

# MEMBERSHIP



# VFW National Membership Program

MEET THE CHALLENGE



2023-2024

**Duane T. Sarmiento**  
**Commander-in-Chief**

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## **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 an established vision of service, leadership, and community outreach.

## **Introduction**

Today, the Veterans of Foreign Wars is 124 years old. During those years, we have had WWI, WWII, Korean, Vietnam, and other veterans joining en masse. Today, however, we have lost many of these honorable men and women. As history has proven, the Post-9/11 veterans will join our organization like others have when they are ready, however usually not until their kids grow or their retirements are in place.

We must not stereotype any of our future members regardless of sex, color, or personal beliefs. If a member qualifies, bring them in. The only way to make this success permanent is to retain those members, recover past members, and continue to recruit new veterans into our ranks. There are still many veterans eligible to join and at all ages. However, our focus needs to be on our Post-9/11 veterans, for they will be our future.

You might ask, how do we build our organization? It's simple, leadership by example. If you are a Commander of a Post, District, Department, or the National Commander, then get out there and recruit members yourself and show your team that if you can do it, so can they. A good way to do this is to improve the way we communicate with our members at all levels of the organization. Posts, Districts, Departments, and our National Officers need to use all methods available to convey information for news and training to our membership through newsletters, emails, social media, recruiting booths and outreach teams.

We need to know who our members are and how we can address their needs and concerns. It's time to step it up and recruit Post-9/11 veterans. Each of us needs to do our part and recruit at least one new member. Think about it. If we all recruit one each, we would show substantial growth in membership in just one year.

## **Membership Goals**

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

## **Membership Objectives**

- Achieve 102% in Membership
- For everyone to recruit at least one new member and then mentor that member.
- Increase membership drives and/or events.
- Develop new Posts and/or revitalize existing Posts.
- Increase Life Membership and Legacy Life Membership

## **Membership Resources**

In order to assist our Posts, Districts, and Departments in meeting the goals set out by the Commander-in-Chief in this membership program, the National Headquarters has a wealth of resources at your disposal. Many of those are available free of charge to our members.

- Membership materials ranging from applications, recruiting brochures, posters, and benefits brochures can be ordered directly from the Membership Department using the Membership Order Form (located under Membership Quick Links once you log into [vfw.org](http://vfw.org) )
- Resources for Post Development, Membership Campaigns, and Mentorship such as training guides, videos, and webinars are available in the Training & Support section on [vfw.org](http://vfw.org)
- Promotional tools such as radio spots, sample advertisements, public service announcements, and media kits are all available through the Media Room on [vfw.org](http://vfw.org)

See the trend? Just about anything you will need is at [vfw.org](http://vfw.org), check it out.

The VFW National Headquarters staff is ready and trained to answer any questions you may have concerning membership, VFW programs, or other issues. You can contact our **Member Service Center directly at 1.833.VFW.VETS**, or the **Membership Department at 1.888.JOIN.VFW**.

### **Triple Crown Award**

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

### **Recruiting Awards**

- **1,5, 10, 15** Corresponding numbered member pin
- **25** CIC coin and Citation
- **50** National Aide-De-Camp cap and Citation
- **75** CIC Medallion Set
- **100** Century cap **or** \$50 VFW Store credit & Citation
- **150** CIC Custom Desk Name Plate

### **Department “102 Percent” Incentive**

Any Department that attains 102% in membership by close of business on June 30th, 2024, will be entered into a random drawing. The commander and quartermaster that is selected 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 in each division on Jan. 1, 2024, will receive:

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

### **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/or reinstated members by Jan. 1, 2024, will each be awarded:

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

### **Meeting the Challenge Award**

The top two Post commanders and the top two District commanders in each division who achieve 102% membership by April 1, 2024, will each be awarded:

- **Five-night hotel accommodation at the National Convention.**

### **102% Post, District & Department**

A distinctive streamer will be awarded to every Post, District and State/Department that achieves 102% or greater in membership before July 1, 2024.

### **102% Commander Drawing**

Each Post and District commander that exceeds 102% in membership by June 1, 2024, will receive an entry in this drawing. Twenty Post commanders and Twelve 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, 2023, and April 1, 2024, 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, 2024, 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.**

### **Top Department Recruiter**

The top Recruiter in every Department on July 1, 2024, will receive:

- **Engraved Navy Cutlass**

**Note:** Minimum of 25 new/reinstated members required to win this award.

### **Elite Recruiter**

Any VFW member who signs up 250 or more new and/or reinstated members by July 1, 2024, 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 members greater than 250 by July 1, 2024, 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 and Post Revitalization Department Award**

- For each new Post chartered, and/or revitalized, the Department Quartermaster will receive:
  - **A \$250 credit from the VFW Store to be used towards necessary materials for the new Post.**



## **All-American Criteria**

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

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

- Membership must be at least 102%
- Must conduct two Membership recruiting events, submit reports through All-American Dashboard
- Post-Election Report must be submitted to National Headquarters
- Meet all the following Program Participation Criteria:
  - Voice of Democracy - minimum of one entry advanced to District judging (Overseas Post can donate \$100 to National in lieu of entry)
  - Patriots Pen - minimum of one entry advanced to District judging (Overseas Post can donate \$100 to National in lieu of entry)
  - Hold a fundraiser with the proceeds going to Veterans & Military Support Programs Services, minimum of \$100.
  - National Citizenship Education Teachers Award –Post must advance a teacher to District; if no District judging applies then advance to Department for judging (Overseas Post donate \$100 to National in lieu of entry)
  - A Post must submit a community service report quarterly to their department for submission to the All-American Dashboard. The quarters are July-Sept, Oct-Dec, Jan-March, and April-June.
  - Buddy Poppy- Purchase Three per member in the Post

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

- All Posts that meet the Qualifying Percentage and the program participation criteria will receive an All-American Post Citation, Post Streamer and be recognized in the VFW magazine.

- The Top **25** Posts in each Division will receive:

- Acknowledgment in VFW Magazine
- Acknowledgement during the All-American Awards Ceremony at the National Convention
- All-American Post citation
- All-American Post streamer
- All-American citation - commander
- All-American name badge - commander

- All-American cap (commander only, quartermaster and Post members may purchase “Post Member” cap)
- All-American lapel pin (commander only, 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 Criteria**

- Membership must be at least 102%
- Conduct two Membership recruiting events, submit report through the dashboard.
- District-Election Report must be submitted to National Headquarters.
- Meet all the following Program Participation 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\*see last page)
  - National Citizenship Education Teachers Award – one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry)

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

- All Districts that meet the Qualifying Percentage and the program participation criteria will receive an All-American District Commander Citation, All-American Streamer and be recognized in the VFW magazine.

- The Top **15** Districts in each Division will receive:

- All-American District streamer
- All-American District citation - commander
- All-American name badge - commander
- All-American cap (commander only, quartermaster may purchase cap)
- All-American lapel pin (commander only, 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 Criteria**

- Membership must be at least 102%.
- Must conduct two Membership recruiting events, report of these events must be submitted through the All-American dashboard.
- Conduct a Department Commander’s “Official Visit or Round Up” prior to Jan 1, 2024, with a report submitted through the All-American dashboard.

### **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, 2023.
- Department Service Officer successfully completes NVS training requirements with a passing grade.
- Department Service Officer or appropriate designee reports hosting Post Service Officer training to NVS. Reports due by 30 June 2024.

### **Programs**

- Voice of Democracy - An entry advanced to National judging
- Patriot’s Pen - An entry advanced to National judging
- Veterans & Military Support Programs – Must complete State/Department fundraiser and proceeds donated to Veterans & Military Support Programs, Kansas City, Mo. (see last page)
- Must have at least One teacher submitted for the Teacher of the Year competition. (One entry from one of the three categories).
- Must enter one Employer of the Year Nomination (see last page)
- Must enter one JROTC Cadet of the Year Nomination (see last page)
- Must enter one VFW Member of the Year Nomination (see last Page)

### All-American Department 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 Conference with the highest membership percentage of the four Conferences will receive a \$1500 award and 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 2023-2024 Conference Chairman will return the trophy to the membership booth at National Convention in Louisville, KY no later than COB on Saturday to ensure placement of the new nameplate. This trophy will be presented to the 2023-2024 Conference Chairman on stage during the Joint Opening Session\*\*.

### Post Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage
1	951+		102%
2	750	950	102%
3	356	749	102%
4	246	355	102%
5	185	245	102%
6	143	184	102%
7	112	142	102%
8	88	111	102%
9	68	87	102%
10	51	67	102%
11	10	50	102%

## District Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage
1	5,000	14,000	102%
2	3,282	4,999	102%
3	2,172	3,281	102%
4	1,447	2,171	102%
5	906	1,446	102%
6	1	905	102%

### Important Notes

- Awards are transferable inside the Post, Districts or Department.
- **Post/District/Department:** Membership must be at least 102 percent.
- **Post member cap,** any member in a Post that achieves All-American status can purchase a “Post Member” cap. Those members must be in the Post during the membership year.
- The *Department Commander’s “Official Visit or Round Up”* 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 and Programs.
- Donations made to replace Voice of Democracy and Patriot’s Pen (By eligible overseas Post). **Do not donate through your Department or by any other means.** Use the dashboard for your donation.
- Veterans & Military Support Programs Services Donations for Post/District/Department as listed above will only be accepted only through the following link: Use the dashboard for online donation.
- **\*\*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.**
- Employer of the Year nomination link:  
[https://VFWPrograms.formstack.com/forms/vfw\\_employer\\_of\\_the\\_year\\_award](https://VFWPrograms.formstack.com/forms/vfw_employer_of_the_year_award)
- JROTC Cadet of the Year nomination link:  
[https://VFWPrograms.formstack.com/forms/vfw\\_jrotc\\_cadet\\_of\\_the\\_year\\_award](https://VFWPrograms.formstack.com/forms/vfw_jrotc_cadet_of_the_year_award)
- VFW Member of the Year nomination link:  
[https://VFWPrograms.formstack.com/forms/vfw\\_member\\_of\\_the\\_year\\_award](https://VFWPrograms.formstack.com/forms/vfw_member_of_the_year_award)
- **Department “102 Percent” Incentive, NOTE: Reimbursement for travel expenses paid by the VFW will be reported to the Internal Revenue Service on Form 1099 if the total of payments made to you during any calendar year equals \$600.00 or more. Travel expenses paid for a guest or spouse for the award will also be reported to the IRS.** The reimbursement you receive from the VFW will be deemed by the IRS to be taxable income. Since the circumstances of each individual are different, it is recommended that you consult your tax advisor to determine the effect these payments may have on your personal tax situation. It is your responsibility to keep receipts and other records as you and your accountant and/or tax advisor deem necessary in order to document your expenditures.

## Recruiter Awards

### CIC Membership Awards



Aide-de-Camp Cap and Century Recruiter Cap



1-, 5-, 10-, and 15-member Recruiting Pins  
Commander-in-Chief's Pin and Coin



Engraved Navy Cutlass



CIC logo power bank



Recruiter Of The Year – Crystal Eagle trophy



CIC Desk Name Plate (Award winners name with CIC logo and slogan )



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CIC Medallion Set with SVC and JVC Coins

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All-American Awards

# VFW

NO ONE DOES MORE FOR VETERANS.®

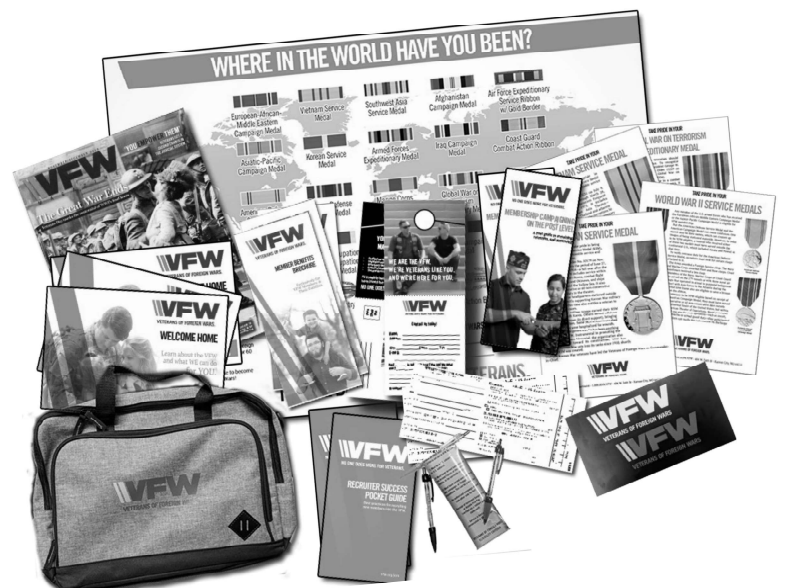
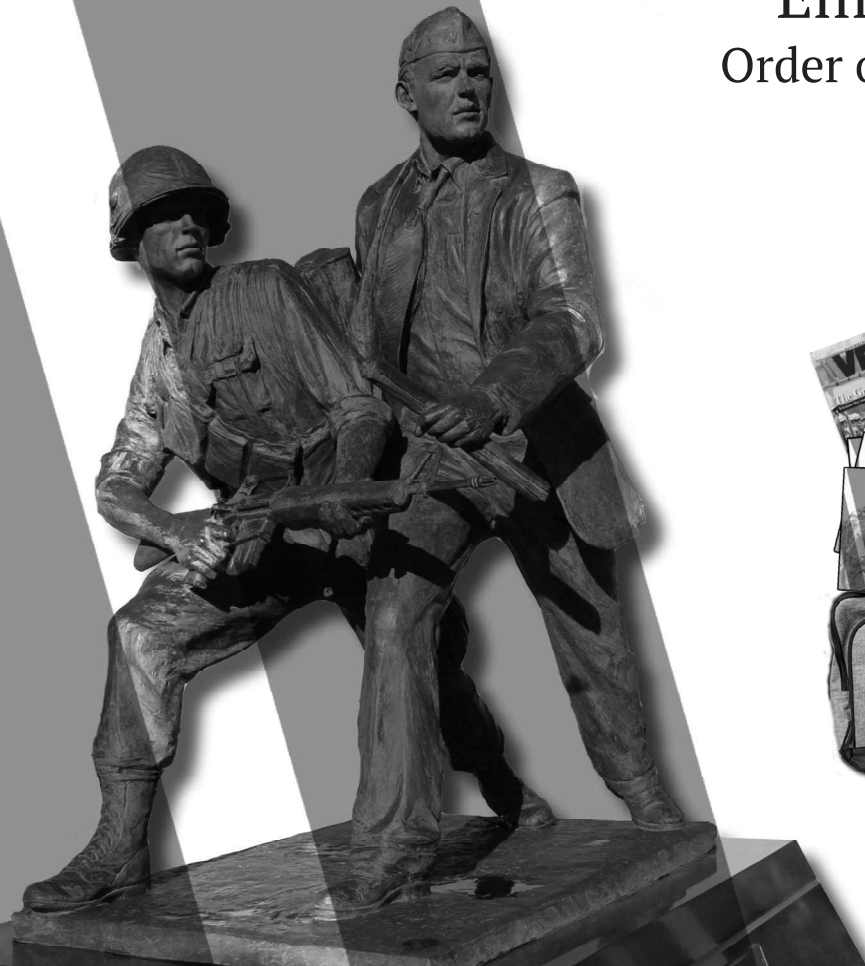
## RECRUITING JUST GOT EASIER

The VFW Membership Department has everything you need to make your membership efforts successful at little or no cost.

Phone: 1.888.JOIN.VFW (564-6839)

Email: [membership@vfw.org](mailto:membership@vfw.org)

Order online by logging into [www.vfw.org](http://www.vfw.org)



rev. April 2021

# TAKE ADVANTAGE OF EASY ONLINE ORDERING!

Instead of waiting for your order to be mailed or faxed in, make sure your Post gets the materials you need quickly and efficiently by ordering your materials online!

## Just follow these steps!



1) Go to [www.vfw.org](http://www.vfw.org) and click the “LOGIN” link in the upper right corner. Sign in when prompted.

*If you have not yet created an account on the website, follow the “Sign Up With TroopID” link to do so!*

2) Under “Membership Quick Links”, select the Online Membership System (OMS) option.

3) On the left side of the page, you will see an option for Membership Order Form - click that link.

*You’ll see that it automatically enters your mailing information! If you need your materials shipped elsewhere, go ahead and enter the new address. (This won’t affect your address on file in our records)*

4) Use the dropdown list to indicate which items you need. It will automatically calculate the cost of items and shipping. When you’re finished, click SUBMIT and it will take you to a billing page if there are any charges.

Once done, you’ll receive an email confirmation and your order will be processed and sent out!

## IT’S THAT EASY!

# RECRUITING AND TRAINING TOOLS

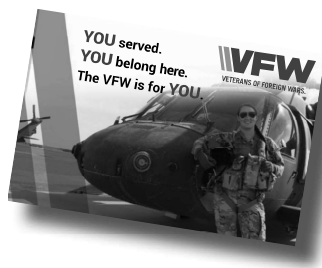
## Membership Applications

This two-part carbonless form is necessary for recruiting and reporting new members.



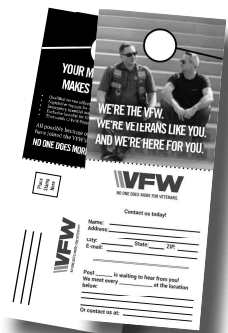
## Women Veterans Brochure

This brochure highlights the benefits that come along with being a VFW member along with personal stories from our female members. Let them know that they served - they belong!



## Door Hanger Self-Mailers

These are an exciting way to spread the word about VFW and garner new leads. Includes veterans benefit information, a reply card, and die-cut slots for a Post business card.



## VFW Eligibility Fold-Up Poster

This 33" x 22" world map is the perfect addition to membership recruiting booths. Qualifying medals and badges are pictured along with space for your Post contact information.



## Membership Recruitment Brochure

With a new and distinctive full-color design and updated information, this brochure is an essential part of any recruiting campaign, with info on the VFW as well as an application.



## Priority Goals Brochure

Learn about what the VFW is doing and has accomplished in Washington, to include a list of the many veteran-related bills our influence on Capitol Hill has helped to pass.



## Take Pride Flyers

Learn about all the medals which qualify veterans to join the VFW! The flyers include full-color images and the history of all qualifying campaign medals from WWII to the present day.



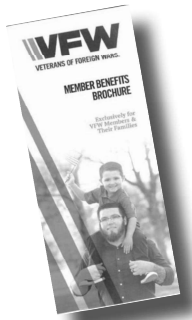
## VFW Table Cover

Bring attention to your recruiting booth with this cloth table drape, available in 6' and 8' sizes. Multiple colors available through the VFW Store at 833.VFW.VETS (833.839.8387) or online at [www.vfwstore.org](http://www.vfwstore.org).



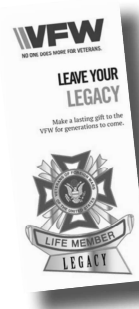
## Member Benefits Brochure

Show prospective and current members all the amazing benefits that come with their membership. These brochures include info about insurance and other programs for our members.



## Legacy Life Brochure

Leave a lasting legacy by upgrading your life membership to a bronze, silver or gold Legacy Life Membership.



# RECRUITING AND TRAINING TOOLS (continued)

Order online by logging in to [www.vfw.org](http://www.vfw.org), going to the Online Membership System (OMS) link, and selecting the Membership Order Form!



## “VFW Post Forming Soon” Poster

A glossy, full-color, 33” x 23” poster announcing the formation of a new Post in your area. An up-to-date look and eligibility listing will make your next Post development effort a breeze. It includes space for contact information along with meeting times and locations.



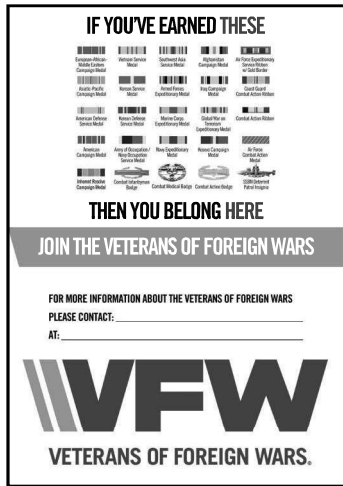
## Recruiter Pocket Success Guide

Learn the best methods for recruiting new members! This guide covers topics such as membership eligibility, benefits, veterans service, and VFW programs. It has an easy-to-use back cover flap to hold membership applications, along with pages of useful recruiting tips.



## New Post Development guide

A primer for establishing a new VFW Post, this guide includes information on getting a Post Charter, recruiting members, communicating with local city and civic leadership, holding informational meetings, and an explanation of the procedures for new Post formation.



## “Join Now” Poster

Like our “VFW Post Forming Soon” Poster, this exciting tool is up-to-date and will make your next recruiting campaign easier than you thought. The poster includes space to add your contact information along with meeting times and locations. Glossy, full-color and 33” x 23”.



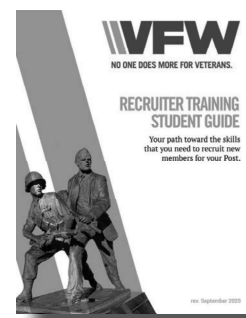
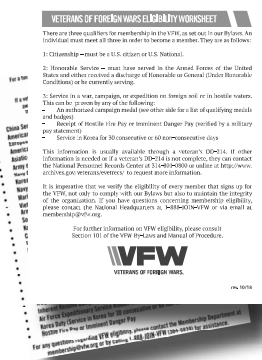
## “Membership Campaigning on the Post Level” Booklet

Twenty-four pages, chock-full of information and strategies used in planning and conducting a successful membership campaign. This booklet covers the basics of planning, contact techniques (with scripts) and follow up.

## Membership Eligibility Sheet

A complete and convenient reference tool. Stay up-to-date in your understanding of eligible qualifying campaign medals.

Be sure to order enough for your entire recruiting team.



## Recruiter Training Student Guide

This educational guide comprises informational material that parallels the instructors guide, along with additional forms relevant to hands-on recruiting. It includes an attractive folder to make a useful “take-away” package for your next recruiter training session.

Ensure that your Post grows by using every available method and product available through the VFW because...

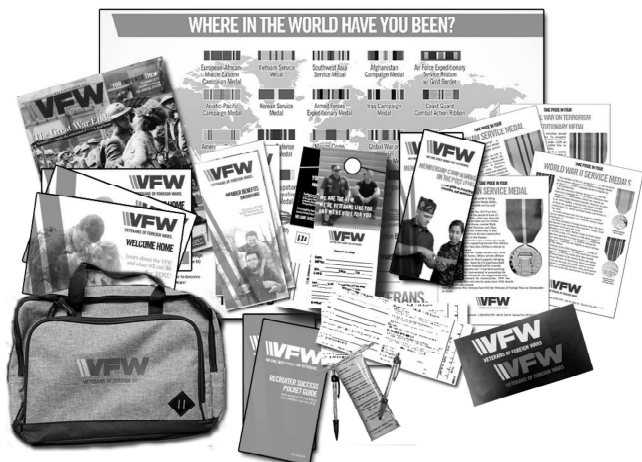
**NO ONE DOES MORE FOR VETERANS.®**



## Recruiter Eligibility Pens

When you're out recruiting, you can have the criteria and guidelines for membership eligibility literally at your fingertips! These ball-point pens all contain a pull-out guide to VFW eligibility, including a list of all currently qualifying medals!

# AVAILABLE IN THE VFW STORE



## VFW RECRUITING KIT

This kit contains everything needed to set up an effective recruiting booth or table to target veterans and/or active-duty service members. Included are a set of the Take Pride flyers (suitable for framing) covering all the campaign medals which qualify veterans for membership. Also included are large posters, door hanger self-mailers, VFW decals and bumper stickers, applications, brochures, flyers, copies of the VFW magazine, and a USB flash drive with helpful materials and videos, along with a heavy-duty nylon briefcase for transporting these items.

## POST CHARTER KIT

All the tools necessary for a new Post (or perhaps an existing Post that needs a fresh start) to get up and running quickly and easily. This complete kit contains everything necessary to conduct meetings, obligate members, account for members and funds, submit reports, conduct programs and more. Included are the following: an altar cloth, altar flag set (including a POW-MIA flag), Bible, gavel, eight copies of the VFW Bylaws, Manual of Procedure and Ritual, a service office guide, Post minute book, Quartermaster ledger, a pad of misc. receipt forms, draft book, receipts and disbursements pad, trustees report of audit pad, two VFW Store catalogs, a membership binder, 10 eligibility sheets, 50 VFW Cross of Malta lapel pins, 100 membership application forms, 50 VFW benefits flyers, 50 membership recruitment brochures, a "Membership Campaigning on the Post Level" booklet, 50 "Planning A Successful Buddy Poppy Campaign" brochures, 50 "History of the Buddy Poppy" brochures, one "New Post Development and Post Revitalization" manual, a Post Commander's Guide, a Post Quartermaster's Guide, a Trustees' Guide, and two copies of the "Report of Institution" form. Everything you'll need to ensure the success of a new Post in one convenient package.



## NEW POST STARTER KIT

This "Post in a box" is designed to equip a team of up to four recruiters with everything needed to form a new Post. This comprehensive kit includes: an application for Post Charter, "Starting A New Post" guide, 100 membership applications, 100 membership recruitment brochures, 100 VFW benefit flyers, 100 door hanger self-mailers, 100 VFW decals, four Pocket Recruiter Guides, four eligibility sheets, for "Membership Campaigning on the Post Level" booklets, four "Join The VFW" Posters and 20 of the new "Post Forming Soon" Posters. All kits are available through the VFW Store by calling toll-free 1.833.837.8389 or by visiting [www.vfwstore.org](http://www.vfwstore.org).

