

VFW National Membership Program



Keith E. Harman
Commander-in-Chief

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Table of Contents

Membership Mission	3
Introduction	3
Membership Goals.....	3
Membership Benchmarks	3
Retention Defined.....	4
Life Membership Amnesty.....	4
Recruiting Awards.....	4
Individual Awards:.....	4
“BUCKET OF BUCKEYES” Member Drawing	5
Early Bird Award—VFW Legislative Conference	5
Post Commander and Quartermaster – New & Recovered Member Award	5
Kansas City Spree	5
100% Post, District & Department.....	6
100% Commander Drawing	6
Legacy Life Membership Acquisition	6
Elite Recruiter.....	6
Recruiter of the Year	7
All-American Leadership Criteria	7
All-American Post Leadership Criteria	7
All-American Post Leadership Award.....	7
All-American District Leadership Criteria.....	8
All-American District Leadership Award	8
All-American Department Leadership Criteria.....	8
All-American Department Leadership Award	10
Post Membership Divisions and Minimum Qualifying Percentages.....	10
District Membership Divisions and Minimum Qualifying Percentages	10

Membership Mission

Recruit, retain, and mentor a stable membership base, including all generations of veterans, which is well-versed in institutional knowledge and actively involved at all levels of the organization. To show continued growth and thrive through the dedication and involvement of members at all levels of the organization.

Introduction

For the past several years, the VFW has been relatively successful in recruiting members aged 39 and younger. The only way to make this success permanent is to retain those members, recover past members, and recruit new members. We must improve the way we communicate with our members at all levels of the organization. Does your Post, District, State or Department have a newsletter, email, or an outreach team that visits fellow members? In many cases, we have lost touch with our members. We need to know who they are and what their needs are. Let's get back to basics—our first priority is taking care of our members and the veteran community as a whole.

Membership Goals

1. Build a strong organization for the future.
2. Work together to achieve the VFW's goals. The VFW National Headquarters staff is here to assist in coordinating programs, developing new membership initiatives and building awareness among our membership and the entire veteran community.

Membership Benchmarks

- Recruit new and recover unpaid members
- Retain existing membership
- Increase life membership
- Increase legacy life membership

Retention Defined

Although retention is ***not*** a prerequisite for the All-American program, it is extremely important to understand how retention is derived and the important role retention plays in accomplishing growth. The number of paid annual members in your Post on July 1 is your ensuing year's "prior year total." One more new or recovered member is required to make up for each prior year annual member the Post fails to retain.

Your Post retention is derived from six types of payment components based on your prior year total of annual members:

- A prior year annual member pays his or her annual membership dues.
- A prior year annual member pays the life membership installment fee.
- A prior year annual member pays for life membership dues.
- A prior year annual member transfers to another Post and pays his or her annual membership dues.
- A prior year annual member transfers to another Post and pays the life membership installment fee.
- A prior year annual member transfers to another Post and pays life membership dues.

Life Membership Amnesty

All life members who are reported deceased between July 1, 2017 and August 31, 2017, will be removed from the Post rolls and the Post's prior year membership count will be adjusted accordingly.

Recruiting Awards

Individual Awards:

- **5, 10, 15** Corresponding numbered member pin
- **25** Commander-in-Chief membership coin & citation
- **50** National aide-de-camp cap and citation
- **75** VFW leather travel bag
- **100** Century cap and citation
- **175** Commemorative medallion set

“BUCKET OF BUCKEYES” Member Drawing

Five (5) winners will be drawn and accompany the Commander-in-Chief on an all-expense paid trip in May 2018 along with their spouse or guest.

For any new/reinstated member recruited between July 1, 2017 and April 01, 2018:

- You will receive one (1) chance for every five (5) new/reinstated members recruited
- You will receive ten (10) additional chances for every increment of 25 new/reinstated members recruited
- **Attention Post and District Commander:**
 - ✓ You will receive ten (10) chances in recognition of 85%+ post and district retention

Drawing will take place **April 2, 2018**

- **All awards are non-transferable**

Early Bird Award—VFW Legislative Conference

The top three Post commanders and quartermasters and the top two District commanders in each division on Jan. 1, 2018 will be awarded:

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

Post Commander and Quartermaster – New & Recovered Member Award

The top 10 Post commanders and quartermasters in each division who report more than 50 new and recovered annual members by Jan. 1, 2018 will each be awarded:

- **A distinctive leather zippered Padfolio.**

Kansas City Spree

The top two Post commanders and the top two District commanders in each divisions who achieve 100% membership by April 1, 2018 along with their spouse or guest, will be awarded:

- **Round-trip airfare to Kansas City, Mo, from the airport nearest the awardee’s home.**

- **A fun-filled weekend (May 03-06, 2018) that may include but is not limited to: touring, shopping, and a complete tour of the VFW National Headquarters.**

100% Post, District & Department

A distinctive streamer will be awarded to every Post, District and State/Department that achieves 100% or greater in membership before July 1, 2018.

100% Commander Drawing

Each Post and District commander that exceeds 100% in membership by July 1, 2018 will be placed in a drawing. 20 post commanders and 12 district commanders will be drawn to receive:

- **A \$1,000 stipend 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, 2018, Commander or post representative will be awarded:

- **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.**

Elite Recruiter

Any VFW member who signs up 250 or more new and/or recovered annual members by July 1, 2018, will be awarded:

- **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 recovered annual members greater than 250 by July 1, 2018, will be awarded:

- **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.**

All-American Leadership Criteria

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

All-American Post Leadership Criteria

- Recruit new and reinstated members equal to 5% of Prior Year Total
- Greater than 50 members on July 1, 2018
- Membership greater than 100%
- Voice of Democracy - minimum of one entry advanced to District Judging (Overseas Post donate \$50 to National in lieu of entry)
- Patriots Pen - minimum of one entry advanced to District judging (Overseas Post donate \$50 to National in lieu of entry)
- National Citizenship Education Teachers Award – one entry advanced to District judging (Overseas Post donate \$50 to National in lieu of entry)
- Buddy Poppy- must purchase Buddy Poppies
- Hold a fundraiser with the proceeds going to National Veterans & Military Support Services, minimum of \$50
- National Veterans Service – Appoint a Post Service Officer

All-American Post Leadership Award

- Acknowledgment in *VFW Magazine*
- All-American Post citation
- All-American Post streamer

- All-American citation - Commander
- All-American name badge - Commander
- All-American cap - Commander - **Quartermaster may purchase cap*
- All-American lapel pin - Commander - **Quartermaster may purchase pin*
- 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 Leadership Criteria

- Recruit new and reinstated members equal to 5% of Prior Year
- Membership greater than 100%
- 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)
- National Citizenship Education Teachers Award – one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry)

All-American District Leadership Award

- All-American District streamer
- All-American District citation - Commander
- All-American name badge - Commander
- All-American cap - Commander - **Quartermaster may purchase cap*
- All-American lapel pin - Commander - **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 Leadership Criteria

- Membership must be greater than 100%
- Recruit new and reinstated members equal to 5% of Prior Year

- One new post or increase the membership of three posts of 50 members or less to over 50 members by July 1, 2018
- **National Legislative Service**
 - Monthly National Legislative Service committee member/chairman reports must be 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, 2017
- Monthly National Veterans Services committee member/chairman reports must be submitted to National Veterans Services in Washington, D.C.
- **Programs**
 - Voice of Democracy - An entry advanced to national judging
 - Patriot's Pen - An entry advanced to national judging
 - National Citizenship Education Teacher Award – submit an entry in all three categories (K-5, 6-8, 9-12) and entries must advance to national judging
 - Veterans & Military Support Programs – Must complete a State/Department fundraiser and proceeds must be donated to: Veterans & Military Support Programs, Kansas City, MO
 - Student Veterans of America (SVA)
 - Select a state/department SVA liaison, and submit their contact information to the VFW Programs Department, Attn: Brooklynne Mosley, no later than July 31, 2017.
 - Complete three (3) or more SVA events spanning at least two of the three semesters (fall, spring and summer) and submit each of the three (3) or more activity reports to the VFW National Programs Department, Attn: Brooklynne Mosley, no later than June 30, 2018. **Event defined:** *A planned public or social occasion.*

All-American Department Leadership 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

Post Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage
1	750	And up!	Over 100%
2	356	749	Over 100%
3	246	355	Over 100%
4	185	245	Over 100%
5	143	184	Over 100%
6	112	142	Over 100%
7	88	111	Over 100%
8	68	87	Over 100%
9	51	67	Over 100%
10	1	50	Over 100%

District Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage
1	5,000	14,000	Over 100%
2	3,282	4,999	Over 100%
3	2,172	3,281	Over 100%
4	1,447	2,171	Over 100%
5	906	1,446	Over 100%
6	1	905	Over 100%

IMPORTANT NOTES

- To receive stipends, awardees must be in attendance at designated events
- Only one National paid stipend per event (national convention, legislative conference, etc.)
- All awards are non-transferable



2017-2018



MAY WE REMEMBER THE FALLEN

1. EARLY BIRD DRAWING For two free Life Memberships on Sept 30th, 2017. All members that have paid their dues by Sept 30th 2017 will be entered into a drawing. Be sure to put this out at your meetings.
LIFE MEMBER'S EARLY BIRD DRAWING for two \$100.00 cash awards. Any Life Member who signs up two new or reinstated members by Sept 30th 2017 will be entered into a drawing.
2. The first Post under 200 Members to achieve 102% will receive a Plaque.
3. The first Post over 200 members to achieve 102% will receive a Plaque.
4. The Top Post Commander in each Membership Division, with the most N/R Members at close of business on 30 November 2017 will receive a Chrome Plated VFW Cross Pen with VFW Emblem. **(Must be over 5)**
5. The Top Post Commander in each Membership Division with the most New or Reinstated Members at the close of business on January 31, 2018 will be issued an Executive Folder. **(Must be over 10)**
6. Plaque will be awarded to the Top Post in each Membership Division that has recruited the most N/R Members by April 30, 2018. **(Must be 10 N/R Members)**
7. A CHECK for \$50.00 will be awarded to the Top Post in each Membership Division that has recruited the most Life Members by April 30th, 2018. **(MUST be over 10)**
8. A White VFW Shirt or Green Golf Shirt (Your Choice) will be issued to any member that signs up at least 10 N/R Members by June 30th, 2018.
9. A Soft Brief Bag will be awarded to the Top Post Commander in each Division that has picked up the most Life Members by June 30th, 2018. **(Must be over 5)**
10. A Plaque will be awarded to the 2 Posts with the longest continuous growth. **(Must be minimum of 5 years)**
11. All 100% Post Commanders and Quartermasters will receive a 100% Pin. (This goes until 30 June 2018)
12. All Post Commanders and District Commanders that become 101% will receive a Special Citation in a Frame Signed by the State Membership Chairman and State Commander. (This goes until 30 June 2018)
13. Any VFW Member or Auxiliary Member that recruits 5 N/R VFW Members for the VFW will receive a Special State Commander Ball Cap. (This goes until 30 June 2018)
14. All District Commanders whose District Percentage is the same or higher than the below dates and have signed up their 5 members prior to the target dates, will be put into a drawing for \$50.00 EACH of the four months. Drawn by the State Commander or visiting guest at the April COA.

TARGET DATES and PERCENTAGE; Oct-80% Nov-85% Dec-90% Mar-100%
15. **Recruiter of the Year** the member that has the most N/R members with a minimum of 20 will receive two paid nights at the Hotel for the Department Convention and a banquet ticket.



ALL STATE COMMANDER'S & QUARTERMASTER'S CRITERIA

QUOTAS ARE 101% OF 2017's MEMBERSHIP TOTAL

DIVISION # 1	10 - 50	DIVISION # 4	201 – 300
DIVISION # 2	51 – 100	DIVISION # 5	301 – 450
DIVISION # 3	101 – 200	DIVISION # 6	451 – 1000

- 1. POST COMMANDERS & QUARTERMASTERS** that reach a minimum of 101% of the previous year's Membership by June 30, and have accomplished all of the following:
 - Must be 100% reported in all **ACTIVITIES** by April 30th (**Provided by C/A Chairman report**)
 - Post Trustees Reports turned in for each quarter
 - Must have Purchased 5 Buddy Poppies per member (Membership Quota at end of 2017 Year)
 - Must have had a Recruiting Event (Membership Booth and reported to State Membership Chairman) (**Check w/ State QM if Insurance is required**)
 - Must hold a fundraiser with the proceeds going to Veterans & Military Support Program, minimum of \$25.00 (**SEND CHECKS TO: Christopher Armstrong made out to Dept of Maine, VFW EARMARKED VMSP**)
- 2. All Commanders and Quartermasters must have each personally recruited FIVE (5) N/R members.**
- 3. The Commander and Quartermaster** are each required to accomplish activities and membership listed in items above. For instance, if the Commander does not qualify in any of the required task and the Quartermaster does, the Quartermaster could be an "All State" even though the Commander doesn't qualify. (**THIS GOES BOTH WAYS**)

If you are qualified you will receive the following:

- Commander – Quartermaster – Cap**
- Commander – Quartermaster – Pin**
- Commander – Quartermaster – Citation**
- Commander – Quartermaster – Convention Banquet Ticket (If qualified before the banquet)**

The awards will be given out at the Saturday Department Convention Banquet in June 2018 if qualified by May 2018. Anyone qualifying after this date but before July 1, 2018 will be awarded at the October CoA.



OUTSTANDING DISTRICT COMMANDER OF THE YEAR

The prize is a trip to the National Convention and an OUTSTANDING DISTRICT COMMANDER OF THE YEAR HAT. The trip covered is plane fare **which you must arrange** and stipend to help cover part of the cost of the room equal to a National appointment. Or you can still receive the Hat and refuse the trip and receive \$200.00 to do with as you please.

The District must:

- a. Must have all Posts at or above 101% of the 2017 Membership.
- b. Must have submitted at least 1 Patriots Pen and 1 Voice of Democracy to Department.
- c. Must have all Posts purchased 5 Buddy Poppy's per Member based off of the 2017 Membership.
- d. Must have all Posts submit all Trustee reports to the Department Quartermaster.
- e. Must have all Posts be bonded and proof submitted to the Department Quartermaster.
- f. Must have all Posts conduct a recruiter event.

District Commanders will be required to sign up Five (5) N/R members

***CAPTAIN OF THE ALL STATE COMMANDERS TEAM* WILL RECEIVE**

A Trip to the National Convention 2018 in: Kansas City, Missouri on July 21 - 25, 2018. This amount will be the same amount as National gives for an appointment which is the flight **which you must arrange** and a stipend to help cover part of the cost of the room. Or you can decline the trip and receive a check for \$200.00 to do with as you please. A Hat with Captain of The ALL State Team. His/her Post will become the **"OUTSTANDING POST OF THE YEAR"** and receive a Plaque.

Captain will be based on:

- a. Post percentage
- b. Number of New and Reinstated Members

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CURRENT MEMBERSHIP STATUS

What National has for current Membership can be reviewed on the internet using the following (all lower case) www.vfwkc.org or under the Department of Maine web site <http://mainevfw.org>. Quartermasters have their Password and are responsible for insuring the information is correct. If information is in correct then the Quartermasters Manual has the proper phone numbers for National to get the problem corrected.

All Quartermasters are reminded that at the beginning of the new year you should check to see if any of your life Members were dropped from your roster by National. If so it was probably due to a lack of a good mailing address. Simply call the number for Membership Data Processing and they will be glad to fix it with a good address **you must provide**.

Another problem that pops up is deceased members still on the roster. Resubmit to National the proper paper work and they should be removed the following year. If you take care of it right at the beginning of the new Mem Stats read out with a phone call, they may even correct it right away, other wise it will take another year to have them removed from your roster.

**WHEN IN DOUBT ASK FOR HELP FROM THE DEPARTMENT MEMBERSHIP CHAIRMAN,
ASST. CHAIRMAN OR DEPUTY CHAIRMAN DEALING WITH MEMBERSHIP PROBLEMS.
DEPARTMENT OF MAINE MEMBERSHIP TEAM**

Membership Chairman:

Steven SanPedro

251 Gray Rd.

Windham, ME 04062

Tel: 207 894-5260

E-mail: sanpedro105@roadrunner.com

Membership State Recruiter:

(North) Membership

Andre L. Dumas

64 Washburn St. B-1

Caribou, ME 04736-2125

Tel: 496-0071

E-mail: thedumas@zwi.net

Membership State Recruiter:

(Central) Membership

Herman L. Littlefield

1360 Atlantic Hwy (Rt1)

Northport, ME 04849

Tel: 338-5052

E-mail: herman.littlefield@yahoo.com

Membership State Recruiter:

(South) Membership

James Bachelder

2973 Milton Mills Rd.

Acton, ME 04001

Tel: 477-2877

E-mail: James.bachelder@metrocast.net



BELOW IS THE COST FOR

LIFE MEMBERSHIP

Thru 30 \$425.00
31 – 40 \$410.00
41 – 50 \$375.00
51 – 60 \$335.00
61 – 70 \$290.00
71 – 80 \$225.00
81 – UP \$170.00



LEGACY LIFE MEMBER EXPLANATION OF BENEFITS

Available to all Life Members

CONTRIBUTION

Plan Bronze Silver Gold

All Ages/Fee \$400 \$800 \$1,200

MEMBER INCENTIVES

Benefits Bronze Silver Gold

Plated Engraved Life X X X

Member card

Lapel Pin X X X

Hat Pin X X X

Distinctive Emblem & Supply X X X

Line for Legacy Life Members

Emblem & Supply Discounts 5% 10% 15%

(For Personal Use Only)

Framed Certificate for X X X

Legacy Life Membership

Increased level of no-cost \$2,000 \$3,500 \$5,000

AD&D Insurance

Recognition on Internet & X X X

Annual Report

Recognition at Kiosks at X X X

Memorial Building in Washington,

DC & Museum at Nat'l HQ

Special Plaque X X

Lifelong Memories Discount 50% off 50% off

Stripe Star

Package Package

Personalized Brick at X

Centennial Plaza

Annual Endowment: POST \$6.00 \$12.00 \$18.00

Annual Endowment: Dept: \$6.00 \$12.00 \$18.00

**YOUR POST & DEPT CONTINUE TO GET AN ANNUAL
ENDOWMENT FOREVER - YES, EVEN AFTER YOU ARE GONE.**



“ALL-STATE COMMANDER/QUARTERMASTER CHECK OFF LIST”



(This was put together **“ONLY AS A TOOL”** to assist you)

ALL OF THE INFORMATION HERE IS TAKEN FROM THE DEPARTMENT OF MAINE 2017-2018 MEMBERSHIP PROGRAM.

THE ALL STATE CONTEST ENDS ON JUNE 30th 2018 / COMMUNITY ACTIVITIES ENDS ON APRIL 30th 2018

1. ALL QUOTA'S ARE 101% OF 2017's MEMBERSHIP TOTAL (DIV'S ARE LISTED IN PROGRAM)
 - a. ARE WE 101% OF LAST YEAR? _____
2. HAVE WE REPORTED IN VOD and PATRIOTS PEN? _____
3. HAVE WE sent the Veterans & Military Support Program Chairman Minimum of \$25.00? (Chairman is Chris Armstrong – Questions Please Call or E-mail him)
4. HAVE WE PURCHASED 5 BUDDY POPPIES PER MEMBER? _____
5. ARE WE REPORTED IN COMMUNITY SERVICE? _____
6. ARE WE REPORTED IN YOUTH ACTIVITIES? _____
7. HAVE WE TURNED IN POST TRUSTEE REPORTS FOR EACH QUARTER? _____
8. HAS MY POST COMPLETED A RECRUITER EVENT? _____
9. AS A POST COMDR “or” QM I HAVE RECRUITED 5 NEW or REINSTATED MEMBERS? _____



ALL POSTS SHOULD HAVE THEIR MEMBERSHIP TEAMS IN PLACE BY NOW AND SHOULD MEET ONCE A WEEK TO SEE WHERE THEIR POSTS STAND AND PLAN NEW THINGS TO GET ALL THE NEW / REINSTATED AND LIFE MEMBERS THAT THEY CAN TO MAKE THEIR POSTS NUMBER #1 IN THE STATE.

ALSO REMEMBER – WE MUST RETAIN THE MEMBERS WE HAVE TO STAY STRONG!

RECRUITING IS EVERYONES JOB **(YES EVERYONE)** IF WE ARE TO CONTINUE TO GROW IN THE DEPARTMENT OF MAINE THIS YEAR AND EVERY YEAR!
HAVE YOU RECRUITED A MEMBER THIS WEEK?
READ THE MEMBERSHIP PROGRAM



**REMEMBER THIS IS ONLY A GUIDE TO ASSIST YOU.
YOU MUST STILL STUDY THE MEMBERSHIP PROGRAM ON A REGULAR BASIS.**

MAY WE REMEMBER THE FALLEN



RICHARD A. FARRIS
STATE COMMANDER



DEPT OF MAINE, VFW 2017 - 2018

FORM TO BE COMPLETED FOR ALL MEMBERSHIP AWARDS

(PRINT or TYPE) Name of Member:	Shirt Type White/Polo	Size	Post Number	Name on sleeve	Remarks
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					

{EVERYTHING ON THIS FORM MUST BE PRINTED OR TYPED}

TYPE OF MEMBERSHIP:

Mail this Form when Completed to:

Membership Chairman
Steven SanPedro
251 Gray Rd. Windham, ME 04062
sanpedro105@roadrunner.com

RECRUITING EVENTS

Post or District# _____

Location of Event _____ Date _____ Time _____

VFW Member & Title Present at Event

Description of Event: _____

Approximate # of People Talked With: _____

of People Signed Up: New _____ Reinstated _____

Comments of Event: _____

Notify Membership Chairman Steven SanPedro of Event prior to Date of Event.

Submit a signed copy of this Report to the Membership Chairman Steven SanPedro 251 Gray Rd., Windham, ME 04062 sanpedro105@roadrunner.com Please include photos or news articles to be used in the Commanders Membership Book

Date: _____

Signature of Post Commander or Department Officer