



2011-2012

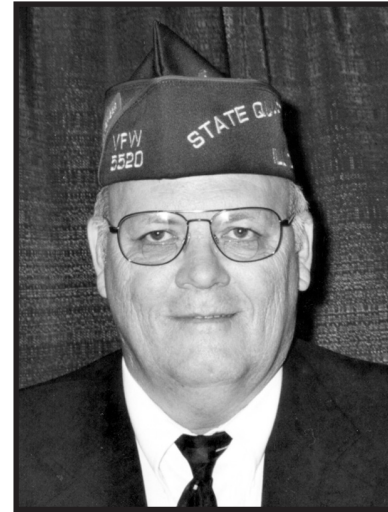
MARKETING PROGRAM



Donald Smithenry
Director

13751 E. 300th Avenue
Newton, Illinois 62448
Telephone: (618) 783-2842
Cell: (217) 377-0271
Email: dksmithenry@dishmail.net

Post 4226-13



One of the primary goals of this Marketing State for 2011-2012 is to actively seek Corporate donations and sponsorships for the many worthwhile programs the VFW supports in Illinois for not only our veterans and their families but also our youth not to mention our involvement in Community programs and activities.

Marketing means “People Power”! People selling individuals, businesses and large Corporations on what we, as a respected Veterans Organization are all about. We have many fundraising activities but they won’t sell themselves. We, as members of the VFW must promote them within our communities and within our membership.

For over 100 years, the success of the VFW has been built upon millions of volunteer hours, strong support of our country’s youth, major patriotic and educational efforts, and unwavering services to our military, its veterans, and their families. Of all we do, our PROGRAMS make the greatest impact on the lives of those we serve and honor. Our success, like that of any worthwhile endeavor, is directly proportionate to the amount of financial contributions we can continue to receive. For many years, our programs were supported by VFW membership dues alone. Then, they were supplemented by donations from our members and the public but, our needs have long outgrown those resources. To keep our PROGRAMS healthy and viable, we are currently seeking financial support from various organizations, and corporations, to provide assistance for existing and future Programs. We created the Veterans Foundation of Illinois, a 501-C-3 Not For Profit Corporation to help us pursue the millions of corporation and foundation dollars across America and with the Foundation, we can offer expanded advantages to individual donors who wish to support our programs financially.

Once again this year we will be conducting the “Illinois Convention Drawing” that will offer individuals six tickets, one of which will be a “Purple Heart” ticket. The tickets are priced at \$5.00 each or six for \$25.00. All proceeds from the Purple Heart tickets will be used to provide assistance to our active duty Military personnel and their families. There will be a grand prize of \$10,000, second place prize \$3,000, third place prize \$2,000 and seven prizes of \$500 each. All drawings will be held during our State Convention in June.

The CVS FLAG Program enables you to purchase all types of flags at a much reduced price and each time you buy a flag, the State of Illinois, VFW receives \$1.00. Why not consider purchasing a new flag for your

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local Court House, Mayor's Office, City Hall, or just a local veteran who would be honored to display it and his patriotism!

Of course, our Emblem & Supply Sales continues to be a source of revenue for the State of Illinois, VFW and we are continually striving to provide items you need and would like to purchase while attending our various Council Meetings and State Convention. We appreciate your support!

For several years now, we have offered Exhibit Space to individuals and businesses at our State Convention sites and if you know of anyone who might be interested, they can purchase a 10' x10' exhibit booth, with pipe and draping for \$350.00 for all three days of our Convention. We also have sponsorships open for Corporations that might like to sponsor specific activities during our State Convention. Talk it up! If you or someone you know wants more information, have them contact me.

Another new thing the State of Illinois, V.F.W. is involved in is our State Sweepstakes Drawing which offers individuals an opportunity to win each and every day of the year. Prizes range from \$25.00 to \$1,000.00 and you can win as many times as your number is "automatically" drawn by our computer. The cost is \$10.00 per ticket or 3 for \$25.00. This is a great opportunity to win big bucks and help our State Budget at the same time. If you need tickets, contact our State Headquarters.

Another new thing that has been added to our Convention activities recently is our "Silent Auction". The first year was very successful and we had a lot of fun doing it. If you have items lying around the house that you would like to donate to be placed in our "Silent Auction", please look for the form in our General Orders. You know that old saying, "one person's trash is another man's treasure"? Why not donate yours for a good cause.

Our Marketing Program also encompasses the selling of advertising space in our Illinois VFW News. We print four issues each year, and these go out to approximately 90,000 VFW members and to certain members of our Ladies Auxiliary. The ads sell for \$50.00 each and can be purchased for one issue or for all four issues.

The State of Illinois, VFW is still involved in our Trash Bag fundraising Program and each Post is mandated to support this fundraising activity. It doesn't cost you anything but if called upon to verify its validity, please confirm its legitimacy or direct the call to our State Headquarters.

Last, but certainly not least, is our Convention Ad Book and our Voice of Democracy Program Book ad selling campaign. We have been fortunate to have many people and businesses purchase ad space in these books and they continue to provide much needed revenue for our many worthwhile programs.

As the cost of doing business and prices continue to soar, new ways must be found to build our revenues if we are to continue to "Honor The Dead By Helping The Living". We are an organization committed to serving our veterans and this is not a one-man job, it is the responsibility of each and every member of the Veterans of Foreign Wars. State Commander Bill Phillips has selected "We Continue To Serve" as his slogan this year and we should all be proud of our service and grateful that we were among the lucky ones who came home. Let's work together to help those less fortunate by practicing what we preach!

