregiver Act
 Ensured all VA and DOD health care programs met minimum health care coverage standards
 2011 VOW to Hire Heroes Act
 VFW stopped TRICARE premiums from increasing annually
 2012 Honoring America's Veterans and Caring for Camp Lejeune Families Act
 Extended USERRA protections to veterans working for TSA
 2013 Reinstated Military Tuition Assistance programs
 Amended Stolen Valor Act
 Stopped Creation of Distinguished Warfare Medal (Drone Medal)
 2014 Veterans Access, Choice and Accountability Act of 2014
 In-State Tuition for Post-9/11 GI Bill eligible veterans
 Advance appropriations for VA Benefits

- 2015 Clay Hunt Suicide Prevention for American Veterans Act
Eliminated 1% COLA reduction penalty on future military retirees
Created government match to military Thrift Savings Plan accounts
- 2016 Toxic Exposure Research Act to evaluate impact on descendants
Enhanced fertility treatment and adoption services
- 2017 Forever GI Bill
Veterans Appeals Improvement and Modernization Act
VA Accountability and Whistleblower Protection Act
Global War on Terrorism Memorial
Improved VA hiring and retention authorities
Veterans Choice Program improvements and expansion
Declassified toxic exposure documents
Prevented significant TRICARE copayment increases
- 2018 Expanded caregiver benefits to veterans of all eras
VA MISSION Act community care program
Process to evaluate and improve VA facilities to better serve veterans
Defeated proposed cuts to Individual Unemployability
- 2019 Blue Water Navy Vietnam Veterans Act
Elimination of the Widow's Tax
- 2020 Added bladder cancer, hypothyroidism, and parkinsonism to VA's list of presumptive conditions associated with exposure to Agent Orange
Changed the statutory definition of Vietnam veterans to include individuals who served in the Republic of Vietnam from Nov. 1, 1955, to Feb. 27, 1961
Deborah Sampson Act
Elimination of the 12-year limit on using Veteran Readiness and Employment (VR&E) benefits
- 2021 Expanded maternity care options from community providers
PAWS for Veterans Therapy Act
- 2022 Honoring our PACT Act
Dr. Kate Hendricks Thomas SERVICE Act
Global War on Terrorism Memorial Location Act
UCMJ reform on sexual assault and harassment
- 2024 Senator Elizabeth Dole 21st Century Veterans Healthcare and Benefits Improvement Act, which included the Not Just A Number Act
- 2025 ACES Act
VA Home Loan Program Reform Act
Montgomery GI Bill Selected Reserves Tuition Fairness Act



VFW Programs & Projects

Since its founding, the VFW has been a staple in the community. Troop support, youth activities, volunteering and scholarship programs are a few of the ways the VFW shines in the many communities and cities where Posts are located.

Youth Scholarship Programs

- ***Voice of Democracy***

This audio-essay competition annually awards nearly \$3 million in scholarships to students in grades 9-12. The first-place winner receives a \$35,000 scholarship

- ***Patriot's Pen***

More than \$1.2 million is awarded annually to students in grades 6-8 in this essay contest. The first-place winner receives \$5,000.

- ***Teacher of the Year***

The VFW annually recognizes three exceptional schoolteachers (one from each (K-5, 6-8, and 9-12) for their outstanding commitment to teaching Americanism and patriotism to their students. Awards include \$1,000 to the teacher of each category and \$1,000 for his/her school, along with an invitation to attend the VFW National Convention

Educational Outreach

- ***Echoes From the Wall***

The VFW partnered with the Vietnam Veterans Memorial Fund to distribute a curriculum, Echoes From the Wall, to 25,000 public and private high schools and donated \$50,000 to the project.

- ***Educational Brochures***

The VFW produces and distributes a flag brochure and poster.

- ***Veterans in the Classroom***

November is officially known as VFW Veterans in the Classroom Month. Members demonstrate flag etiquette and share their wartime experiences with America's youth.

Youth Activities

Locally, VFW Posts sponsor various youth sporting programs such as baseball and ice hockey. In addition, many VFW Posts sponsor Boy and Girl Scout troops, Junior Olympics, bike safety, JROTC units, drill teams, color guards and a variety of other programs to build good citizenship and exemplary character in America's youth.

Community Volunteerism

Each year, VFW members volunteer millions of hours of service to various community endeavors.

- ***Veterans Affairs Voluntary Service***

The VFW was a charter member in 1946. VFW volunteers donate millions of hours of service annually at VA medical facilities.

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Troop Support

- ***Military Appreciation Program (MAP)***

Nearly 3.8 million service members and their families have been hosted at morale-boosting events sponsored by the VFW since 2005.

- ***Adopt-a-Unit***

More than 4,000 units and ships have been adopted through VFW Posts since 2007. VFW National Headquarters adopted the USS Cole in 2002.

- ***Care Packages***

Posts across the country show their support of America's military by collecting and distributing much-needed personal items for adopted units.

- ***VFW Financial Assistance for Service Members***

This program administers financial assistance in the form of grants to active-duty service members to include active Guard/Reserves and their families to help cover daily necessities such as residential expenses, vehicle expenses, childcare, food, and more. Since 2004, 11,641 grants have been issued totaling more than \$13.1 million.

- ***VFW's "Sport Clips Help A Hero Scholarship"***

Introduced in 2013, this program awards scholarships of up to \$5,000 to qualifying veterans and service members. The program has provided 3,546 scholarships totaling more than \$16 million.

- ***Student Veteran Support Grants***

Provides financial grants to VFW Posts, Districts, and Departments to assist with outreach and services to veterans on college campuses around the country.



VFW Service to Veterans

From lobbying Congress and monitoring the Department of Veterans Affairs to assisting veterans filing claims, the VFW remains a dedicated advocate for America's veterans, service members and their families.

National Veterans Service (NVS)

NVS is responsible for accrediting and training VFW's global network of professional VFW Accredited Service Officers. NVS provides annual training to VFW Accredited Service Officers. NVS staff represents veterans at the Board of Veterans Appeals in Washington, D.C. Each year NVS provides more than \$2 million to VFW Departments in support of their veteran service programs.

- **Department Service Officers (DSOs)**

A global network of highly trained and VFW Accredited Service Officers helps veterans navigate the complex VA claims process. Department of Veterans Affairs statistics show that for 2025, the VFW helped recoup \$16.2 billion in earned benefits on behalf of approximately 164,000 veterans. The VFW's Accredited Service Officers also filed more than 14,500 VA claims resulting in more than \$187 million in disability compensation for transitioning service members. The VFW always provides this service FREE OF CHARGE.

- **Tactical Assessment Center (TAC)**

The VFW's TAC operates a toll-free hotline for veterans with questions or concerns about VA health care programs and VA benefits. The number is 1.800.VFW.1899. Veterans can also email vfw@vfw.org.

- **Health Fair**

The VFW hosts a health fair at its national convention. Attendees can receive an array of free services to include health screenings, learn about VA health care programs and how to enroll in VA health care. The health fair is a great place to have your VA health care questions answered by the experts.

- **Pre-Discharge Program**

Introduced in 2001, the VFW's pre-discharge program provides claims assistance to separating military personnel around the world by finding a pre-discharge claims representative at [Pre-Discharge Locations and Contacts - VFW](#) or emailing your name, location and date of separation to bdd@vfw.org.

- **VFW PACT Act Information**

The VFW is committed to providing all veterans timely and accurate information about this landmark legislative victory. To see if you or a loved one may qualify for benefits, please visit our website and referral tool at claims.vfw.org to be referred to a professionally trained, VA accredited VFW Service Officer for assistance which is always free for the claimant.

National Legislative Service

The NLS educates Congress and advocates for policies that improve the lives of veterans, active-duty military, and their families.

- **Action Corps**

This grassroots lobbying effort has more than 300,000 volunteer advocates who write, call and visit lawmakers to discuss issues related to veterans. Also, Action Corps members receive the VFW e-newsletter relating to current legislation and events.

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- ***Your Voice on Capitol Hill***

VFW members live in every congressional district. The VFW's membership size and effective advocacy ensures that members of Congress do not ignore the needs and preferences of those who have worn our nation's uniform. The VFW provides testimony dozens of times each year before Congress, including before an annual Joint Senate and House Committee on Veterans' Affairs hearing to consider the VFW's Priority Goals.

National Security and Foreign Affairs

The welfare of active duty, Guard and Reserve personnel and their families is of a prime concern to the VFW.

- ***POW/MIA***

The VFW national officers visit Asian and European countries to meet with host-country officials to stress the importance of conducting MIA investigation and recovery operations, as well as gaining access to documents and archival research facilities.

Employment Services

The VFW is a strong supporter of veterans' preference in government positions. The Washington Office actively works to advance veteran-specific employment legislation and works with the U.S. Department of Labor to ensure veterans have resources in their communities to find quality post-military careers.