

# VFW National Membership Program

MEET THE CHALLENGE



2023-2024

**Duane T. Sarmiento**  
**Commander-in-Chief**

Updated: April 10, 2023

# Table of Contents

Membership Mission .....	3
Introduction .....	3
Membership Goals.....	4
Membership Objectives.....	4
Membership Resources .....	4
Triple Crown Award .....	5
Recruiting Awards.....	5
Department “102 Percent” Incentive .....	5
Early Bird Award—VFW Legislative Conference.....	5
Post Commander and Quartermaster – New & Reinstated Member Award.....	6
Meeting the Challenge Award .....	6
102% Post, District & Department.....	6
102% Commander Drawing .....	6
Post Commander and Quartermaster Division Challenge.....	6
Legacy Life Membership Acquisition .....	6
Top Department Recruiter.....	7
Elite Recruiter.....	7
Recruiter of the Year.....	7
New Post Development and Post Revitalization Department Award .....	7
All-American Criteria.....	8
All-American Post Criteria.....	8
All-American Post Award .....	8
All-American District Criteria .....	9
All-American District Award.....	9
All-American Department Criteria .....	10
All-American Department Award .....	11
Conference Membership Award.....	11
Post Membership Divisions and Minimum Qualifying Percentages.....	11
District Membership Divisions and Minimum Qualifying Percentages .....	12
Important Notes.....	12
Recruiter Awards .....	13

## **Membership Mission**

To recruit, retain and mentor a stable membership base including all generations of veterans.

To cultivate a membership that is well versed in institutional knowledge and actively involved at all levels of the organization and in the local community. To establish Posts with an established vision of service, leadership, and community outreach.

## **Introduction**

Today, the Veterans of Foreign Wars is 124 years old. During those years, we have had WWI, WWII, Korean, Vietnam, and other veterans joining en masse. Today, however, we have lost many of these honorable men and women. As history has proven, the Post-9/11 veterans will join our organization like others have when they are ready, however usually not until their kids grow or their retirements are in place.

We must not stereotype any of our future members regardless of sex, color, or personal beliefs. If a member qualifies, bring them in. The only way to make this success permanent is to retain those members, recover past members, and continue to recruit new veterans into our ranks. There are still many veterans eligible to join and at all ages. However, our focus needs to be on our Post-9/11 veterans, for they will be our future.

You might ask, how do we build our organization? It's simple, leadership by example. If you are a Commander of a Post, District, Department, or the National Commander, then get out there and recruit members yourself and show your team that if you can do it, so can they. A good way to do this is to improve the way we communicate with our members at all levels of the organization. Posts, Districts, Departments, and our National Officers need to use all methods available to convey information for news and training to our membership through newsletters, emails, social media, recruiting booths and outreach teams.

We need to know who our members are and how we can address their needs and concerns. It's time to step it up and recruit Post-9/11 veterans. Each of us needs to do our part and recruit at least one new member. Think about it. If we all recruit one each, we would show substantial growth in membership in just one year.

## **Membership Goals**

1. Build a strong organization through recruiting new members while retaining our current membership, creating a solid baseline for the future.
2. Work together to achieve VFW's goals. The VFW National Headquarters staff is available to assist in coordinating programs, developing membership initiatives, and building awareness among our membership and the entire veteran community.

## **Membership Objectives**

- Achieve 102% in Membership
- For everyone to recruit at least one new member and then mentor that member.
- Increase membership drives and/or events.
- Develop new Posts and/or revitalize existing Posts.
- Increase Life Membership and Legacy Life Membership

## **Membership Resources**

In order to assist our Posts, Districts, and Departments in meeting the goals set out by the Commander-in-Chief in this membership program, the National Headquarters has a wealth of resources at your disposal. Many of those are available free of charge to our members.

- Membership materials ranging from applications, recruiting brochures, posters, and benefits brochures can be ordered directly from the Membership Department using the Membership Order Form (located under Membership Quick Links once you log into [vfw.org](http://vfw.org) )
- Resources for Post Development, Membership Campaigns, and Mentorship such as training guides, videos, and webinars are available in the Training & Support section on [vfw.org](http://vfw.org)
- Promotional tools such as radio spots, sample advertisements, public service announcements, and media kits are all available through the Media Room on [vfw.org](http://vfw.org)

See the trend? Just about anything you will need is at [vfw.org](http://vfw.org), check it out.

The VFW National Headquarters staff is ready and trained to answer any questions you may have concerning membership, VFW programs, or other issues. You can contact our **Member Service Center directly at 1.833.VFW.VETS**, or the **Membership Department at 1.888.JOIN.VFW**.

### **Triple Crown Award**

Any commander who achieves All-American at the Post, District and Department level will receive a Triple Crown pin and recognition at the National Convention.

### **Recruiting Awards**

- **1,5, 10, 15** Corresponding numbered member pin
- **25** CIC coin and Citation
- **50** National Aide-De-Camp cap and Citation
- **75** CIC Medallion Set
- **100** Century cap **or** \$50 VFW Store credit & Citation
- **150** CIC Custom Desk Name Plate

### **Department “102 Percent” Incentive**

Any Department that attains 102% in membership by close of business on June 30th, 2024, will be entered into a random drawing. The commander and quartermaster that is selected will each receive:

- **\$2500 voucher through Veterans Travel Services (VTS) applied towards airfare, accommodations, and transportation for a trip of their choice.**

### **Early Bird Award—VFW Legislative Conference**

The top three Post commanders and quartermasters in each division on Jan. 1, 2024, will receive:

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

### **Post Commander and Quartermaster – New & Reinstated Member Award**

The top 10 Post commanders and quartermasters in each division who report more than 50 new and/or reinstated members by Jan. 1, 2024, will each be awarded:

- **A travel charger with the official VFW Commander-in-Chief logo.**

### **Meeting the Challenge Award**

The top two Post commanders and the top two District commanders in each division who achieve 102% membership by April 1, 2024, will each be awarded:

- **Five-night hotel accommodation at the National Convention.**

### **102% Post, District & Department**

A distinctive streamer will be awarded to every Post, District and State/Department that achieves 102% or greater in membership before July 1, 2024.

### **102% Commander Drawing**

Each Post and District commander that exceeds 102% in membership by June 1, 2024, will receive an entry in this drawing. Twenty Post commanders and Twelve District commanders will receive:

- **A \$1,000 stipend to be used toward attending the VFW National Convention.**

### **Post Commander and Quartermaster Division Challenge**

For every 10 new/reinstated members recruited between July 1, 2023, and April 1, 2024, Posts will earn one entry for both Post commander and quartermaster entered into a drawing. One Post per division will receive:

- **A \$1,000 stipend each for commander and quartermaster 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, 2024, commander or Post representative will receive:

- **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.**

### **Top Department Recruiter**

The top Recruiter in every Department on July 1, 2024, will receive:

- **Engraved Navy Cutlass**

**Note:** Minimum of 25 new/reinstated members required to win this award.

### **Elite Recruiter**

Any VFW member who signs up 250 or more new and/or reinstated members by July 1, 2024, will receive:

- **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 reinstated members greater than 250 by July 1, 2024, will receive:

- **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.**

### **New Post Development and Post Revitalization Department Award**

- For each new Post chartered, and/or revitalized, the Department Quartermaster will receive:
  - **A \$250 credit from the VFW Store to be used towards necessary materials for the new Post.**

## **All-American Criteria**

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

### **All-American Post Criteria**

- Membership must be at least 102%
- Must conduct two Membership recruiting events, submit reports through All-American Dashboard
- Post-Election Report must be submitted to National Headquarters
- Meet all the following Program Participation Criteria:
  - Voice of Democracy - minimum of one entry advanced to District judging (Overseas Post can donate \$100 to National in lieu of entry)
  - Patriots Pen - minimum of one entry advanced to District judging (Overseas Post can donate \$100 to National in lieu of entry)
  - Hold a fundraiser with the proceeds going to Veterans & Military Support Programs Services, minimum of \$100.
  - National Citizenship Education Teachers Award – one entry advanced to Department judging (Overseas Post donate \$100 to National in lieu of entry)
  - A Post must submit a community service report quarterly to their department for submission to the All-American Dashboard. The quarters are July-Sept, Oct-Dec, Jan-March, and April-June.
  - Buddy Poppy- Purchase Three per member in the Post

### **All-American Post Award**

- All Posts that meet the Qualifying Percentage and the program participation criteria will receive an All-American Post Citation, Post Streamer and be recognized in the VFW magazine.

- The Top **25** Posts in each Division will receive:

- Acknowledgment in VFW Magazine
- Acknowledgement during the All-American Awards Ceremony at the National Convention
- All-American Post citation
- All-American Post streamer
- All-American citation - commander
- All-American name badge - commander



- All-American cap (commander only, quartermaster and Post members may purchase “Post Member” cap)
- All-American lapel pin (commander only, quartermaster may purchase pin)
- All-American Team Post Member lapel pin (25 pack)
- 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 Criteria**

- Membership must be at least 102%
- Conduct two Membership recruiting events, submit report through the dashboard.
- District-Election Report must be submitted to National Headquarters.
- Meet all the following Program Participation criteria:
  - 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\*see last page)
  - National Citizenship Education Teachers Award – one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry)

### **All-American District Award**

- All Districts that meet the Qualifying Percentage and the program participation criteria will receive an All-American District Commander Citation, All-American Streamer and be recognized in the VFW magazine.

- The Top **15** Districts in each Division will receive:

- All-American District streamer
- All-American District citation - commander
- All-American name badge - commander
- All-American cap (commander only, quartermaster may purchase cap)
- All-American lapel pin (commander only, 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 Criteria**

- Membership must be at least 102%.
- Must conduct two Membership recruiting events, report of these events must be submitted through the All-American dashboard.
- Conduct a Department Commander’s “Official Visit or Round Up” prior to Jan 1, 2024, with a report submitted through the All-American dashboard.

### **National Legislative Service**

- Monthly National Legislative Service committee member reports 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, 2023.
- Department Service Officer successfully completes NVS training requirements with a passing grade.
- Department Service Officer or appropriate designee reports hosting Post Service Officer training to NVS. Reports due by 30 June 2024.

### **Programs**

- Voice of Democracy - An entry advanced to National judging
- Patriot’s Pen - An entry advanced to National judging
- Veterans & Military Support Programs – Must complete State/Department fundraiser and proceeds donated to Veterans & Military Support Programs, Kansas City, Mo. (see last page)
- Must have at least One teacher submitted for the Teacher of the Year competition. (One entry from one of the three categories).
- Must enter one Employer of the Year Nomination (see last page)
- Must enter one JROTC Cadet of the Year Nomination (see last page)

- Must enter one VFW Member of the Year Nomination (see last Page)

### All-American Department 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

### Conference Membership Award

The Conference with the highest membership percentage of the four Conferences will receive a \$1500 award and have their name and year engraved on a traveling trophy presented by the Commander-in-Chief to the Conference Chairman at the National Convention. The 2023-2024 Conference Chairman will return the trophy to the membership booth at National Convention in Louisville, KY no later than COB on Saturday to ensure placement of the new nameplate. This trophy will be presented to the 2023-2024 Conference Chairman on stage during the Joint Opening Session\*\*.

### Post Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage
1	951+		102%
2	750	950	102%
3	356	749	102%
4	246	355	102%
5	185	245	102%
6	143	184	102%
7	112	142	102%
8	88	111	102%
9	68	87	102%
10	51	67	102%
11	10	50	102%

## District Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage
1	5,000	14,000	102%
2	3,282	4,999	102%
3	2,172	3,281	102%
4	1,447	2,171	102%
5	906	1,446	102%
6	1	905	102%

### Important Notes

- Awards are transferable inside the Post, Districts or Department.
- **Post/District/Department:** Membership must be at least 102 percent.
- **Post member cap,** any member in a Post that achieves All-American status can purchase a “Post Member” cap. Those members must be in the Post during the membership year.
- The *Department Commander’s “Official Visit or Round Up”* is for Department commanders to visit Posts in their Department to get face-to-face time with their Post and District leadership and assist with membership and Programs. For further information about the *Commander’s “Official Visit or Round Up”*, please contact the Membership Department by calling **1.888.JOIN.VFW** or email [membership@vfw.org](mailto:membership@vfw.org)
- Donations made to replace Voice of Democracy and Patriot’s Pen (By eligible overseas Post). **Do not donate through your Department or by any other means.** Use the dashboard for your donation.
- Veterans & Military Support Programs Services Donations for Post/District/Department as listed above will only be accepted only through the following link: Use the dashboard for online donation.
- **\*\*For the Conference Membership Award traveling trophy, the Conference Chairman will be responsible for the return of the trophy to the Membership Department booth at the National Convention each year.**
- Employer of the Year nomination link:  
[https://VFWPrograms.formstack.com/forms/vfw\\_employer\\_of\\_the\\_year\\_award](https://VFWPrograms.formstack.com/forms/vfw_employer_of_the_year_award)
- JROTC Cadet of the Year nomination link:  
[https://VFWPrograms.formstack.com/forms/vfw\\_jrotc\\_cadet\\_of\\_the\\_year\\_award](https://VFWPrograms.formstack.com/forms/vfw_jrotc_cadet_of_the_year_award)
- VFW Member of the Year nomination link:  
[https://VFWPrograms.formstack.com/forms/vfw\\_member\\_of\\_the\\_year\\_award](https://VFWPrograms.formstack.com/forms/vfw_member_of_the_year_award)
- **Department “102 Percent” Incentive, NOTE: Reimbursement for travel expenses paid by the VFW will be reported to the Internal Revenue Service on Form 1099 if the total of payments made to you during any calendar year equals \$600.00 or more. Travel expenses paid for a guest or spouse for the award will also be reported to the IRS.** The reimbursement you receive from the VFW will be deemed by the IRS to be taxable income. Since the circumstances of each individual are different, it is recommended that you consult your tax advisor to determine the effect these payments may have on your personal tax situation. It is your responsibility to keep receipts and other records as you and your accountant and/or tax advisor deem necessary in order to document your expenditures.

## Recruiter Awards

### CIC Membership Awards



Aide-de-Camp Cap and Century Recruiter Cap



1-, 5-, 10-, and 15-member Recruiting Pins  
Commander-in-Chief's Pin and Coin



Engraved Navy Cutlass



CIC logo power bank



Recruiter Of The Year – Crystal Eagle trophy



CIC Desk Name Plate (Award winners name with CIC logo and slogan )



CIC Medallion Set with SVC and JVC Coins

1  
0  
2  
%  
S  
t  
r  
e  
a  
m  
e  
r



All-American Awards



