

**VFW DEPARTMENT OF NEW MEXICO
2020 – 2021 MEMBERSHIP/RECRUITING
AWARDS PROGRAM**

Membership Recruiting Awards:

The top five recruiters in the Department of New Mexico will receive a VFW shirt plaid in color of your choice.

Any recruiter that recruits 100 members will receive a \$500 stipend to National Convention in Baltimore MD.

Top five recruiters will be recognized in each edition of the Department Newspaper

District and Post Membership Awards:

First Post in each All-State Division in the Department to make 100% receives a \$50 gift certificate to the VFW Store

First District to make 100% receives a \$50 gift certificate to the VFW Store

Post with highest percentage of at least 100% of membership by April 15, 2021, receives a \$100 gift certificate to the VFW Store

District with highest percentage of at least 100% membership by April 15, 2021, receives a \$100 gift certificate to the VFW Store

State Voice of Democracy Winners:

First place winner will receive the James L. Kimery \$1,000.00 Scholarship

Second place winner will receive a \$750.00 Scholarship

Third place winner will receive a \$500.00 Scholarship

State Patriot's Pen Winners:

First place Student winner will receive a \$500.00 Scholarship

Second place winner will receive a \$350.00 Scholarship

Third place winner will receive a \$150.00 Scholarship

Teacher of the Year Award:

First place winner in each category, elementary, middle and high school will receive a \$250.00 award



Cynthia Archuleta, Commander
Department of New Mexico

**NEW MEXICO STATE COMMANDER'S GOALS
2020-2021**

1. To increase membership and participation in VFW Department of New Mexico.
2. Present a positive image of the Veterans of Foreign Wars to our veterans, families, and the community at large.
3. Build a stronger and fuller VFW for the future.
4. Instill team-building and cooperation among our members.
5. Provide veteran service outreach to all veterans around the state.
6. Ensure all veterans in New Mexico know what the VFW can and does do for them every day.

Membership Goals

1. Increase membership within the Department.
2. Increase life membership in every Post and District within the Department.
3. Maintain 85% retention within the Department.
4. Increase reinstatement of members by 10%.
5. Increase Legacy members across the Department by 5%.

This membership program is not about All-State or All-American status. It is to help all veterans within the State of New Mexico get help and representation.

1. To conduct a membership round-up by December 31, 2020. Commander Archuleta will visit twenty Posts, Sr Vice Commander Maldonado will visit twelve, and Jr Vice Commander Archuleta will visit nine by December 31, 2020 to encourage Posts about membership and see if they have any questions or concerns for Department.
2. To conduct two (2) training sessions for leaders on all levels to properly train and educate in all areas of membership recruiting (i.e. conducting membership drives, involvement with military units, recruiting at community events and use of National Certified Recruiters).
3. To develop and institute a "State Commander's Membership Awards" program which will work in conjunction with current Post, District, Department, and National Membership incentives.
4. To ensure all Posts and Districts have the necessary assistance, guidance, and resources available to allow them to accomplish their membership goals.
5. To encourage District Commanders to conduct at least one (1) "School of Instruction" in the area of membership recruiting, retention, and promoting during the 2020-2021 year.

6. To recognize those Post and District Commanders who are leading in their membership divisions in each edition of the department newspaper.
7. To recognize the "Top Five" members of the Department who are leading in individual membership recruiting in each edition of the department newspaper.
8. To encourage Post Commanders to schedule and conduct at least (1) membership drive per quarter.
9. For the Department of New Mexico to achieve 100% in membership by December 31, 2020



Cynthia Archuleta, Commander
Department of New Mexico