

# *NATIONAL MEMBERSHIP PROGRAM*

*2013-2014*



*William (Bill) A. Thien*  
*Commander-in-Chief*

# VFW NATIONAL MEMBERSHIP PROGRAM

2013-2014

## 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 2013-2014

Our national membership goals demonstrate how we intend to reach our vision. Here are the 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 2013-2014

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

# 2013-2014 AWARDS

## **INDIVIDUAL AWARDS**

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

25-member STATE aid-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 MEETS THE 85% RETENTION GOAL BY **DEC. 31, 2013**, 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 WHO REPORT THE MOST NEW AND RECOVERED ANNUAL MEMBERS AS OF **DEC. 31, 2013**, WILL BE AWARDED:

- DISTINCTIVE LEATHER ZIPPERED PADFOLIO FOR BOTH THE COMMANDER AND QUARTERMASTER
- \$100 VFW STORE GIFT CERTIFICATE TO THE POST

*\*A minimum of 25 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 AND THE FIRST PLACE DISTRICT COMMANDER IN THE SIX DISTRICT DIVISIONS AND THEIR SPOUSE/GUEST CAN WIN THIS EXCITING KANSAS CITY AWARD TRIP MAY 8-11, 2014. COMMANDERS HAVE TO BE 100% IN MEMBERSHIP AND MEET THE 85% RETENTION GOAL TO QUALIFY FOR THIS AWARD BY **MARCH 31, 2014** 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

## **100% COMMANDER DRAWING**

EVERY POST AND DISTRICT COMMANDER WHO ACHIEVES 100% ON OR BEFORE **JUNE 15, 2014** WILL BE PLACED IN A DRAWING TO ATTEND THE 115<sup>TH</sup> NATIONAL CONVENTION IN ST. LOUIS, MO  
**25 POST COMMANDERS AND SIX DISTRICT COMMANDERS** WILL BE DRAWN:

- ROUND-TRIP AIRFARE TO THE 115TH NATIONAL CONVENTION, ST. LOUIS, MO
- 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, 2014**
- POSTS OF OVER 50 MEMBERS WILL RECEIVE A \$25 VFW STORE GIFT CERTIFICATE

## **LEGACY LIFE MEMBERSHIP ACQUISITION**

FOR THE POST WITH OVER 50 MEMBERS AND DISTRICT THAT RECORDS THE GREATEST NUMERICAL GAIN OF NEW AND/OR UPGRADED LEGACY LIFE MEMBERS BY **JUNE 30TH, 2014**, WILL BE AWARDED:

- \$250 VFW STORE GIFT CERTIFICATE

*\*one winner per division*

*\*\*minimum three per post*

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

## **ELITE RECRUITER AWARD**

FOR THE RECRUITERS WHO SIGN UP A MINIMUM OF 250 NEW AND/OR RECOVERED UNPAID ANNUAL MEMBERS BY **JUNE 15, 2014**, WILL BE AWARDED:

- ROUND-TRIP AIRFARE TO THE 115TH NATIONAL CONVENTION, ST. LOUIS, MO
- 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**

FOR THE INDIVIDUAL RECRUITER WHO SIGNS UP THE GREATEST NUMBER OF NEW AND/OR RECOVERED UNPAID ANNUAL MEMBERS IN EXCESS OF 250 BY **JUNE 15, 2014**, WILL BE AWARDED:

- ROUND-TRIP AIRFARE TO THE 115TH NATIONAL CONVENTION, ST. LOUIS, MO
- A \$1,000 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**

FOR THE INDIVIDUAL CERTIFIED NATIONAL RECRUITER (CNR) WHO SIGNS UP THE GREATEST NUMBER OF NEW AND/ OR RECOVERED UNPAID ANNUAL MEMBERS IN EXCESS OF 250 BY **JUNE 15, 2014**, WILL BE AWARDED:

- ROUND-TRIP AIRFARE TO THE 115TH NATIONAL CONVENTION, ST. LOUIS, MO
- A \$1,000 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.

DEADLINE **JUNE 30TH, 2014**

## **ALL-AMERICAN POST CRITERIA**

- *MEMBERSHIP - 100% PLUS*
- *DESIGNATED A 2013-2014 ALL-STATE POST*
- *POST MUST HAVE OVER 50 MEMBERS ON **JUNE 30, 2014***
- *85% OF PRIOR YEAR ANNUAL MEMBER TOTAL*
- *ACHIEVE YOUR ASSIGNED DIVISION MEMBERSHIP QUALIFYING PERCENTAGE*
- *FINISH IN THE TOP 25 POSTS IN YOUR ASSIGNED MEMBERSHIP DIVISION*

## **ALL-AMERICAN POST AWARD**

- *VFW MAGAZINE ACKNOWLEDGEMENT*
- *FRAMED POST CITATION*
- *ALL-AMERICAN POST STREAMER*
- *ALL-AMERICAN LAPEL PIN, Commander and Quartermaster*
- *ALL-AMERICAN CAP – Commander -\*Quartermaster may purchase cap*
- *ALL-AMERICAN CITATION – Commander*
- *ALL-AMERICAN NAME BADGE – Commander*
- *THE FIRST-AND SECOND-PLACE COMMANDER IN EACH MEMBERSHIP DIVISION WILL RECEIVE:*
  - *ROUND-TRIP AIRFARE TO THE 115TH NATIONAL CONVENTION, ST. LOUIS, MO*
  - *A \$599 STIPEND TO HELP DEFRAY EXPENSES*
  - *SPECIAL SEATING AT THE 2014 VFW NATIONAL CONVENTION JOINT OPENING*

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

*\*\*non-transferable*

## **ALL-AMERICAN DISTRICT CRITERIA**

- *MEMBERSHIP-100% PLUS*
- *DESIGNATED A 2013-2014 ALL-STATE DISTRICT*
- *85% OF PRIOR YEAR ANNUAL MEMBER TOTAL*
- *ACHIEVE YOUR ASSIGNED DIVISION MEMBERSHIP QUALIFYING PERCENTAGE*
- *FINISH IN THE TOP 10 IN YOUR DISTRICT MEMBERSHIP DIVISION*

## **ALL-AMERICAN DISTRICT AWARD**

- *ALL-AMERICAN DISTRICT STREAMER*
- *ALL-AMERICAN LAPEL PIN, Commander and Quartermaster*
- *ALL-AMERICAN CAP—Commander—\*Quartermaster may purchase cap*
- *ALL-AMERICAN CITATION—Commander*
- *ALL-AMERICAN NAME BADGE—Commander*
- *THE FIRST-PLACE COMMANDER IN EACH MEMBERSHIP DIVISION WILL RECEIVE:*
  - *ROUND-TRIP AIRFARE 115TH NATIONAL CONVENTION, ST. LOUIS, MO*
  - *A \$599 STIPEND TO HELP DEFRAY EXPENSES*
  - *SPECIAL SEATING AT THE 2014 VFW NATIONAL CONVENTION JOINT OPENING*

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

*\*\*non-transferable*

## **ALL-AMERICAN DEPARTMENT CRITERIA**

- **MEMBERSHIP-100% PLUS**
- **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 WASHINGTON, D.C.*
- **NATIONAL MILITARY SERVICES (NMS) – MINIMUM ONE EACH**
  - *STATE/DEPARTMENT NATIONAL MILITARY SERVICES FUND RAISER—PROCEEDS TO NMS KC, MO*
  - *YELLOW RIBBON EVENT*
  - *DEPLOYMENT OR WELCOME HOME EVENT (state/department funded only—no NMS funds)*
  - *ADOPT A UNIT/SHIP*
    - ✓ *MONTHLY NMS COMMITTEE MEMBER/CHAIRMAN REPORT SUBMITTED TO NMS KC,MO*
    - ✓ *PROGRAM COMPLETION DOCUMENTATION SUBMITTED TO NMS KC,MO*
- **NATIONAL VETERANS SERVICES (NVS)**
  - *CONDUCT AN ANNUAL TRAINING FOR POST AND DISTRICT SERVICE OFFICERS. POST AND DISTRICT SERVICE OFFICERS TO BE NOTIFIED AND ENCOURAGED TO ATTEND. DOCUMENTATION SUBMITTED TO NVS WASHINGTON, DC*
  - *MUST HAVE A STATE/DEPARTMENT SERVICE OFFICER*

- MONTHLY NVS COMMITTEE MEMBER/CHAIRMAN REPORT SUBMITTED TO NVS WASHINGTON, D.C
- **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
- **ONE NEW POST OR INCREASE THE MEMBERSHIP OF THREE POSTS OF 49 MEMBERS OR LESS TO OVER 50 MEMBERS BY JUNE 30, 2014**

### **ALL-AMERICAN DEPARTMENT AWARD**

- ALL-AMERICAN DEPARTMENT STREAMER
- ALL-AMERICAN LAPEL PIN, Commander and Quartermaster
- ALL-AMERICAN CAP – Commander - \*Quartermaster may purchase cap
- ALL-AMERICAN CITATION – Commander
- ALL-AMERICAN NAME BADGE – Commander
- ROUND-TRIP AIRFARE 115TH NATIONAL CONVENTION, ST. LOUIS, MO
- A \$599 STIPEND TO HELP DEFRAY EXPENSES
- SPECIAL SEATING AT THE 2014 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 OF THE ALL-AMERICAN TEAM. THE LEADING POST AND DISTRICT COMMANDER IN EACH MEMBERSHIP DIVISION WILL BE NAMED CO-CAPTAIN.

### **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	ALLOCATION %	ALL-AMERICAN
DIVISION	1	750 – UP	101%	25
DIVISION	2	356 - 749	102%	25
DIVISION	3	246 - 355	103%	25
DIVISION	4	185 - 245	104%	25
DIVISION	5	143 - 184	105%	25
DIVISION	6	112 - 142	106%	25
DIVISION	7	88 - 111	107%	25
DIVISION	8	68 - 87	108%	25
DIVISION	9	51 - 67	109%	25
DIVISION	10	0 – 50	110%	25

**\*\*NO POST HAVING 50 OR FEWER MEMBERS ON JUNE 30<sup>TH</sup>, 2014 WILL BE QUALIFIED FOR ANY POST AWARD**

**DISTRICT MEMBERSHIP DIVISIONS AND MINIMUM QUALIFYING PERCENTAGE**

		MEMBERSHIP	ALLOCATION %	ALL AMERICAN
DIVISION	1	5,000 14,000	101%	10
DIVISION	2	3,282 4,999	102%	10
DIVISION	3	2,172 3,281	103%	10
DIVISION	4	1,447 2,171	104%	10
DIVISION	5	906 1,446	105%	10
DIVISION	6	0 905	106%	10

**85% RETENTION DEFINED**

UNLIKE 2012-2013, YOUR POST RETENTION PERCENTAGE FOR 2013-2014 IS DERIVED FROM TWO INDIVIDUAL CATEGORIES OF ANNUAL MEMBERS:

- 1) RETENTION OF YOUR PAID 2013 ANNUAL MEMBERS AND
- 2) PAID RECOVERY OF FORMER UNPAID ANNUAL MEMBERS OF YOUR POST

*\*Simply add the paid continuous members and your paid recovered (formerly reinstated) members, divide by your prior annual membership total and the product is your Retention % for 2013-2014. **NOTE: NEW ANNUAL MEMBERS DO NOT COUNT IN RETENTION.***