



April 2026

To: Department Commanders, Adjutants, and Quartermasters

Subject: VFW Membership Outreach Event Grant Program

Dear Comrades,

The strength of the Veterans of Foreign Wars rests with our members and the shared commitment to serve veterans, their families, and our communities. In order to grow our ranks and build a stronger foundation for the future, we are pleased to introduce a redesigned **Membership Outreach Event Grant Program**.

This initiative provides financial assistance, **to the extent funds are available**, to Departments that host events designed to encourage **recruiter development** and **membership growth**. By offering targeted assistance, the program ensures Departments have the resources needed to:

- Conduct outreach activities that highlight the value of VFW membership.
- Train and equip new recruiters with the tools and experience necessary for long-term success.
- Increase community engagement through “Buddy”® Poppy distribution, veteran service officer support, and meaningful face-to-face connections.
- Strengthen Department-level recruiting strategies with measurable outcomes.

The grant request form and after-action reporting process have been carefully designed to ensure accountability while also providing Departments with flexibility in planning impactful membership recruiting events. Grant requests will be evaluated on both the **process** and **impact** of planned outreach efforts. **Successful applicants** will demonstrate a **clear recruiting plan** and a **focus on developing new recruiters**. Approved events will receive a defined reimbursement range. Reimbursement will be subject to timely submission of the required After Action Report, recruiter report, and receipts.

This grant is to assist in offsetting expenses rather than covering them in their entirety. Applicants should not rely on this grant to fully fund their event. Reimbursement of the total amount requested is not guaranteed.

By participating in this program, Departments will not only grow their membership but also foster a stronger, more capable team of recruiters who can sustain growth for years to come. Your leadership and commitment are vital to this effort.

We encourage you to review the enclosed forms carefully and begin planning outreach events that will make a lasting difference. Together, we can ensure the continued success and legacy of the Veterans of Foreign Wars.

Yours in Comradeship,

David Prohaska
Membership & Member Services, Senior Director

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MEMBERSHIP OUTREACH EVENT GRANT REQUEST



Instructions for Departments

The Membership Outreach Event Grant Program provides financial assistance, to the extent funds are available, to Departments hosting outreach events that support membership growth and recruiter development.

Step 1 – Complete the Grant Request Form

- Must be submitted by the Department Adjutant or Quartermaster.
- Include event details: recruiting goals, expected attendance, number of recruiters, and training plans.
- Submit applications **no less than 30 days prior** to the event.

Step 2 – Approval Notification

- Applications are evaluated on both the process and impact of the planned event.
- **Successful applicants** will receive confirmation and a defined reimbursement range.

Step 3 – Execute the Event

- Conduct the event, focusing on:
 - Training and mentoring new recruiters
 - Recruiting new members
 - Engaging the community through “Buddy”® Poppy distribution, VSOs, and Auxiliary support where applicable.

Step 4 – Submit Post-Event Documentation

- Within 14 days of the event, Departments must submit:
 - After Action Report (AAR)
 - Recruiter Report (including recruiter names, member numbers, and new recruit details)
 - Receipts for reimbursable expenses

NOTE: No reimbursement will be issued without proper documentation.

Submission Instructions

All grant applications and reports must be sent to:

David Prohaska
Membership & Member Services, Senior Director
email: dprohaska@vfw.org

Additional Notes

- Funding is limited and subject to availability; Only complete applications will be considered.
- Reimbursement of the total amount requested is not guaranteed.
- Membership materials (applications, brochures, guides, etc.) should be ordered through the Online Membership System.
- Promotional items can be purchased through VFW Store’s custom consultant.

This program is an investment in our future. By applying, executing, and reporting, Departments will strengthen both membership growth and recruiter development - ensuring the continued success of the Veterans of Foreign Wars.

REV.20250902

MEMBERSHIP OUTREACH EVENT

AFTER ACTION REPORT



EVENT:	EVENT DATE(S):
EVENT LOCATION:	
EVENT ATTENDANCE:	
TOTAL NUMBER OF RECRUITER HOURS:	

Purpose of Event

Description of Activities

Outcomes:	
New Annual Members Recruited:	“Buddy”® Poppies Distributed:
New Life Members Recruited:	Donations from “Buddy”® Poppies:
Annual Members Reinstated:	Veterans Service Office Referrals:
Life Members Reinstated:	New Auxiliary Member Referrals:
<u>Additional Community Engagement</u>	

Total Cost of Event (i.e. booth rental, parking fees, credentials, promotional items, printing)

<u>Amount</u>	<u>Item</u>	<u>Amount</u>	<u>Item</u>
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After Action Report must be completed within 14 days of the close of the event. All expense reimbursement request(s) must be accompanied by a receipt. In addition, a recruiter report (containing the name and member number of each recruiter and a list of names, address and assigned unit affiliation of the individual recruited) is required.

SUBMITTED BY (Must be Department Adjutant or Quartermaster)

Name/Title/Department	Signature
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NATIONAL HEADQUARTERS MEMBERSHIP DEPARTMENT USE ONLY

Completed AAR
Receipts; Total: _____
Recruiter Report
Approved Disbursement:

DIRECTOR APPROVAL

APPROVAL DATE:

MEMBERSHIP OUTREACH EVENT

RECRUITER REPORT



EVENT:

EVENT DATE(S):**EVENT LOCATION:**

RECRUITER #

APPLICANT NAME

APPLICANT ADDRESS

POST# or MAL

SUBMITTED BY (Must be Department Adjutant or Quartermaster)

Name/Title/Department

Signature

NATIONAL HEADQUARTERS MEMBERSHIP DEPARTMENT USE ONLY

DIRECTOR APPROVAL

APPROVAL DATE: