

VETERANS OF FOREIGN WAR'S OF THE UNITED STATES  
DEPARTMENT OF VIRGINIA

**2010 MEMBERSHIP - AWARDS PROGRAM**  
(JULY 1, 2009 - JUNE 30, 2010)

**"OPPORTUNITIES TO EXCEL"**



This Membership - Awards Program has been designed with incentives to work on membership, VFW programs, meeting attendance and submission of reports.

MEMBERSHIP PLAQUES will be presented at the State Convention to the Post with the largest membership increase in each category. The judging will be based on Membership as of May 15, 2010.

- Category A - Posts with Membership of 10 thru 100
- Category B - Posts with Membership of 101 thru 300
- Category C - Posts with Membership of 301 thru 500
- Category D - Posts with Membership of 501 thru 1000
- Category E - Posts with Membership of 1001 or more

The minimum Post Membership increase Goal for the 2010 Membership – Awards Program is 20 members.

POST QUOTAS will be the Post Membership listed at National Headquarters on June 30, 2009.

The quota will **NOT** be reduced because of members who die, move out of the area in which the Post is located, or transfer to another Post.

A NEW POST will be assigned a Membership Quota of 30 members.

**POST AWARDS**

A LIFE MEMBERSHIP INCREASE PLAQUE and \$100.00 will be awarded to one Post in each District. The Post with the greatest increase in Life Members by the day prior to awards judging will determine the Posts selected. The plaques will be awarded at the State Convention.

LIFE MEMBERSHIP DRAWINGS - There will be Four (4) drawings for a Life Membership in the VFW. Posts with 10 thru 100 members will have one (1) chance, Posts with 101 thru 250 members will have two (2) chances and Posts with 251 or more members will have three (3) chances.

The first drawing will be held on September 29, 2009 and the Post must have 75% of its 2010 membership quota to participate.

The second drawing will be held on October 30, 2009 and the Post must have 85% of its 2010 membership quota to participate.

The third drawing will be held on January 5, 2010 and the Post must have 95% of its 2010 membership quota to participate.

The fourth drawing will be held on March 2, 2010 and the Post must have 100% of its 2010 membership quota to participate.

**DRAWING FOR \$200.00 CASH AWARD** - There will be three (3) Posts selected for this award. Posts must meet their membership quota by the day prior to awards judging to be eligible. Drawings will be held on the day of awards judging.

### **POST RECOGNITION AWARDS**

A **POST MEMBERSHIP BANNER** will be awarded to each Post that meets their 2010 Membership by June 30, 2010.

100% plus Post Commander and Quartermaster pins to Posts exceeding 100% by May 14, 2010.

Post Commander and Post Quartermaster Ball Cap to Posts who are 100% in membership by May 14, 2010.

### **2009-2010 ALL STATE TEAM**

There will be a maximum of **20 Posts** on The All State Team.

The **20** All State Posts will receive an All State Post Banner.

For a Post to be eligible, it must have reached 100% of their Membership Quota by the day prior to awards judging.

The Post Quartermaster must be bonded.

The Post must have been inspected by November 30, 2009.

The Post Commander must attend each District Meeting or have an authorized member attend.

All Audit Reports must be turned into State Headquarters as required by the National By-Laws and Manual of Procedure.

Posts with less than 50 members are not eligible for the All State Team. To be eligible the Post must increase their membership to 50 members. The Post will then be classified as 100%.

The Post must participate in the following programs.

Buddy Poppy Program purchase minimum of 10 poppies per member

Voice of Democracy Program (must submit a student to the District level for District judging)

Patriot's Pen Program (must submit a student to the District level for District judging)

Teacher of the Year Program (must submit at least one Teacher to the Department for State judging)

National Military Services (must make a donation to National Military Services)

Have a Post Service Officer appointed.

The Post must have submitted the following reports at least once during the first half of the year (May 1 thru October 31) and once during the second half (November 1 thru April 30)

Hospital Report  
Americanism Report  
Community Activities Report  
Safety Report  
Youth Activities Report

Post must submit a Community Service Record Book for judging.

Post will receive points for membership - **When the Post has completed all the above programs, reports, and submitted Community Service Record Book**, one fifth (1/5) of one (1) point will be assigned for each additional member above 100%.

Posts reported in 3 categories of Community Activities, 4 categories of Safety, 8 categories of Americanism and 4 categories of Youth Activities during the reporting period of May 1, 2009 through April 30, 2010 will receive a State Citation.

Posts submitting Hospital Reports for 1<sup>st</sup> and 2<sup>nd</sup> reporting periods will receive a State Citation.

### **ALL STATE TEAM AWARDS**

The All State Post Commanders will receive: A Citation; an All State cap; an All State pin; two (2) free tickets for you and your spouse/guest to the State Convention Banquet to be held on Saturday night. A check in the amount of \$300.00, **to assist in payment of expenses while attending and participating at the State Convention**, will be presented. Time of payment will be at the discretion of the Department Commander.

The All State Post Quartermasters will receive: A Citation; an All State cap; an All State pin; two (2) free tickets for you and your spouse/guest to the State Convention Banquet to be held on Saturday night. A check in the amount of \$300.00 **to assist in payment of expenses while attending and participating at the State Convention** will be presented. Time of payment will be at the discretion of the Department Commander.

The All State Commanders and All State Quartermasters will be individually recognized at the Awards Program during the State Convention.

From the All State Team, the Post with the highest points in the All State Judging will be designated as the Outstanding Post of the Year 2009-2010. The Commander and Quartermaster of this Post will be the Captains of the All State Team.

The Awards and Citation Committee will break all ties and their decision will be final.

### **2009-2010 ALL STATE DISTRICT COMMANDERS**

For a District Commander to qualify, the Commander must meet the following All State District Commanders criteria:

1. Have the District at 100% or more in membership by the day prior to awards judging.
2. Have all Posts, in the District, inspected by November 30, 2009.

3. Have Post Quartermasters, for all Posts in the District, properly bonded by the day prior to awards judging.
4. Have all Audit Reports, for **the District and** all Posts in the District, turned into State Headquarters **as required by the National By-Laws and Manual of Procedure.**
5. Have all Posts in the District reported in: Americanism, Community Activities, Hospital, Safety and Youth Activities in each reporting period.
6. Must make a donation to National Military Services

### **ALL STATE DISTRICT COMMANDERS AWARDS**

Each All State District Commander will receive the following: A Citation and an All State District Commander's cap.

The All State District Commander(s) will also receive two (2) tickets for you and your spouse/guest to the State Convention Banquet to be held on Saturday night and a check in the amount of \$300.00. (Duplicate awards will not be given if a similar one has been earned). Time of payment will be at the discretion of the Department Commander.

Each All State District Commander will receive a VFW Jacket if **all Post** within the District are 100% or more in membership.

### **INDIVIDUAL MEMBERSHIP AWARDS**

All individual recruiting awards will be awarded by using the National Recruiter Reports dated May 1, 2010.

An annual member who recruits 5 New or Reinstated Members will receive:

Annual Dues (National & Department portions) paid, for the current year, by the Department.

Name and membership number entered into a drawing for a Life Membership.

(For each additional 5 members recruited, an additional entry will be made in the Life Membership Drawing).

A Life Member who recruits 5 New or Reinstated Members will receive:

Name and membership number entered into a drawing for **one of three \$100.00 cash awards.**

(For each additional 5 members recruited, an additional entry will be made in the cash award drawing).

The drawings for the Life Membership and cash award listed above will be conducted on the day of awards judging.

An individual recruiter may also receive for:

**15** New or Reinstated Members - a Pen and Pencil Set.

25 New or Reinstated Members - a Department Aide-de-Camp Recruiting Award with engraved citation and an official cap.

**THE SAMUEL B. DeVAUGHAN MEMBERSHIP AWARD** is awarded to the member who recruits the most new and/or reinstated members of the 2009-2010 Membership Year and will receive the following:

Round trip airfare to the 111th National Convention.

One National Convention banquet ticket.

Expense check in the amount of \$500 to help defray expenses.

Department citation.

Distinctive cap and name badge

**THE GEORGE C. DALBY AWARD** is awarded to any Post member for outstanding participation in VFW programs. Rules for this contest are sent to each Post in the spring. Deadline for submission to State Headquarters is the day prior to awards judging. Post and District Commanders are excluded from this award. This award will be presented at the State Convention.

**THE W. B. SHAFER, JR. MEMBERSHIP AWARD** is awarded to the Post making the greatest percentage gain in membership as shown by the State Membership Report dated the day prior to awards judging. This award will be presented at the State Convention.

**THE RICHARD A. (AL) GUAGER AMERICANISM AWARD** is awarded annually and rules for this contest are sent to each post in the spring. Deadline for submission to State Headquarters is by the day prior to awards judging. This award will be presented at the State Convention.

**THE GEORGE E. McCracken Honor Guard/Color Guard Award** is awarded to the most outstanding Post Honor Guard/Color Guard. Deadline for submission to State Headquarters is by the day prior to awards judging. This award will be presented at the State Convention.

**FIREFIGHTER OF THE YEAR AWARD** is awarded to the most outstanding fire fighter. The selectee will receive a plaque and a check for \$200.00. The deadline for submission to State Headquarters is October 30, 2009. Send resume of nominees' background, resume of background in fire/emergency safety work, accomplishments in fire/emergency safety field, photograph, title and address to State Headquarters. This award will be presented at the State Convention or at a local venue.

**LAW ENFORCEMENT OFFICER OF THE YEAR AWARD** is awarded to the most outstanding law enforcement officer. The selectee will receive a plaque and a check for \$200.00. The deadline for submission to State Headquarters is October 30, 2009. Send resume of nominees' background, resume of background in law enforcement work, accomplishment in the field, photograph, title and address to State Headquarters. This award will be presented at the State Convention or at a local venue.

**EMERGENCY MEDICAL TECHNICIAN OF THE YEAR AWARD** is awarded to the most outstanding Emergency Medical Technician. The selectee will receive a plaque and a check for \$200.00. The deadline for submission to State Headquarters is October 30, 2009. Send resume of nominees' background, resume of background in paramedic work, accomplishment in the field, photograph, title and address to State Headquarters. This award will be presented at the State Convention or at a local venue.

**TEACHER OF THE YEAR AWARDS** are presented to the most outstanding Teachers. The selectees will receive a Citation and a check for \$200.00. There are three winners - Kindergarten through Fifth, Sixth through Eighth and Ninth through Twelfth. The deadline for submission to State Headquarters is January 2, 2010. These awards will be presented at the Winter Council Banquet or at a local venue.

Entries (3 levels) **can** be submitted from Posts to their respective District. Districts will judge all entries and select the winners (3 levels) to be sent to Department for judging. The Department will judge entries (3 levels) from each Districts and select winners (3 levels) to be sent to National for judging.

**THE W. I. WOODDELL MEMORIAL POST QUARTERMASTER AWARD** is awarded annually to the Post Quartermaster who has shown outstanding dedication to his Post and the Department. Submission of nominee is to be sent in by the Post Commander. Submission must be received the day prior to the awards judging. The recipient is to be selected by a committee headed by the State Quartermaster. The award will consist of a custom-lettered citation, plus a check in the amount of \$200.00 from the Department. This award will be presented at the State Convention.

**THE CLAIR B. POFF PUBLIC RELATIONS AWARD** is awarded to 3 Post for the most outstanding newsletter or publication for their size group and then forwarded to National for judging. To enter, send two different copies of your Post Newsletter to State Headquarters along with the editor's name and address. Deadline for submission to State Headquarters is January 1, 2010. This award will be presented at the State Convention. Group 1 membership 249 members or less, Group 2 membership 250 to 749, and Group 2 membership 750 or more.

**THE ROBERT H. RINER AWARD** is awarded to the District Commander with the highest percentage gain in membership over last year. Membership gain will be as shown by the State Membership Report dated the day prior to awards judging. This award will be presented at the State Convention.

**WILLIAM T. (BILL) ALLEN HOSPITAL AWARD** is awarded to Posts for their outstanding reporting in hospital work. Plaques for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place will be presented. The winning Posts will be determined by the State Hospital Chairman. These awards will be presented at the State Convention.

**CLARENCE E. KELLEY MEMORIAL VOICE OF DEMOCRACY AWARD** (Trophy) is awarded to the Post that sponsors the State's first place winner and will be presented at the Winter Conference Banquet.

Each Post that participates in the program will receive a citation.

The State VOD winners will receive: 1<sup>st</sup> place - \$1,000.00; 2<sup>nd</sup> place - \$600.00; and 3<sup>rd</sup> place - \$400.00 and a plaque, to be presented at the winner's school. The 1<sup>st</sup> place winner is expected to attend the Winter Conference Banquet, read entry.

**PATRIOT'S PEN PLAQUE** is awarded to the Post that sponsors the State's first place winner and will be presented at the Winter Conference.

The State Patriot's Pen essay winner will receive: 1<sup>st</sup> place - \$500.00; 2<sup>nd</sup> place - \$300.00; and 3<sup>rd</sup> place - \$200.00 and Citation, to be presented at the winner's school. The 1<sup>st</sup> place winner is expected to attend the Winter Conference Banquet, read entry.

**EAGLE SCOUT AWARD** The Eagle Scout selected for this award will receive a plaque and a check for \$500.00. The award will be presented at the State Convention.

This competition is open to any Eagle Scout between the ages of 15 and 18 who is still in High School.

Each scout must submit his application to a VFW Post for sponsorship. The Post may select an Eagle Scout of the Year entry and submit the application to the District Scouting Representative, for judging, no later than March 15, 2010.

Each District may submit one (1) entry to the Department. Entry must be submitted no later than April 1, 2010.

Each **Post** participating in the Eagle Scout Program will receive a citation.

Department judging for this award will be conducted by the Department Eagle Scout and Scouting Committee. The Department's winning entry will be submitted to National for judging.

**COMMUNITY SERVICE RECORD BOOK** should be kept from May 1, 2009 to April 30, 2010 for State judging. Plaques will be awarded to the top three (3) entries. Special Citations will be awarded to the fourth through tenth places; and all other entries not placing in the top ten will receive a citation. The top ten winners will be presented plaques/citations at the State Convention. One award from National will be presented for the top State entry.

In addition to the above awards, all Posts entering a Community Service Record Book will have a chance to win a monetary award in the amount of \$200.00 if judged best overall entry in their respective membership category. One (1) check will be issued to each membership category.

Category A - Posts with Membership of 10 thru 200.

Category B - Posts with Membership of 201 thru 400.

Category C - Posts with Membership of 401 thru 600.

Category D - Posts with Membership over 600.

**NOTE:** To receive the monetary award for a record book entry in any of the four categories a Post must be 100% in membership.

**NOTE:** Record Book entries may be used to help break any ties in the All State Team Judging. The amount of effort placed in preparing the entry will be considered.

**BUDDY POPPY CITATIONS** will be presented to the District Commander whose District purchased the most Buddy Poppies and to the District Commander whose District had 100% participation in the Buddy Poppy Program. These awards will be presented at the State Convention.

The Post in each District who purchased the most Buddy Poppies will be given a citation.

**LOYALTY DAY CITATIONS** will be given to District's and Post's participating in Loyalty Day Programs.

All judging material must be at State Headquarters by 5:00 P.M. (1700 Hours) on May 14, 2010. **(NO EXCEPTIONS!)**

# NATIONAL MEMBERSHIP PROGRAM 2009 – 2010

FINAL 4/22/09



## MEMBERSHIP MISSION AND VISION

**VFW National Membership Mission:** National and Departmental leadership must work hand-in-hand to retain and recruit a stable membership base, comprised of all generations of veterans, that is informed and actively involved at all levels of the organization. To ensure this mission, National Headquarters offers technical, logistical and financial resources to make recruiting and retention in the field, a well organized procedure.

Department leaders are the most qualified to prepare and implement their own state programs. They have a responsibility to their membership to take advantage of the many resources available from the National organization.

**VFW National Membership Vision:** Ensuring the organization remains a welcoming environment for our overseas conflict veterans, as well as our active duty military service members and their families, for the membership lifespan of today's Current Conflict Veterans.

## MEMBERSHIP GOALS FOR 2009-2010

National Membership Department's Goals state how we intend to reach our Vision.

There are two important considerations in how we have prioritized them.

1. Build a strong organization for the future as well as today.
2. VFW National and VFW community organizations must work together to achieve our goals.

VFW National is here for the “*BIG FIGHT*”...shaping VFW’s image nationally, developing new membership markets and ensuring that our current membership is aware of what our organization is doing for them.

The VFW has been successful in recruiting younger members (39 years and younger) for the past several years. There is only one way to make this success permanent... ***RETENTION - RETENTION – RETENTION.***

## **1. RETAIN MEMBERS THROUGH CONSISTENT, TARGETED MESSAGING USING THE APPROPRIATE MEANS**

The VFW is a *social* organization, a *service* organization, and an *advocacy* organization. Members need to know what our organization does, not only for the veteran, but for their family and the community. Not all members will value these activities equally. One of the most important tasks we face is getting the right information to the right members to ensure they want to remain an active part of our organization. We also need to recognize that some members prefer to receive letters, while others prefer email. We must communicate with our members in a response friendly venue.

## **2. RECRUIT 20% OF CURRENT CONFLICT VETERANS**

Not since World War II have active service members and recently serving veterans, joined at such a large percentage of their total numbers. Although there may be fewer service members carrying the load for more and more deployments, these members are exactly whom we need: energetic, purpose-driven team players who can offer 30+ years to the VFW. Get this group and veterans from subsequent conflicts are sure to follow.

### **3. RETAIN AND RECRUIT 16.93% OF ELIGIBLE VETERANS IN EACH DEPARTMENT**

This is where partnership amongst all levels of the VFW is critical. Departments, Districts and Posts know their own communities. We are committed to supporting the grassroots effort by sharing information and technology, providing solid products and assisting whenever and wherever we can.

## **Recruiting Benchmarks for 2009 – 2010**

- **125,000 New and Reinstated Members**
  - 10% increase in N/R Life Members
  - Increase the total number of Life Members by 5%
  - Continue to increase the percentage of ownership of VFW Membership eligible veterans to at least 16.93% in all Departments
    - **Goals for Departments above 16.93%**
      - Recruit at least 5% N/R Members
      - Increase Life Membership by 10%
      - Maintain % of eligible's signed up
    - **Goals for Departments under 16.93%**
      - Recruit at least 5% N/R Members
      - Increase Life Membership by 10%
      - Reduce by 20%, the deficit of eligible veterans needed for 16.93%

## 2009 – 2010 REWARDS

### FOR MEMBERS THAT SIGN NEW AND REINSTATED MEMBERS

- For signing up 3, 5 or 10 members: Special Recruiting Pin
- For signing up 15 members: Citation from the Commander-in-Chief.
- For signing up 30 members: VFW Recruiting Shirt and a citation from the Commander-in-Chief.

### 100% DISTRICT & POST REWARD

A distinctive streamer will be awarded to every District and Post that reaches 100% in membership by June 30, 2010.

### COMMANDER-IN-CHIEF RECRUITING REWARDS

*For recruiting 50 new and/or reinstated members:*

- Distinctive Recruiter Baseball Cap and a Commander-in-Chief Belt Buckle
- Have an opportunity to purchase a Recruiter Aide-de-Camp Cover

## CENTURY RECRUITER REWARD

*For recruiting 100 new and/or reinstated members:*

- Distinctive Citation and Cap from the Commander-in-Chief

## RECRUITER OF THE YEAR REWARD

*Recruiter signing up the most new and/or reinstated members by June 30, 2010:*

- Round-trip airfare for the recruiter and spouse/guest to the 111<sup>th</sup> National Convention in Indianapolis
- A \$1,000 stipend, less any other National stipends, to help defray expenses
- Commander-in-Chief's citation
- Distinctive cap and name badge

## VFW ALL AMERICAN PROGRAM

### OVERVIEW:

All American status is designed to recognize outstanding units and is based on participation in VFW Programs as well as membership gains by Posts, Districts and Departments.

Deadline for completion of all criteria is June 30, 2009.

## REQUIREMENTS FOR ALL AMERICAN ELIGIBILITY

1. Programs – must accomplish all of the following:
  - Voice of Democracy – a minimum of one entry advanced to District judging
  - Patriots Pen – a minimum of one entry advanced to District judging
  - National Citizenship Education Teacher Award – one entry advanced to District judging
2. Buddy Poppy:
  - Purchase a minimum of five (5) Buddy Poppies per member
3. National Military Services:
  - Hold a fundraiser with the proceeds going National Military Services
4. National Veterans Service:
  - Appoint a Post Service Officer
5. Increase membership by meeting your assigned membership quota as stipulated in the contained All American Program

## ALL AMERICAN DISTRICTS REQUIREMENTS

1. Programs:
  - Voice of Democracy – one entry advanced to the Department judging
  - Patriot's Pen – one entry advanced to the Department judging
  - National Citizenship Education Teacher Award – one entry advanced to Department judging
2. Buddy Poppy:
  - All Posts within the District must submit a Buddy Poppy order
3. National Military Services:
  - Make a donation to National Military Services (\$25.00 minimum)
4. National Veterans Service:
  - 100% of all Posts must have an appointed service officer
5. District must conduct a School of Instruction
6. Increase membership by meeting your assigned membership quota

# ALL AMERICAN DEPARTMENTS REQUIREMENTS

1. Programs:
  - Voice of Democracy – an entry advanced to National judging
  - Patriot’s Pen – an entry advanced to National judging
  - National Citizenship Education Teacher Award – an entry in all three categories (Grades K-5, 6-8, 9-12) advanced to National judging
2. National Military Services complete following:
  - Must have a Department fundraising event for a National Military Services Program
3. National Veterans Service:
  - DSO must have conducted annual training for Post Service Officers. All Post and District service officers to be notified and encouraged to participate
4. Increase in membership.

## AWARDS FOR ALL-AMERICAN

### ALL AMERICAN POSTS RECEIVE:

1. All American Post plaque for the Post home
2. Acknowledgement in *VFW* magazine
3. All American pin w/diamond for Post Commander and Post Quartermaster
4. Special All American pin for each member of the Post (posts will receive a quantity of All American pins determined by the Commander-in-Chief and may purchase additional pins up to the number of documented members)
5. All American caps for the Commander and all members will be available for purchase in the Emblem & Supply Catalog
6. All American Post Streamer

**ALL AMERICAN DISTRICTS RECEIVE:**

1. All American District Citation
2. All American District Commander and Quartermaster diamond pins
3. District Commander's Cap
4. All American streamer

**ALL-AMERICAN DEPARTMENTS RECEIVE:**

1. All American Department Commander Cap
2. All American Department Commander diamond pin
3. All American Department streamer
4. Expenses paid to VFW National Convention to include a \$500 stipend, plus air fare

## All American Program

**To be considered for All American you will need to do the program requirements plus meet your membership quota.**

The top one in each division will receive the following:

- Paid roundtrip air fare to the National Convention
- \$500.00 to help with convention costs
- Can only receive one award

**19 Divisions for Post**

**12 Divisions for Districts**

**54 Departments**

## All-American Post Divisions & Quota

	Membership	Minimum %
Division 1	1201- UP	100%
Division 2	751-1200	102%
Division 3	601-750	105%
Division 4	551-600	108%
Division 5	401-550	110%
Division 6	326-400	115%
Division 7	231-325	120%
Division 8	226-230	125%
Division 9	186-225	130%
Division 10	166-185	135%
Division 11	146-165	140%
Division 12	126-145	145%
Division 13	116-125	150%
Division 14	101-115	155%
Division 15	81-100	160%
Division 16	71-80	165%
Division 17	51-70	170%
Division 18	31-50	180%
Division 19	10-30	200%

## District Divisions & Quota

	Membership	Minimum %
Division 1	9001- UP	100%
Division 2	7001-9000	101%
Division 3	3851-7000	102%
Division 4	2501-3850	103%
Division 5	2051-2500	104%
Division 6	1701-2050	105%
Division 7	1401-1700	106%
Division 8	1001-1400	107%
Division 9	801-1000	108%
Division 10	651-800	109%
Division 11	412-650	110%
Division 12	411	112%