



2011-2012

# MEMBERSHIP PROGRAM



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## 2011-2012 Membership Program

**VFW Membership Mission:** State, District and Post 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, State Headquarters offers technical, logistical and financial resources to make recruiting and retention in the field, a well organized procedure.

State and District leaders are the most qualified to prepare and implement our own state VFW programs. We have a responsibility to our membership to take advantage of the many resources available from the National organization.

**VFW 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.

**All our goals must have a starting point and we believe that our membership standings at the end of the previous year is the starting point and unless we reach that point and then grow from there, we are a dying organization. So our goal should NOT BE 100% BUT IT SHOULD BE OUR STARTING POINT AND OUR GOAL SHOULD BE TO SURPASS THAT STARTING POINT!**

### OUR GOAL THIS YEAR WILL BE 103%

We must maintain and grow these numbers in order to have the power to lobby for veterans rights at the local, state, and national government levels. Everything starts at the Post level and without your commitment our organization cannot live up to our motto "To Honor The Dead By Helping The Living". Remember...

*"There can be no achievement without goals."*

#### STATE OF ILLINOIS "NEW AND REINSTATED MEMBER AWARD"

*Note: A reinstate is a member who has not paid their membership dues for the past two years.*

All members who sign up five (5) new or reinstated members by **November 1st, 2011**, will be awarded a specially designed Recruiter Pin and a \$10.00 check.

All members who sign up fifteen (15) new or reinstated members by **January 1st, 2012**, will be awarded a specially designed State Commander's Money Clip and a \$20.00 check.

All members who sign up twenty-five (25) new or reinstated members by **March 1st, 2012**, will be awarded a specially designed State Commander's shirt and a \$30.00 check.

All members who sign up fifty (50) new or reinstated members by **April 30, 2012**, will be awarded a specially designed State Commander's jacket and a \$40.00 check.

All members who sign up five (5) new or reinstated members by **April 30<sup>th</sup>, 2012**, will be awarded a specially designed Recruiter Pin.

#### "MEMBERS SPECIAL AWARD"

Any member who signs up seventy-five (75) New/Reinstated VFW members by **June 1st, 2012**, will receive \$500.00 to attend the National Convention in Reno, Nevada. This Award is not transferable.

**“POST SPECIAL AWARD”**

**The Post with the most NEW MEMBERS BY April 30<sup>th</sup>, 2012 will receive a \$100.00 Cash Award during our State Convention.**

**“POST COMMANDER AND QUARTERMASTER AWARD”**

Each Post Commander and Quartermaster who achieves 100% in membership by December 31<sup>st</sup>, 2011 and submits a Request Form will receive a specially designed State Commanders Jacket. Forms must be sent to the State Headquarters office by no later than March 15<sup>th</sup>, 2012.

Each Post Commander and Quartermaster who achieves 100% in membership by *April 30, 2012*, will receive a 100% lapel pin from the State Commander. New Posts can receive this award by increasing their membership to fifty (50) by April 30, 2012.

**“ALL STATE TEAM”**

The 2011-2012 Membership Program is designed so that if the Post qualifies for All-State both the Commander and the Quartermaster will be recognized because **THIS IS A VFW TEAM EFFORT.**

The “All State Team of Post Commanders and Quartermasters” will be made up of Posts who achieve the Membership Quota established under the following Membership Classifications:

<b>VFW Post Membership</b>	<b>Membership needed for All State Honors</b>
Posts with 50 members or less	109%
Posts with 51 to 100 members	107%
Posts with 101 to 200 members	104%
Posts with 201 to 300 members	103%
Posts with 301 to 500 members	102%
Posts with 501 to 800 members	101%
Posts with 801 members and up	100%

Posts must be 100% reported on the “X” Sheet.  
 Posts must order a minimum of 500 Poppies.

***THERE WILL BE NO LIMITS ON THE NUMBER OF ALL-STATE AWARDS. EVERY POST CAN BE ALL-STATE.***

***All Posts who qualify for All State Honors will be awarded a Special Certificate of Merit to be presented during our State Convention in June, 2012.***

**All State Commanders will receive:**

1. All State Commanders Cap
2. Distinguished Service Lapel Pin

**All State Quartermasters will receive:**

1. A \$50.00 Cash Award
2. Distinguished Service Lapel Pin

**STATE DEADLINE FOR ALL-STATE AWARDS IS APRIL 30, 2012**

**“LIFE MEMBERSHIP AWARD”**

The individual member converting the most continuous members to Life Membership by *April 30, 2012, will receive \$100.00.*

The Post having the greatest increase in Life Members by *April 30, 2012, will receive \$200.00 cash.*

**In case of a tie the winner will be the one with the earliest pay date according to National Headquarters’ records.**

**LIFE MEMBERSHIP FEE SCHEDULE**

<b>Attained Age On 12/31</b>	<b>One-Time Payment</b>	<b>Life 12 Month Payment Plan</b>
<b>Through 30</b>	\$425	\$38.64
<b>31-40</b>	\$410	\$37.27
<b>41-50</b>	\$375	\$34.09
<b>51-60</b>	\$335	\$30.45
<b>61-70</b>	\$290	\$26.36
<b>71-80</b>	\$225	\$20.45
<b>81+</b>	\$170	\$15.45

**Payment Plan Terms and Conditions:** The VFW Life Membership installment plan allows any VFW member/ applicant to purchase a Life Membership by making 11 monthly installments after an initial payment of \$35.00. The member will be issued a “Provisional Life” membership card and can elect, upon receipt of first monthly invoice, to pay via check, credit card or ACH Debit. The monthly fee (shown in the payment schedule) includes a \$1.75 monthly service fee. The applicable Life Membership fee is to be determined from the schedule using the applicant’s age on December 31 of the installment plan year in which the application is submitted, regardless of actual date of birth. A permanent Life Membership card will be issued upon completion of this agreement. No refund of any portion of current year annual dues will be made.

A “payoff amount” will be printed on each monthly invoice, allowing the member the option to pay in full, thereby avoiding additional service fees. If the member pays off early, no additional monthly fees will be collected.

Delinquencies will be handled as follows:

Up to 30 days – continue to bill

31 to 120 days – delinquency can be corrected through make up payment or plan end date pushed forward.

More than 120 days – member is dropped from the installment plan, all payments made to date, excluding service fees, are applied to future year’s dues. Any excess amount will remain on the member’s account.

**LEGACY LIFE MEMBERSHIP**

Legacy Life Membership enables current Life Members to leave a lasting mark on this great organization by helping to ensure that we continue to “honor the dead by helping the living.”

Legacy Life Memberships in the Veterans of Foreign Wars will help support the post, State and the organization.

There are three levels of memberships with payment plans available and benefits to the Posts:

	Total	4 equal payments of	Annual Endowment to Post
Bronze	\$400.00	\$100.00	\$6.00
Silver	\$800.00	\$200.00	\$12.00
Gold	\$1,200.00	\$300.00	\$18.00

**Benefits to the member include:** plated engraved life membership card, lapel pin, hat pin, distinctive Emblem & Supply line for Legacy Life Members, Emblem & Supply Discounts (for personal use only), (depending on the level of endowment,) framed certificate, increased level of no-cost AD&D insurance, recognition on internet and annual reports, recognition at kiosks at the Memorial Building in Washington, DC and the Museum at National Headquarters as well as other benefits depending on the level of endowment.

**“DISTRICT COMMANDER AWARDS”**

1. Commanders who are **100%** in membership by **January 15, 2012, with a minimum of 75 new members** will be awarded **\$750.00 Cash.**
2. Commanders who are **100%** in membership by **February 15, 2012, with a minimum of 150 new members** will be awarded **\$500.00 Cash.**
3. Commanders who are **100%** in membership by **March 15, 2012, with a minimum of 300 new members** will be awarded **\$250.00 Cash.**

**STATE COMMANDER BILL PHILLIPS  
DISTRICT COMMANDER ‘GET AWAY’ AWARD**

**All District Commanders** who attain their 100% membership quota will have his/her name placed in a special drawing to be held during the 2012 State Convention and the winner will receive a two night... all expense paid **“Get Away” trip to Branson, Missouri for the Commander and his/her guest.** The dates for this trip to be selected by the winner.

**“DISTRICT COMMANDER NEW MEMBER AWARD”**

The District Commander with the most NEW MEMBERS within their District starting with the Fall Council of Administration Meeting will receive a \$50.00 Cash Award. This award will be presented during the Saturday morning session of the Council Meeting.

**“ALL STATE TEAM OF DISTRICT COMMANDERS AWARDS”**

All District Commanders can be a part of the “All State Team” by achieving **100%** in membership by *April 30, 2012*.

Each “All State District Commander” will receive the following:

1. All State District Commanders cap.
2. Distinguished Service Lapel pin.

**“CRAMER/SODEN AWARD”**

The 100% District Commander who has the highest numerical increase in their 2012 membership over their 2011 membership will be the recipient of this prestigious plaque, sponsored by our fellow Illinois Past Commanders-in-Chief, George R. Cramer and Ray R. Soden.

**‘WE CONTINUE TO SERVE’**



# NATIONAL MEMBERSHIP PROGRAM 2011 - 2012

3/11/11



**Commander-in-Chief Richard DeNoyer**

## MEMBERSHIP MISSION and VISION

**VFW National Membership Mission:** Retain and recruit a stable membership base from all generations of veterans that is informed and actively involved at all levels of the organization.

**VFW National Membership Vision:** Ensure the organization remains a welcoming environment for veterans of overseas conflicts, active duty military service members, and families for the membership lifespan of today's Current Conflict veterans.

## MEMBERSHIP GOALS for 2010-2011

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 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.***

Something we have to improve is the way we communicate with our members, this needs to be done at the grass roots level. Do we have a newsletter, or an email, or how about a team that goes out and visits our

members? In many cases we have lost touch with our members, we don't know who they are or what their needs are. We have to get back to the basics, and that is taking care of Veterans. This should be our **#1** priority.

## **RECRUITING BENCHMARKS for 2011 – 2012**

- 115,000 New and Reinstated Members
- Increase the total number of Life Members by 2%
- Retain 85% of current members

## **2011 – 2012 REWARDS**

### **FOR MEMBERS THAT SIGN UP 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: Pen and Pencil set from the Commander-in-Chief

## **COMMANDER-IN-CHIEF RECRUITING REWARDS**

***For recruiting 50 n/r members:***

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

***For recruiting 75 n/r members:***

- ***C-in-C Medallion***

## **CENTURY RECRUITER REWARD**

***For recruiting 100 n/r members:***

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

## **RECRUITER OF THE YEAR REWARD**

***Recruiter signing up the most n/r members by June 10, 2012:***

- Round-trip airfare for the recruiter and spouse/guest to the 113<sup>th</sup> National Convention in Reno, Nevada
- A \$1,000 stipend, less any other National stipends, to help defray expenses
- Commander-in-Chief's citation
- Distinctive cap and name badge

## **POST COMMANDER AND QUARTERMASTER NEW and REINSTATED MEMBER CONTEST**

The top ten Post Commanders and their Quartermaster in each Division that report the most new and reinstated members as of December 31, 2011 will be awarded a travel bag.

\*\*A minimum of 20 new and reinstated members is needed to qualify.

## **100% DEPARTMENT, DISTRICT & POST REWARD**

A distinctive streamer will be awarded to every Department, District and Post that reaches 100% in membership by June 30, 2012

## **OPERATION FIRST STRIKE**

**Posts will have to exceed 100% and have a minimum number of new or reinstated members by their Division's deadline will receive the following:**

**A battle streamer and a chance in a drawing for \$1,000, one per each group.**

### **Group 1**

Post Divisions 18, 19, and 20 must exceed 100% and have a minimum of 10 New and Reinstated members by August 31, 2011

### **Group 2**

Post Divisions 15, 16, and 17 must exceed 100% and have a minimum of 13 New and Reinstated members by September 30, 2011

### **Group3**

Post Divisions 12, 13, and 14 must exceed 100% and have a minimum of 15 New and Reinstated members by November 30, 2011

#### **Group 4**

Post Divisions 9, 10, and 11 must exceed 100% and have a minimum of 20 New and Reinstated members by December 31, 2011

#### **Group 5**

Post Divisions 6, 7, and 8 must exceed 100% and have a minimum of 23 New and Reinstated members by January 31, 2012

#### **Group 6**

Post Divisions 4, and 5 must exceed 100% and have a minimum of 25 New and Reinstated members by February 28, 2012

#### **Group 7**

Post Divisions 1, 2, and 3 must exceed 100% and have a minimum of 30 New and Reinstated members by March 31, 2012

## **LEGACY LIFE CONTEST**

**Six Post Commanders** and their spouses could win a trip to Reno, Nevada for the National Convention.

All Posts that qualify will be placed in a drawing and six winners will be selected. Post must sign up new Legacy Life members:

- New Bronze member-one ballot
- New Silver member-two ballots
- New Gold member-three ballots
- Upgrade level will receive one ballot.

#### **Winner will receive:**

- Round-trip travel for the Commander and spouse to the National Convention in Reno, Nevada.
- \$500 to help with expenses.
- Special seating at the joint opening ceremonies on Monday.
- Contest will end May 31, 2012.

**District Commanders** that increase the Legacy Life members in their District by May 31, 2012, will receive \$200 cash award.

- To qualify for this award, you must have a minimum of twenty new Legacy Life members.

**Department Commanders** who increase their Legacy Life members in their Department by May 31, 2012, will receive \$300 cash award.

- To qualify for this award, you must have a minimum of one new Legacy Life member per one thousand members in your Department.

## VFW ALL AMERICAN PROGRAM

### OVERVIEW:

All American status is meant 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, 2012.**
- **For you to receive your All American Award at Convention, your deadline is May 31, 2012.**

## ALL AMERICAN POST REQUIREMENTS

1. Programs – must accomplish all of the following:
  - Voice of Democracy – a minimum of one entry advanced to District judging\*\* (Overseas Post donate \$50.00 to National)
  - Patriots Pen – a minimum of one entry advanced to District judging  
\*\* (Overseas Post donates \$50.00 to National)
  - National Citizenship Education Teacher Award – one entry advanced to District judging \*\* (Overseas Post donate \$50.00 to National)

2. Buddy Poppy:
  - Purchase a minimum of five (5) Buddy Poppies per member
3. National Military Services:
  - Hold a fundraiser with the proceeds going to National Military Services
4. National Veterans Service:
  - Appoint a Post Service Officer
5. Increase membership by meeting your assigned membership quota

## **ALL AMERICAN DISTRICTS REQUIREMENTS**

1. Programs – must accomplish all of the following:
  - Voice of Democracy – one entry advanced to the Department judging \*\* (Overseas District donates \$100.00 to National)
  - Patriot's Pen – one entry advanced to the Department judging \*\* (Overseas District donates \$100.00 to National)
  - National Citizenship Education Teacher Award – one entry advanced to Department judging \*\* (Overseas District donates \$100.00 to National)
2. Buddy Poppy:
  - Every Post in the District must have an order
3. National Military Services:
  - Make a donation to National Military Services (\$100.00 minimum)
4. National Veterans Service:
  - 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 – must accomplish all of the following:
  - 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 \*\* (Non-reimbursable minimum of \$500 or donate \$500 to the 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 diamond pin 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 cap for the Commander (All-American caps for 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 Citation
2. All American Department Commander cap
3. All American Department Commander diamond pin
4. All American Department streamer

## **ALL AMERICAN PROGRAM**

**To be considered for All American for Post, District and Department, you must do the program requirements plus meet your membership quota.**

The top Post and District Commanders in each division and Department Commanders will receive the following:

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

**Every All American can receive their AA cover from the Commander-in-Chief at the National Convention.**

## **CO-CAPTAIN ALL AMERICAN TEAM**

The top Commander from each Conference will be named Co-Captain of the All American Team. This will be a Department, District and Post award.

**20 Divisions for Post**

**12 Divisions for Districts**

**54 Departments**

## **ALL-AMERICAN POST DIVISIONS & QUOTA**

	<b>Membership</b>	<b>Minimum %</b>
Division 1	1001- UP	101%
Division 2	732-1000	103%
Division 3	449-731	105%
Division 4	347-448	110%
Division 5	280-346	115%
Division 6	238-279	120%
Division 7	202-237	125%
Division 8	173-201	130%
Division 9	150-172	135%
Division 10	130-149	140%
Division 11	115-129	145%
Division 12	100-114	150%
Division 13	87-99	155%
Division 14	75-86	160%
Division 15	65-74	165%
Division 16	55-64	170%
Division 17	46-54	175%
Division 18	37-45	185%
Division 19	27-36	190%
Division 20	10-26	200%

## DISTRICT DIVISIONS & QUOTA

	Membership	Minimum %
Division 1	5068-UP	101%
Division 2	3847-5067	102%
Division 3	3217-3846	103%
Division 4	2757-3216	104%
Division 5	2274-2756	105%
Division 6	1889-2273	106%
Division 7	1625-1888	107%
Division 8	1348-1624	108%
Division 9	1091-1347	109%
Division 10	840-1090	110%
Division 11	596-839	111%
Division 12	200-595	112%