

NATIONAL MEMBERSHIP PROGRAM

2014-2015



John W. Stroud
Commander-in-Chief

VFW NATIONAL MEMBERSHIP PROGRAM

2014-2015

MEMBERSHIP MISSION and VISION

Recruit, retain and instruct a stable membership base, including all generations of veterans, which is well-versed in institutional knowledge and actively involved at all levels of the organization.

MEMBERSHIP GOALS 2014-2015

Our national membership goals demonstrate how we intend to reach our vision. Here are our priorities:

1. BUILD A STRONG ORGANIZATION FOR THE FUTURE AS WELL AS TODAY.
2. WORK TOGETHER TO ACHIEVE VFW 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.

VFW HAS BEEN SUCCESSFUL IN RECRUITING YOUNGER MEMBERS (39 AND YOUNGER) FOR THE PAST SEVERAL YEARS. THERE IS ONLY ONE WAY TO MAKE THIS SUCCESS PERMANENT: RETAIN, RECOVER AND RECRUIT NEW MEMBERS.

WE HAVE TO IMPROVE THE WAY WE COMMUNICATE WITH OUR MEMBERS. THIS NEEDS TO BE DONE AT THE GRASSROOTS LEVEL.

DO YOU HAVE A NEWSLETTER, OR AN EMAIL, OR A TEAM THAT GOES OUT AND VISITS OUR MEMBERS? IN MANY CASES WE HAVE LOST TOUCH WITH OUR MEMBERS. WE NEED TO KNOW WHO THEY ARE AND WHAT THEIR NEEDS ARE.

WE HAVE TO GET BACK TO THE BASICS, AND THAT IS TAKING CARE OF OUR MEMBERS AND VETERANS AS A WHOLE. THIS IS PRIORITY #1.

MEMBERSHIP BENCHMARKS FOR 2014-2015

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|--|------|
| • RECRUIT NEW AND RECOVER UNPAID MEMBERS | 115% |
| • RETAIN EXISTING MEMBERSHIP | 85% |
| • INCREASE LIFE MEMBERSHIP | 2% |
| • INCREASE LEGACY LIFE MEMBERSHIP | 5% |

2014-2015 AWARDS

INDIVIDUAL AWARDS

5	FIVE MEMBER PIN
10	TEN MEMBER PIN
15	15 MEMBER PIN
25	COMMANDER-IN-CHIEF MEMBERSHIP COIN
35	BALL CAP AND CITATION
50	RED COMMANDER-IN-CHIEF SHIRT & CITATION
75	\$50 VFW STORE GIFT CERTIFICATE
100	A CITATION AND COMMEMORATIVE MEDALLION SET OR CENTURY CAP
200	LEATHER FLIGHT JACKET AND PLAQUE

25-member STATE aide-de-camp, 50-member NATIONAL aide-de-camp, and 100-member CENTURY caps may be purchased at the discretion of the recruiter.

EARLY BIRD AWARD-D.C. LEGISLATIVE CONFERENCE

THE TOP POST COMMANDER AND QUARTERMASTER IN EACH DIVISION WITH OVER 50 MEMBERS AND THE TOP DISTRICT COMMANDER IN EACH DIVISION THAT EXCEEDS 100% IN MEMBERSHIP AND ACHIEVES 85% RETENTION GOAL BY **DEC. 31, 2014**, WILL BE AWARDED:

- ROUND-TRIP AIRFARE TO THE WASHINGTON D.C. LEGISLATIVE CONFERENCE
- A \$599 STIPEND, LESS ANY OTHER NATIONAL STIPENDS, TO HELP DEFRAY EXPENSES
- SPECIAL SEATING AT THE COMMANDER-IN-CHIEF'S TESTIMONY

**One winner per division*

***may only receive one National paid compensation package*

****non-transferable*

POST COMMANDER AND QUARTERMASTER NEW and RECOVERED

THE TOP TEN POST COMMANDERS AND QUARTERMASTERS IN EACH DIVISION WITH OVER 50 MEMBERS WHO REPORT THE MOST NEW AND RECOVERED ANNUAL MEMBERS AS OF **DEC. 31, 2014**, WILL BE AWARDED:

- DISTINCTIVE LEATHER ZIPPERED PADFOLIO FOR BOTH THE COMMANDER AND QUARTERMASTER
- \$75 VFW STORE GIFT CERTIFICATE TO THE POST

**A minimum of 50 new and recovered unpaid annual members is required to qualify*

KANSAS CITY SPREE

THE FIRST PLACE POST COMMANDER IN EACH OF THE TEN POST DIVISIONS WITH OVER 50 MEMBERS AND THE FIRST PLACE DISTRICT COMMANDER IN THE SIX DISTRICT DIVISIONS AND THEIR SPOUSE/GUEST CAN WIN THIS EXCITING KANSAS CITY AWARD TRIP APRIL 30 THRU MAY 3, 2015. COMMANDERS HAVE TO BE 100% IN MEMBERSHIP AND MEET THE 85% RETENTION GOAL TO QUALIFY FOR THIS AWARD BY **MARCH 31, 2015** TO WIN.

- THE AWARD WINNERS WILL RECEIVE ROUND-TRIP TRAVEL FROM THE AIRPORT NEAREST THE COMMANDER'S HOME TO KANSAS CITY, MO.
- A FUN- FILLED WEEKEND IS PLANNED THAT MAY INCLUDE TOURING, SHOPPING, A MAJOR LEAGUE BASEBALL GAME, AND A COMPLETE TOUR OF NATIONAL HEADQUARTERS

**may only receive one National paid compensation package*

***non-transferable*

100% COMMANDER DRAWING

EVERY POST WITH OVER 50 MEMBERS THAT EXCEEDS 100% IN MEMBERSHIP AND ACHIEVES THE 85% RETENTION GOAL AND THE DISTRICT COMMANDER THAT EXCEEDS 100% IN MEMBERSHIP ON OR BEFORE **JUNE 15, 2015** WILL BE PLACED IN A DRAWING TO ATTEND THE 116TH NATIONAL CONVENTION IN PITTSBURGH, PA
20 POST COMMANDERS AND 12 DISTRICT COMMANDERS WILL BE DRAWN TO WIN:

- ROUND-TRIP AIRFARE TO THE 116TH NATIONAL CONVENTION, PITTSBURGH, PA
- A \$599 STIPEND, LESS ANY OTHER NATIONAL STIPENDS, TO HELP DEFRAY EXPENSES

**may only receive one National paid compensation package*

***non-transferable*

100% POST, DISTRICT AND DEPARTMENT

- A DISTINCTIVE STREAMER WILL BE AWARDED TO EVERY POST, DISTRICT AND STATE/DEPARTMENT THAT ACHIEVES 100% IN MEMBERSHIP PRIOR TO **JUNE 30, 2015**
- POST'S OF OVER 50 MEMBERS WILL RECEIVE A \$25 VFW STORE GIFT CERTIFICATE

LEGACY LIFE MEMBERSHIP ACQUISITION

THE POST WITH OVER 50 MEMBERS AND DISTRICT THAT RECORDS THE GREATEST NUMERICAL GAIN OF NEW AND/OR UPGRADED LEGACY LIFE MEMBERS BY **JUNE 30, 2015**, WILL BE AWARDED:

- COMMANDER-IN-CHIEF COMMEMORATIVE MEDALLION SET
- \$100 VFW STORE GIFT CERTIFICATE

**one winner per division*

***minimum three per post*

****minimum one per Post in a District*

ELITE RECRUITER AWARD

RECRUITERS WHO SIGN UP A MINIMUM OF 250 NEW AND/OR RECOVERED ANNUAL MEMBERS BY **JUNE 15, 2015**, WILL BE AWARDED:

- ROUND-TRIP AIRFARE TO THE 116TH NATIONAL CONVENTION, PITTSBURGH, PA
- A \$599 STIPEND, LESS ANY OTHER NATIONAL STIPENDS, TO HELP DEFRAY EXPENSES
- SPECIAL SEATING AT THE JOINT OPENING CEREMONIES ON MONDAY
- DISTINCTIVE CAP, CITATION, AND NAME BADGE

**may only receive one National paid compensation package*

***non-transferable*

RECRUITER OF THE YEAR AWARD

THE RECRUITER WHO SIGNS UP THE GREATEST NUMBER OF NEW AND/OR RECOVERED ANNUAL MEMBERS IN EXCESS OF 250 BY **JUNE 15, 2015**, WILL BE AWARDED:

- ROUND-TRIP AIRFARE TO THE 116TH NATIONAL CONVENTION, PITTSBURGH, PA
- A \$599 STIPEND, LESS ANY OTHER NATIONAL STIPENDS, TO HELP DEFRAY EXPENSES
- SPECIAL SEATING AT THE JOINT OPENING CEREMONIES ON MONDAY
- DISTINCTIVE CAP, CITATION, AND NAME BADGE
- COMMANDER-IN-CHIEF'S CRYSTAL EAGLE

**may only receive one National paid compensation package*

***non-transferable*

CERTIFIED NATIONAL RECRUITER (CNR) OF THE YEAR AWARD

THE CERTIFIED NATIONAL RECRUITER (CNR) WHO SIGNS UP THE GREATEST NUMBER OF NEW AND/OR RECOVERED MEMBERS IN EXCESS OF 250 BY **JUNE 15, 2015**, WILL BE AWARDED:

- ROUND-TRIP AIRFARE TO THE 116TH NATIONAL CONVENTION, PITTSBURGH, PA
- A \$599 STIPEND, LESS ANY OTHER NATIONAL STIPENDS, TO HELP DEFRAY EXPENSES
- SPECIAL SEATING AT THE JOINT OPENING CEREMONIES ON MONDAY
- DISTINCTIVE CITATION, CAP AND NAME BADGE
- COMMANDER IN CHIEF'S CRYSTAL EAGLE

**may only receive one National paid compensation package*

***non-transferable*

ALL-AMERICAN

THE ALL-AMERICAN PROGRAM EXISTS TO RECOGNIZE EXCEPTIONAL LEADERSHIP AND AUTHENTIC ACCOMPLISHMENT IN MEMBERSHIP GROWTH AND RETENTION. DEADLINE **JUNE 30, 2015**

ALL-AMERICAN –POST CRITERIA

ANY POST COMMANDER THAT ACHIEVES THE ASSIGNED MEMBERSHIP PERCENTAGE AND MINIMUM RETENTION PERCENTAGE WILL BE AWARDED ALL-AMERICAN.

- MEMBERSHIP - 100% PLUS
- DESIGNATED A 2014-2015 ALL-STATE POST
- POST MUST HAVE OVER 50 MEMBERS ON **JUNE 30, 2015**
- 85% OF PRIOR YEAR ANNUAL MEMBER TOTAL
- ACHIEVE YOUR ASSIGNED DIVISION MEMBERSHIP QUALIFYING PERCENTAGE

ALL-AMERICAN POST AWARD

- VFW MAGAZINE ACKNOWLEDGEMENT
- FRAMED POST CITATION
- ALL-AMERICAN POST STREAMER
- ALL-AMERICAN NAME BADGE – Commander
- ALL-AMERICAN CAP – Commander - *Quartermaster may purchase cap
- ALL-AMERICAN CITATION – Commander
- ALL-AMERICAN LAPEL PIN, Commander - *Quartermaster may purchase pin
- THE FIRST-AND SECOND-PLACE COMMANDER IN EACH MEMBERSHIP DIVISION WILL RECEIVE:
 - ROUND-TRIP AIRFARE TO THE 116TH NATIONAL CONVENTION, PITTSBURGH, PA
 - A \$599 STIPEND TO HELP DEFRAY EXPENSES
 - SPECIAL SEATING AT THE 2015 VFW NATIONAL CONVENTION JOINT OPENING

**may only receive one National paid compensation package*

***non-transferable*

ALL-AMERICAN DISTRICT CRITERIA

ANY DISTRICT COMMANDER THAT ACHIEVES THE ALLOCATED MEMBERSHIP PERCENTAGE WILL BE AWARDED ALL AMERICAN.

- *MEMBERSHIP-100% PLUS*
- *DESIGNATED A 2014-2015 ALL-STATE DISTRICT*
- *ACHIEVE YOUR ASSIGNED DIVISION MEMBERSHIP QUALIFYING PERCENTAGE*

ALL-AMERICAN DISTRICT AWARD

- *ALL-AMERICAN DISTRICT STREAMER*
- *ALL-AMERICAN NAME BADGE–Commander*
- *ALL-AMERICAN CAP–Commander - *Quartermaster may purchase cap*
- *ALL-AMERICAN CITATION–Commander*
- *ALL-AMERICAN LAPEL PIN, Commander - *Quartermaster may purchase pin*
- *THE FIRST AND SECOND PLACE COMMANDER IN EACH MEMBERSHIP DIVISION WILL RECEIVE:*
 - *ROUND-TRIP AIRFARE 116TH NATIONAL CONVENTION, PITTSBURGH, PA*
 - *A \$599 STIPEND TO HELP DEFRAY EXPENSES*
 - *SPECIAL SEATING AT THE 2015 VFW NATIONAL CONVENTION JOINT OPENING*

**may only receive one National paid compensation package*

***non-transferable*

ALL-AMERICAN –DEPARTMENT CRITERIA

- **MEMBERSHIP-100% PLUS**
- **ONE NEW POST OR INCREASE THE MEMBERSHIP OF THREE POSTS OF 50 MEMBERS OR LESS TO OVER 50 MEMBERS BY JUNE 30, 2015**
- **NATIONAL LEGISLATIVE SERVICE (NLS)**
 - *SUPPORT AN ONGOING VFW WASHINGTON WEEKLY REGISTRATION DRIVE*
 - *NLS CHAIRMAN QUARTERLY REPORT*
 - ✓ *NUMBER OF NEW WASHINGTON WEEKLY SUBSCRIPTIONS*
 - ✓ *MONTHLY NLS COMMITTEE MEMBER/CHAIRMAN REPORT SUBMITTED TO NLS IN WASHINGTON D.C.*
- **STUDENT VETERANS OF AMERICAN (SVA)**
 - *MUST HAVE A STATE/DEPARTMENT SVA CHAIRMAN SELECTED AND NAME SUBMITTED TO VFW MEMBERSHIP DEPARTMENT, KANSAS CITY, MO, NO LATER THAN JULY 31, 2014*
 - *COMPLETE ONE SVA EVENT FOR EACH SEMESTER (FALL, SPRING AND SUMMER) - SUBMIT EACH OF THE THREE (3) ACTIVITY REPORTS TO: VFW MEMBERSHIP DEPARTMENT, KANSAS CITY, MO*

- **NATIONAL VETERANS SERVICES (NVS)**
 - MUST HAVE A STATE/DEPARTMENT SERVICE OFFICER
 - MONTHLY NVS COMMITTEE MEMBER/CHAIRMAN REPORT SUBMITTED TO NVS IN WASHINGTON, DC
- **VFW PROGRAM/NMS**
 - **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 (K-5, 6-8, 9-12) ADVANCED TO NATIONAL JUDGING
- **NATIONAL MILITARY SERVICES (NMS)** - STATE/DEPARTMENT NATIONAL MILITARY SERVICES FUND RAISER— PROCEEDS TO NMS

ALL-AMERICAN DEPARTMENT AWARD

- ALL-AMERICAN DEPARTMENT STREAMER
- ALL-AMERICAN NAME BADGE – Commander
- ALL-AMERICAN CAP – Commander - *Quartermaster may purchase cap
- ALL-AMERICAN CITATION – Commander
- ALL-AMERICAN LAPEL PIN, Commander - Quartermaster
- ROUND-TRIP AIRFARE 116TH NATIONAL CONVENTION, PITTSBURGH, PA
- A \$599. STIPEND TO HELP DEFRAY EXPENSES
- SPECIAL SEATING AT THE 2015 VFW NATIONAL CONVENTION JOINT OPENING

**may only receive one National paid compensation package*

***non-transferable*

ALL-AMERICAN –CAPTAIN

THE COMMANDER-IN-CHIEF WILL ANALYZE THE ACHIEVEMENTS OF EACH OF THE ALL-AMERICAN STATE/DEPARTMENT COMMANDERS AND WILL NAME THE CAPTAIN. THE CAPS OF THE ALL-AMERICAN STATE/DEPARTMENT COMMANDER SHALL HAVE FIVE STARS AND CAPTAIN, THE LEADING POST AND DISTRICT COMMANDER IN EACH MEMBERSHIP DIVISION WILL HAVE FIVE STARS AND CO-CAPTAIN EMBROIDERED ON THEIR RESPECTIVE CAP.

CONFERENCE MEMBERSHIP AWARD

THE STATE/DEPARTMENT LEADING ITS CONFERENCE WILL BE ENTRUSTED WITH THE CONFERENCE MEMBERSHIP COLORS FOR THE ENSUING YEAR. TRANSFER OF COLORS WILL OCCUR AT EACH ENSUING NATIONAL CONVENTION.

POST MEMBERSHIP DIVISIONS AND MINIMUM QUALIFYING PERCENTAGE

		MEMBERSHIP		ASSIGNED %
DIVISION	1	750	UP	105%
DIVISION	2	356	749	110%
DIVISION	3	246	355	115%
DIVISION	4	185	245	120%
DIVISION	5	143	184	125%
DIVISION	6	112	142	130%
DIVISION	7	88	111	135%
DIVISION	8	68	87	140%
DIVISION	9	51	67	145%
DIVISION	10	0	50	150%

NO POST HAVING 50 OR FEWER MEMBERS ON JUNE 15TH, 2015 WILL BE QUALIFIED FOR ANY POST AWARD

DISTRICT MEMBERSHIP DIVISIONS AND MINIMUM QUALIFYING PERCENTAGE

		MEMBERSHIP		ASSIGNED %
DIVISION	1	5,000	14,000	103%
DIVISION	2	3,282	4,999	104%
DIVISION	3	2,172	3,281	105%
DIVISION	4	1,447	2,171	106%
DIVISION	5	906	1,446	107%
DIVISION	6	0	905	108%

85% RETENTION DEFINED

YOUR POST RETENTION PERCENTAGE FOR 2014-2015 IS DERIVED FROM SIX TYPES OF PAYMENT COMPONENTS BASED ON YOUR PRIOR YEAR COUNT OF ANNUAL MEMBERS:

- 1) A PRIOR YEAR ANNUAL MEMBER PAYS 2014 DUES
- 2) A PRIOR YEAR ANNUAL MEMBER PAYS AN INSTALLMENT LIFE FEE
- 3) A PRIOR YEAR ANNUAL MEMBER PAYS A FULL LIFE MEMBERSHIP FEE
- 4) A PRIOR YEAR ANNUAL MEMBER TRANSFERS AND PAYS 2014 DUES
- 5) A PRIOR YEAR ANNUAL MEMBER TRANSFERS AND PAYS AN INSTALLMENT LIFE FEE
- 6) A PRIOR YEAR ANNUAL MEMBER TRANSFERS AND PAYS A FULL LIFE MEMBER FEE

NOTE: NEW, RECOVERED AND TRANSFERRED ANNUAL MEMBERS INTO YOUR POST DO NOT COUNT IN YOUR RETENTION PERCENTAGE.