

**Department of North Carolina
Veterans of Foreign Wars**

Membership Program 2023-2024



Helen Nelson

Department Commander

VFW's vision statement is **“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.”**

VFW's core values are to **“Always put the interests of our members first: Treat donors as partners in our cause, promote patriotism, honor military service, ensure the care of veterans and their families, serve our communities, promote a positive image of the VFW, respect the diversity of veteran opinions.”** It is a reflection of the work and principles of the association that makes it a success in its advocacy. It has the following main components:

1. **Donor partnership**
2. **Patriotism support**
3. **Military honor**
4. **Veteran care**
5. **Community service**
6. **Positive self-image**
7. **Respect for diversity**

The Department of North Carolina, Veterans of Foreign Wars has strived to uphold the mission, vision, and core values of this great organization. We continue to gradually increase our membership and continue to look for innovative ways to bridge the gap between all of our generational members and instilling in them the reason and importance of the VFW. In order to continue to recruit new younger Veterans, we must meet them where they already are, and everyone is online. Social Media is one of the number one tools for recruiting our young Iraqi and Afghanistan Veterans. These Veterans are interested in giving back to their communities and impacting lives. We must change how they see us! We are more than sitting, smoking, and drinking in our canteens. If your Post is not able to make necessary changes to start appealing to and attracting the Veteran-millennial generation, then your Post is at serious risk of closing its doors in the next 5 to 10 years. We must learn how to speak their language.

Post, Districts and the Department need to use all methods available to convey information for news, Community Service and recruitment event. Newsletters, social media and outreach teams are some of the most effective ways to reach our current and prospective members.

Provide training and mentorship to our membership; the worst feeling in the world is to join an organization that works so hard to recruit you then leaves you alone to figure it out. Make them feel that they are part of the team.

North Carolina together we can do this, there are eight military bases and well over 20,000 combat veterans in our state that just need a reason to join our ranks, let's give them one! Everyone, if we all recruit just one member we can achieve substantial growth in membership.

Membership Mission

To Retain, Mentor, and Recruit a stable membership base including all generations of Veterans. To cultivate a membership that is well versed in institutional knowledge at all levels of the organization. To establish and grow Posts with a strong tradition of service, leadership, and community outreach.

Membership Objectives

Retain and mentor; recruit new members; recover unpaid members; develop new posts; revitalize Posts; increase Life Membership; Increase Legacy Members

Recruiting Awards

- 10 to 15 Members-Commander's pin
- 25 Members -Commander's Coin
- 50 Members -VFW Pad-folio
- 100 Members -\$100 VFW Store gift card
- 150 Members-Custom K-Bar

Post increasing life membership by 30

- Division A = posts with 665 to 1000 plus members
- Division B = posts with 332 to 664 members
- Division C = posts with 10 to 321 members

Post increasing new membership by 30

- Division A = posts with 665 to 1000 plus members
- Division B = posts with 332 to 664 members
- Division C = posts with 10 to 321 members

Membership Award

Top Commander in each division will receive 2 nights stay at the Hotel for the Department Convention.

District "First to Finish" incentive to attain 102% by February 1, 2024

A \$500 check will be issued to the District quartermaster for the Districts General Fund.

Honor Post 102%

- Divisions 8, 9, 10, and 11 must be 102% plus one and over 50 members by 12/31/2023.
- Divisions 4, 5, 6, and 7 must be 102% plus one by 1/31/2024.
- Divisions 1, 2, and 3 must be 102% plus one by 2/29/2024.

Honor Post Award

- All Honor Posts will receive a pennant/plaque designating it as such.
- Honor Posts will be entered into a drawing by Divisions 8, 9, 10, and 11 for a \$100 VFW Store Gift Card after 12/31/23
- Honor Posts will be entered into a drawing by Divisions 4, 5, 6, and 7 for a \$100 VFW Store Gift Card after 01/31/24
- Honor Posts will be entered into a drawing by Divisions 1, 2, and 3 for a \$100 VFW Store Gift Card after 02/29/24

ALL STATE CRITERIA

The all state program exists to recognize exceptional leadership and teamwork, authentic accomplishments in membership growth and VFW core programs.

All State Post Criteria

- Membership greater than 102%
- Voice of Democracy- minimum of one entry advanced to district.
- Patriots Pen- minimum of one entry advanced to district
- Teacher of the Year- minimum of one entry in any category (k-5, 6-8, 9-12) advanced to district.
- JROTC of the year- minimum of one entry advanced to district.
- Police, Fire, Dispatcher, or EMS of the year- minimum of one entry advance to district.
- Business of the Year- one entry advance to District
- Comrade of the Year- minimum of one entry sent to department.
- Commander, adjutant, quartermaster, and minimum of one trustee must attend Department School of Instruction (the Senior Vice may attend in place of the Commander and the Junior Vice may attend in place of the Senior Vice).
- Commander and Quartermaster must attend all district meetings and conventions (the Senior Vice may attend in place of the Commander and the Junior Vice may attend in place of the Senior Vice).
- All canteen fees must be paid by August 31,
- All bond applications (Aug 31), trustee audits and 990 IRS filings must be submitted prior to established deadlines.
- Must complete Post inspections, Bingo inspections (if applicable) and 1st canteen inspections (if applicable) prior to the Fall Council of Administration (C of A); Must complete 2nd canteen inspection prior to the Mid-Winter C of A.
- Must submit Post Election reports within 30 days of election (May). Reports must be complete to include a Post Service Officer.
- Must conduct at least (1) membership drive between July 1 and December 31, 2023. Written report must be submitted to Department Dashboard.

- Must conduct at least (1) membership drive between January 1 and June 1, 2024. Written report must be submitted to Department Dashboard.
- Must purchase allotment Buddy Poppies (3 per member) as of June 30th membership totals.
- Post Commander must submit monthly reports to District Commander.
- Post must sell allotment of Department Raffle tickets (1 tickets per members on roll as of June 30th 2023). As an incentive, If Post sells 1-500 Tickets **over allotted amount** post will get \$2/ticket anything over 501 Tickets will receive \$3/tickets.
- Post to donate \$25 to the Billy Ray Cameron Open (Option –host an event that raises \$25 for the scholarship or provide a donation of \$25 to the Billy Ray/Otis Brown Scholarship).
- Buddy Poppy King, Queen, Prince and or Princess Entry-minimum of one entry in any category to District. *(Post can donate \$300 in lieu of entry).*

ALL-STATE POST AWARDS

All post that meets the 102% qualifying requirement and meet the program participation criteria by June 30, 2024 will receive:

- An All-State Post citation
- All State Cap (Commander and QM only)
- Acknowledgement in the VFW Leader Magazine

ALL STATE DISTRICT CRITERIA

- Membership greater than 102%
- Voice of Democracy- minimum of one entry advanced to Department.
- Patriots Pen- minimum of one entry advanced to Department.
- Teacher of the Year- minimum of one entry in either category (k-5, 6-8, 9-12) advanced to Department.
- JROTC of the year- minimum of one entry advanced to Department.
- Police, Fire, Dispatcher, or EMS of the year- minimum of one entry advance to Department.
- Business of the Year- one entry advance to Department
- Commander, Adjutant, Quartermaster, and minimum of one Trustee must attend Department School of Instruction (the Senior Vice may attend in place of the Commander and the Junior Vice may attend in place of the Senior Vice).
- Commander and Quartermaster must attend all district meetings and conventions (the Senior Vice may attend in place of the Commander and the Junior Vice may attend in place of the Senior Vice).
- All bond applications, trustee audits and 990 IRS filings must be submitted prior to established deadlines.

- Must submit District Election reports within 30 days of election. Reports must be complete to include a District Service Officer.
- Must conduct at least (1) membership/buddy poppy drive between July 1 and December 31, 2023. Written report must be submitted to Department Dashboard.
- Must conduct at least (1) membership/buddy poppy drive between January 1 and June 1, 2024. Written report must be submitted to Department Dashboard.
- Each District must sell allotment of 250 Department Raffle Tickets.
- District Commander must submit quarterly reports to Department Adjutant. (10 days prior to the C of A and Department convention).
- Post to donate \$25 to the Billy Ray Cameron Open (Option –host an event that raises \$25 for the scholarship or provide a donation of \$25 to the Billy Ray/Otis Brown Scholarship).
- Buddy Poppy King, Queen, Prince, Princess Entry-minimum of one entry in any category to Department chairperson.
- Must conduct all required Post inspections prior to Fall C of A, a second canteen inspection prior to Mid-Winter C of A.
- District Commander, QM, and (1) trustee must attend one of the four school of instructions (Senior Vice may attend in place of commander and Junior vice in place of the Senior Vice).

All- State District Awards

All Districts that meets the 102% qualifying requirement and meet the program participation criteria by June 30, 2024 will receive:

- An All-State District citation
- All State Cap (Commander and QM only)
- Acknowledgement in the VFW Leader Magazine
- Acknowledgement during the All-State Awards Ceremony at the Fall Council of Administration meeting.

Commander's Challenge

IF EVERY POST AND EVERY DISTRICT IN THE DEPARTMENT MAKES 102% BY May 31, 2024 THE DEPARTMENT HOSPITALITY WILL BE FREE OF CHARGE FOR THE JUNE CONVENTION FOR COMRADE MEMBERS ONLY