



DEPARTMENT OF NEW MEXICO

ALL-STATE COMPETITION

2026-2027

Vision and Legacy

The All-State competition is more than a scoreboard — it's a call to excellence. It challenges the leaders of our posts, and districts to rise above expectations while honoring the programs that define who we are. It recognizes those Commanders who go the extra mile for New Mexico's veterans and their families, who strengthen patriotism in our communities, who invest in our youth, who stand beside those still serving, and who uphold the proud image of the Veterans of Foreign Wars. This competition reminds us that leadership is service, and service is our legacy. Together, we set the standard for what it means to be a New Mexico veteran and a proud member of the VFW.

(Note: The State Commander reserves the right to change any qualifying criteria at any time.)

All-State Team Criteria & Structure

All requirements must be completed by 4:30 PM, Friday, April 16, 2027, to be judged for the "All-State Team" of Post Commanders and District Commanders except membership, which is required by June 30, 2027. Letters of justification must be received by the Department Chief of Staff (jl.burke@outlook.com) and approved by the Department Commander NLT April 16, 2027.

- **Team Limits:** The All-State Team shall be limited to a maximum of the top 50% of eligible posts per department divisions and the top 50% of eligible districts.
- **District Leadership:** The Department shall have a maximum of one (1) All-State Captain District Commander, and 2 Co-Captains selected from eligible districts and ranked by Bonus points accrued.
- **Post Leadership:** The Department shall have a maximum of one (1) All-State Captain Post Commander, and one Co-Captain from each division (5 total) selected from eligible posts and ranked by Bonus points accrued.



Mandatory Requirements for Posts and Districts

- Posts/Districts MUST achieve 100% +1, 80% Retention, and increase life and legacy life memberships by June 30, 2026.
- To receive the All-State Team award at the Department Convention, membership must be 100% +1, 80% Retention, + 1 new life Member, and + 1 new Legacy Life Member. If membership requirements are met after April 16, 2027, awards will be presented at the next available meeting.
- Posts/Districts MUST be inspected by 31 December 2026. The inspection report must be received by the Department Inspector and Adjutant NLT 15 January 2027.
- Posts/Districts MUST submit Trustee's Report of Audit NLT 30 days from the end of each quarter to the Department Adjutant.
- Attendance is REQUIRED according to section 218 of the Bylaws by Commander, Sr., Jr., or delegate at all District meetings. Verification must be submitted to the Department Adjutant.
- Attendance is REQUIRED at Department training by one of the top 4 officers for Post & District: Commander, Senior Vice Commander, Junior Vice Commander, or Quartermaster.
- Attendance is REQUIRED at all Council of Administration meetings by two of the top 4 officers for both Post and District: Commander, Senior Vice Commander, Junior Vice Commander, or Quartermaster.
- Attendance is REQUIRED to Five Monthly Training by Department/National by one of the top 4 officers for Post & District: Commander, Senior Vice Commander, Junior Vice Commander, or Quartermaster.
- Posts/Districts MUST turn in minutes to the Department Adjutant within 45 days of the last meeting.
- Posts MUST enter a minimum of One (1) Community Activities Report per month. They must also increase community service by 10% from the prior year.
- Posts MUST have and maintain a Post Facebook page by November 1st, 2026. Submit your Facebook page to the Department Facebook Chairman.
- Posts/Districts MUST participate in 3 Recruiting events.
- Posts/Districts MUST donate \$25 to the New Mexico Veterans and Families Foundation.
- Posts MUST purchase the required amount of BUDDY POPPIES NLT Apr. 5, 2026.
- Posts/District MUST have at least one entry in the following: Voice of Democracy (VOD), Patriot's Pen, Safety Award, or Teacher's Award.
- Posts MUST hold a minimum of one Membership Appreciation Day, including Auxiliary, if applicable.



Department All-State Divisions

Division 1 (1-67 Members)	Division 2 (68-111 Members)	Division 3 (112-184 Members)	Division 4 (185-325 Members)	Division 5 (Above 326 Members)
2387 12008 12212 3271 9516 3259 5610 4243 9517	3221 3370 5432 11999 3317 1131 1793 8703 2528 8874	1547 8874 9515 10763 3242 4384 9676 614 1389	10124 2951 3274 12184	401 5890 6917 7686 3280

Mandatory Financial Donations

Program	Division 1	Division 2	Division 3	Division 4	Division 5	Districts	Notes
Special Projects	\$20.00	\$40.00	\$60.00	\$80.00	\$100.00	\$20.00	Send to Dept. Quartermaster
Veterans & Military Service (VMS)	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$20.00	Pay via National Dashboard. DO NOT send it to the Department!
VOD, Patriot's Pen, Teacher Award	\$20.00	\$40.00	\$60.00	\$80.00	\$100.00	\$20.00	Must also submit completed entry to District/Dept
Service Office Program	\$50.00	\$75.00	\$125.00	\$175.00	\$225.00	\$20.00	
DPAA	\$75	\$75	\$75	\$75	\$75	\$100	All American Requirement as well



Bonus Points (BPs) Accrual System

Category	Bonus Points Awarded	Constraints/Notes
Membership Goal	10 BPs	Achieve before mid-winter
Fall Conference Attendance	1 BP for SVC attending 1 BP for JVC attending	Max 2 points
Mid-Winter Conference Attendance	1 BP for SVC attending 1 BP for JVC attending	Max 2 points
State Convention Attendance	1 BP for SVC attending 1 BP for JVC attending	Max 2 points
School of Instruction Attendance	1 BP for Every Officer or Chairperson attending specific training 1 BP for every comrade attending our department SOI	No Maximum
Community Service	1 BP for every 10% increase from previous year	Above initial 10% requirement, no limit
Mentorship Program	1 BP for every new comrade	Must attend min 3 post meetings, annotated in minutes
Special Projects	1 BP for every \$100 raised 1 BP for every hour of physical service	Cash/in-kind donations apply
Commander's Call Participation	1 BP for attending all 7 1 BP if entire top 4 present at any meeting 1 BP if chairperson is present for training	-
Recruiting	1 BP for each comrade recruiting new life member 1 BP for every comrade who upgrades to life membership 1 BP for every comrade upgrading to legacy life or level upgrade 1 BP for recruiting a life member at Big 3 events 1 BP for Post/District with Department's top recruiter	Big 3 events: Balloon Fiesta, Bataan, Roswell Air Races
New Mexico Veterans and Families Foundation Donations	1 BP for every \$25 donated	In addition to the requirement, no max
Scouting Awards	1 BP for Girl Scouts Gold Award & Eagle Scout Award	Max 2 points
JROTC / SROTC Award	1 BP each	Max 2 points
Commanders Podcast	1 BP for CDR, SVC, JVC, QM subscription	Max 4 points



Post VFWA	• 1 BP	Have a post VFWA
VFW National Event Attendance	• 1 BP per comrade in attendance	National Convention/Washington Conference, no limit, National Officers do not count
State Legislative Participation	• 1 BP per quarter with a qualifying event	Max 4 points

State Commander's Goals 2026-2027

1. Recruit New Members — With a Focus on Post-9/11 Veterans

- Prioritize outreach to post-9/11 veterans and their families to strengthen the future of our organization.
- Emphasize Life and Legacy Life Membership as the cornerstone of long-term stability and sustained advocacy.
- Empower Posts with modern recruiting tools, targeted messaging, and high-visibility opportunities.

2. Retain Our Current Members — Including VFWA Families

- Achieve a 80% retention rate through mentorship, engagement, and meaningful connection at every level.
- Modernize communication and participation opportunities to make involvement easier and more rewarding.
- Strengthen cooperation with the VFWA to ensure families feel valued, included, and supported.
- Increase participation in Post, District, and Department events by creating a culture of belonging and purpose.

3. Educate Our Members, Communities, and Legislators

- Increase awareness of VFW programs, community impact, and legislative priorities through coordinated outreach.
- Improve the quality and consistency of training for all members, with a focus on leadership development, program execution, and organizational excellence.
- Build strong relationships with local and state legislators to ensure veterans' voices remain front and center.



4. Elevate Our Members, Youth, and Communities

- Promote patriotism, Americanism, and civic pride through youth programs, community events, and educational initiatives.
- Expand recognition programs that honor outstanding members, youth, educators, first responders, and community partners.
- Strengthen our presence in schools and civic organizations to inspire the next generation of leaders.

5. Modernize the Department and Set the Standard for the Future

- Reduce reliance on paper and transition to digital communication, reporting, and training.
- Integrate AI and emerging technologies where feasible to improve efficiency, accuracy, and accessibility.
- Develop modern training platforms that support Posts and Districts in adopting new tools and best practices.
- Establish a long-term modernization roadmap that guides the Department for years to come.

6. Increase Sponsorships and Strategic Partnerships

- Secure a title sponsor for each conference and convention, as well as the VOD/PP/Teacher banquet.
- Build partnerships that expand recruiting opportunities at major events such as the Albuquerque International Balloon Fiesta, the Bataan Memorial Death March, and the National Championship Air Races in Roswell.
- Strengthen relationships with businesses, civic organizations, and veteran-support networks to increase visibility and resources.

Membership Recruitment Incentives & Goals

Membership recruitment and retention are the lifeblood of our organization. Any District that has every post recruit at least 5 new members by November 1, 2026, will have \$20 added to their district funds for every post in the district.

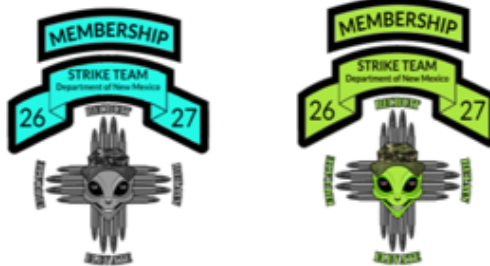
Who is a VFW Recruiter? A comrade that embodies the acronym **S.W.A.R.M.**

(Special Work Ethic And Relentless Mindset).



Membership Goals Breakdown

1. **Achieve 100% + 1 in Membership:** Every Post reaches 100% + 1 with no amnesty.
2. **Reach a 80% Retention Rate:** Retain at least 80% of current members through communication and mentorship.
3. **Increase Life and Legacy Life Memberships:** Every Post increases the number of Life and all three levels of Legacy Life Members compared to the previous year.
4. **Expand the Number of Recruiters:** Each Post increases its number of active recruiters by 20% over the previous year.
5. **Increase Recruiting Events:** Every Post increases the number of recruiting events conducted compared to the previous year.
6. **Establish Mentorship Programs:** Each Post develops a written mentorship program.
7. **Create Incentive Programs:** Commanders develop incentives for Life and Legacy Life upgrades.
8. **Institute a Strike Team:** Establish a Department Membership Strike Team to assist Posts and Districts with recruiting and retention challenges.



9. **Training:** Conduct multiple membership training activities throughout the year.

Commander Incentives / Recognitions 2026-2027

(Note: All recruiting awards and incentives will be presented at the department convention)

- **Top Recruiter in the Department (July 1, 2026 - May 1, 2027):** Receives a 2-night stay at an Airbnb or hotel in Ruidoso, 2 tickets to dinner and a show at Spencer Theatre. Also includes a 2-night hotel stay at Department convention 2027, Top Recruiter award, Top Recruiter polo, and 1 level membership upgrade (minimum of 40 recruits for full award).



- **Top Recruiter in each Division:** Receives a Recruiting Excellence Certificate, a Plaque, and entry into a 4-person membership upgrade raffle (minimum of 10 recruits to be eligible).



- **Early Bird Award:** The first Post in each Division to hit all membership requirements for All-State before mid-winter conference will receive an Early Bird plaque recognized at the State Convention.





Recurring Incentives (Applies to New and Reinstates)

- **1st Member:** Letter of appreciation from State Commander, 1-member pin (emailed to Commander for printing/presentation).



- **5 Members:** Department 5-member pin and honorable mention in the VFW Department Newspaper.



- **10 Members:** Commanders Certificate of Achievement, 10 Recruiting excellence coin, and honorable mention.



- **20 Members:** Certificate of Excellence, 20 Recruiting excellence coin & \$20 voucher to VFW Store, and honorable mention.



- **30 Members:** Certificate of Excellence, 20 Recruiting excellence coin & \$20 voucher to VFW Store, and honorable mention.





- **50 Members:** Plaque & \$100 voucher to VFW Store, and honorable mention.



- **75 Members:** Plaque, Top Recruiter Polo shirt & \$150 voucher to VFW Store, and honorable mention.



- **100+ Members:** Plaque, Top recruiter Hoody & \$200 voucher to VFW Store, and honorable mention.





Upgrade Raffles

- **Life Member Upgrade Raffle:** All new and reinstated annual memberships between July 1st and Dec 30th 2026 will be entered into a raffle held during the mid-winter conference.
- **Bronze Legacy Life Member Upgrade Raffle:** Every comrade upgrading from annual to life member between July 1st, 2026, and May 1st, 2027, will be entered into this raffle. A raffle will be held at each C of A if there is a minimum of 50 upgrades (non-winners roll over).
- **50/50 Raffle:** The Department will conduct a 50/50 raffle at each C of A with all proceeds going to upgrade winners to a life membership.



Program Awards & Deadlines

Note: Deadlines marked with an asterisk (*) are required by VFW National Headquarters. All other deadlines are internally set by the Department.

Smart/Maher Citizenship Education Teacher Award

- ***Oct 31st:** Teacher Nominations to the Post
- **Nov 15th:** Completion of Post-level judging
- **Jan 1st:** Post-Nominations to Department Chair
- **Jan 10th:** Completion of Department judging



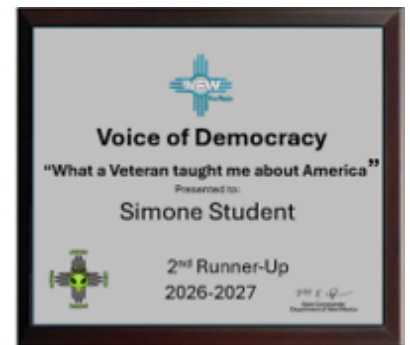
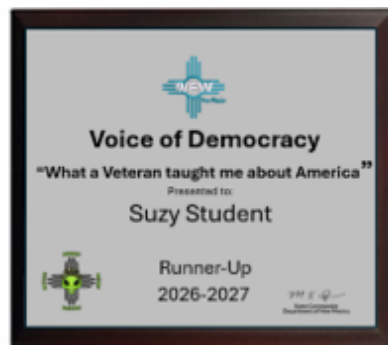
- ***Feb 1st:** Department winners and reports due to National (to guarantee receipt for Convention).

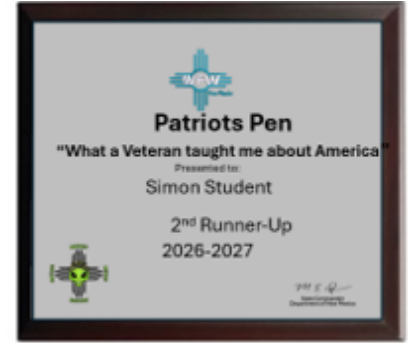


Voice of Democracy and Patriot's Pen

(Theme for 2026-27: "What a Veteran taught me about America?". Scholars app will be the ONLY way to submit applications for VOD and Patriot Pen entries.)

- ***Oct 31st:** Student entries to the Post
- **Nov 15th:** Completion of Post-level judging
- **Dec 15th:** Completion of District-level judging
- **Jan 10th:** Completion of Department-level judging
- **Jan 15th:** District participation reports due to Department Chair
- ***Jan 15th:** Department winners due to National
- ***Jan 31st:** Department reports due to National





Scout of the Year

- ***Mar 1st:** Scout entries to the Post
- ***Apr 1st:** Winner names to Dept QM
- ***May 1st:** Department entry to National from Department HQs



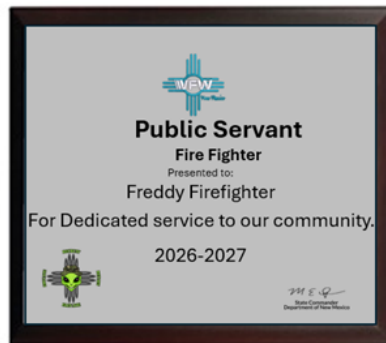
JROTC Award

- **Mar 15th:** Post winners must be submitted to the Department Adjutant to be considered for the Department award.



Public Servant National Award (Law Enforcement, Firefighter, EMT)

- **Jan 1st:** Nominations due from Post to Department
- **Feb 1st:** Nominations due from Department to National (to guarantee convention presentation)



Service Officer Award

- **Apr 1st:** Nominations due to State HQs
- **Apr 30th:** Nominations due to National

National Certification of Recognition



- **Apr 1st:** List due to National from the Department

National Volunteer Recognition

- **No deadline:** Posts must submit completed Volunteer Award Request Forms to State Adjutant for record and submission to National HQs.

Other Department Awards

- **All-State Team Rewards:** Post and District All-State Team Commanders and Quartermasters will receive an All-State Team cap, lapel pin, Certificate of Excellence, Team Coin, and an All-State Plaque (for Posts). They will also receive 1 evening in an All-State Team hospitality suite complete with top-shelf beverages, gourmet food, and entertainment at the 2027 Department Convention.





- **Department Retention Award:** Post with the highest retention rate in the Department.



- **Department Community Service Award:** The post with the highest increase by % over the previous year shall receive a Plaque. The District Commander with the highest % increase shall receive a Certificate of Achievement.





- **Department Veteran of the Year Award:** A 1-to-3 page nomination write-up highlighting the veteran's contributions to New Mexico veterans. Submit to the Department Adjutant NLT 16 April. (Current C of A members and past Department Commanders are ineligible).



State Commander Project, Grants & Support

State Commander Project

- **Forget Me Not Homeless Veterans Park**
 - Upgrade the patio shade structure and BBQ area
 - Dining Facility Upgrade/Renovation
 - Commercial Kitchen Equipment
 - Tables and Chairs

Foundation Grants

- **VFW Foundation Community Support Grant:** Provides up to \$1,000 for qualifying outreach projects in your community.
- **VFW Foundation Grant:** Ranging from \$1,000 - \$15,000 for activities directly benefiting veterans, active-duty military, and families.
- **New Mexico Veterans and Families Foundation(Formerly the VFW New Mexico Foundation):** A 501(c)(3) nonprofit available for Posts and Auxiliaries to use as a “pass-through” for corporate donations.
- **Additional Resources**
- **Request for State Leadership Representative:** To request State Leadership at Post/District events, complete the Request for Representative form and submit to the State Adjutant.