

VETERANS OF FOREIGN WARS OF THE U. S. AUXILIARY DEPARTMENT OF MASSACHUSETTS

STATE PRESIDENT'S MESSAGE

Well, it's a new year; so we have some changes and new ideas. Please read up on the programs to see if there are changes. Please take time to listen to our chairmen because they have worked hard to explain everything about our programs.

Chairmen, remember to send your reports to the National Ambassadors, and Auxiliaries, please report to our Department Chairmen. The reason to do all the reports is to maintain our non-profit status with the Internal Revenue Service and so we will be recognized by National and Department for all we do to assist our veterans.

Remember, the same as last year, your District Presidents will be working towards becoming part of the Massachusetts "Circle of Excellence."

National President, Carla Martinez, has chosen "Banding Together for Our Veterans" as her motto. Let's work towards fulfilling her vision.

I have chosen "Soaring to Higher Expectations" as my motto for this year. Remember, our mission is to serve our veterans, not ourselves. The American bald eagle in flight is my symbol and pin.

I wish for all of us a very successful year so we all can be recognized. Thank you for all you do for our veterans, active duty military and their families.

Loyally,

Mary Christian

Department President

2023-2024

Marge524@hotmail.com

508-808-1706

***VETERANS OF FOREIGN WARS OF THE U. S. AUXILIARY
DEPARTMENT OF MASSACHUSETTS***

WELCOME!

We extend to you a warm welcome to the Annual Program Kickoff. It is our hope that everyone in attendance will listen and learn about all the programs for this 2023-2024 year.

All of our Department Chairmen will be presenting their programs for the year. They have worked very hard to bring you the latest information needed to reach your point goals.

We hope you enjoy the day, and we hope you find all the information useful to reach your goals.

***Patricia Paul
Chairman***

***Sherry Grabon
Co-Chairman***

**PROGRAM COORDINATOR
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To Department Program Chairmen:

Congratulations on being chosen Program Chairmen for the 2023-2024 year. Department President Christian has placed er confidence in you to promote your program. The auxiliaries in this department will be looking at you for assistance in working and reporting your program throughout this year.

Your packet contains a copy of the Department Rules, information about President Christian's slogan, project, colors, shirt, and pin. Also included is general information concerning your duties and responsibilities. A list of chairmen's required Meeting/Reporting dates. Keep these posted where you will always remember them. You will also find a form titled Veterans' Project, Activity, or Donation, as all auxiliaries are required to participate in at least one (1) Veteran's project of some type. Last, but not least, a copy of your program for the National Report booklet and a copy of your National Year-End Report form.

Everyone does things in a different way, so think outside the box and don't be afraid to be creative. Place yourself in another's place. What would you want them to be showing or telling you, and most of all, offer to help them. If at any time you are in need of help, contact me; and I will always try to help or offer a solution. Remember the guidelines you have received; don't put them somewhere and never look at them again. They are there to help you.

By now, your introductory letter should have been sent to your National Ambassador. If not, please get it out right away. Also, remember to send me a copy of all you do.

**AMERICANISM/PATRIOTIC INSTRUCTOR
MELISSA PRATT, PDP
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I was thrilled when Department President Mary asked me to be Patriotic Instructor/Americanism Chairman for the 2023-2024 program year!

Americanism means so many different things to all of us, but we all show how much America means to us every day by being a member of the Veterans of Foreign Wars of the United States Auxiliary and supporting our veterans and their families.

Please make sure you look over this year's awards points for Americanism and REPORT, REPORT, REPORT!!!

I know you all do something to promote Americanism every day, and I look forward to seeing all your reports in December and April.



AMERICANISM PROGRAM

Flag Education • Promote #AuxiliaryPatriotism • POW/MIA Recognition • Star Family Recognition

This definition of "Americanism" was originated by the Commanders-in-Chief of the Grand Army of the Republic, United Spanish War Veterans, Veterans of Foreign Wars of the United States, the National Commanders of the American Legion and the Disabled American Veterans of the World War at a conference held in Washington, D.C., in February 1927:

"Americanism is an unflinching love of country; loyalty to its institutions and ideals; eagerness to defend it against all enemies; undivided allegiance to the Flag; and a desire to secure the blessings of liberty to ourselves and posterity."

Patriotic Instructors

The Patriotic Instructor educates members about the proper salute to the U.S. Flag, as well as the recitation of the Pledge of Allegiance. He or she also takes the time to understand the VFW Auxiliary Ritual and the Federal Flag Code. He or she helps members to understand the traditions and ceremonies of the organization. The *Understanding Auxiliary Traditions* helpsheet and video are available in MALTA Member Resources.

For detailed information on Auxiliary traditions, rituals and patriotic ceremonies, reference the *VFW Auxiliary Podium Edition: Bylaws and Ritual*. Patriotic items and educational materials are available for purchase through the VFW Store at 1-833-VFW-VETS or online at vfwstore.org.

Flag Education

A large part of demonstrating Americanism and patriotic spirit is respecting and properly caring for the U.S. Flag. Flag etiquette covers everything from proper display of our Flag to acceptable conduct around this symbol of our nation.

For more information about Flag etiquette, the history of our Flag and to read the U.S. Flag Code, visit vfw.org/community/flag-etiquette.

Respect for the Flag - Engaging the Community

- Flag Education in Schools – Educating our youth about patriotism is an important step on the path to good citizenship. Encourage members of your Auxiliary to volunteer in schools and educate youth about the importance of respecting our Flag. Volunteers can visit individual classrooms or give a presentation at a school assembly. For more resources, see MALTA Member Resources.
- Recognition of Outstanding Community Flag Display – When a community member, business or organization takes the care and time to display our "Stars and Stripes," it reinforces patriotism to the entire community. You may recognize this display of patriotism by presenting a certificate of appreciation from your Auxiliary.
- Flag Retirement Ceremonies – These ceremonies honoring our Flag serve as one of the most beautiful forms of respect for our country. This is the perfect way to involve the whole family of Auxiliary and VFW members. Flag retirement ceremonies can also serve as an event involving the entire community. For more information on this and other Flag etiquette, refer to MALTA Member Resources.

Promote Patriotism – Celebrating Patriotic Holidays

Patriotic holidays are an opportune time to involve the whole family and bring community attention to your Auxiliary. When fun family events are presented to the community, prospective new members will walk through your door. Patriotic holidays can serve as the perfect way to show that your Auxiliary supports patriotism, veterans and their families as a top priority. For more information about patriotic days and ways to celebrate, visit MALTA Member Resources.

National Vietnam War Veterans Day – March 29
National Vietnam War Veterans Day honors a generation of men and women who served and sacrificed. March 29 marks the anniversary of when the last combat forces departed South Vietnam in 1973, even though some troops remained until their final departure in 1975.

Loyalty Day – May 1

On May 1, 1930, 10,000 VFW members staged a rally at New York's Union Square to promote patriotism. Through a resolution adopted in 1949, May 1 evolved into Loyalty Day.

Armed Forces Day – Third Saturday in May

A day to pay tribute to the men and women currently serving in our nation's armed forces.

Memorial Day – May 30 (Traditional)

Patriotism calls for all citizens to be reminded of the deaths of their fellow countrymen during wartime. By honoring the nation's war dead, we preserve their memory and thus their service and sacrifice.

Flag Day – June 14

This day celebrates the official symbol for the United States: our "Stars and Stripes." Flag Day was first recognized by Congress on June 14, 1777.

Independence Day – July 4

On this day in 1776, our forefathers formed a new nation by adopting the Declaration of Independence.

Patriot Day – September 11

This day is to perpetuate the memory of those who perished in the attack on America that occurred on this date in 2001.

POW/MIA Recognition Day - Third Friday in September

POW/MIA Recognition Day honors the commitments and the sacrifices made by our nation's prisoners of war and those who are still missing in action. National POW/MIA Recognition Day, traditionally on the third Friday in September, is one of the 6 days specified by law on which the black POW/MIA flag shall be flown over federal facilities and cemeteries, post offices and military installations.

Auxiliary members are passionate about bringing attention to former prisoners of war and those missing in action by holding ceremonies to both educate their communities and honor these special veterans. One way to honor these veterans and educate youth and the community on this subject is by having a Missing Man Table Ceremony. This practice provides a visual demonstration of the significance of POW/MIA Recognition Day. You are encouraged to share this ceremony with youth groups partnering with the Auxiliary. Find a sample of the ceremony wording and table setup in MALTA Member Resources.

Gold Star Mother's & Family's Day -

Last Sunday in September

On this day, Americans are encouraged to display the Flag and hold appropriate ceremonies as a public expression of our nation's gratitude and respect for our Gold Star Mothers and Families.

Veterans Day – November 11

This is an opportunity to honor the brave men and women, both living and deceased, who fought America's battles past and present.

Pearl Harbor Day – December 7

This day is in remembrance of the same date in 1941 when Japanese bombers staged a surprise attack on U.S. military and naval forces in Hawaii.

Branch of Service Birth Dates

- U.S. Army - June 14, 1775
- U.S. Marine Corps - November 10, 1775
- U.S. Navy - October 13, 1775
- U.S. Air Force - September 18, 1947
- U.S. Coast Guard - August 4, 1790
- U.S. National Guard - December 13, 1636
- U.S. Space Force - December 20, 2019

Military Flags Order of Precedence

According to Department of Defense guidelines, military service flags, insignias, etc., should be displayed in the following order (left to right as you face the flags): Army, Marine Corps, Navy, Air Force, Space Force and Coast Guard.

Star Family Recognition

You may have seen a Blue Star, Gold Star or Silver Star service flag or service banner in the window of a home in your area. A service flag or service banner is a banner approved by the Secretary of Defense that family members of those serving in the United States Armed Forces can display.

- Blue Star Families can display a flag or banner with a white field and a red border, with a blue star for each family member serving in the United States Armed Forces during any period of war or hostilities.
- Gold Star Families can display a flag or banner with a white field and a red border, with a gold star that represents a family member who died during military operations.
- Silver Star Families can display a flag or banner with a blue, an outer red and inner white border, with a silver star that represents a family member who was injured, wounded or became ill during or as a result of combat.

You are encouraged to recognize and honor these families in your community.

AMERICANISM PROGRAM AWARDS

Awards for Auxiliaries

1. Most outstanding activity and/or event educating their community that our VFW Auxiliary acronyms are “more than letters.”

- Citation to every Auxiliary that hosts an activity and/or event that educates their community that our VFW Auxiliary acronyms are “more than letters.” Entry form required and available in MALTA Member Resources. Auxiliaries must send the entry form to their Department Americanism Chairman by March 31, 2024 for judging. The Department Americanism Chairman must email National Headquarters by April 30, 2024 at info@vfwauxiliary.org a total combined list of every Auxiliary in their Department that completed and submitted an entry form.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences that hosts the most outstanding activity and/or event educating their community that our VFW Auxiliary acronyms are “more than letters.”

The Department Americanism Chairman must sign and send a copy of the completed Department-winning entry form to the National Americanism Ambassador by April 30, 2024 for judging.

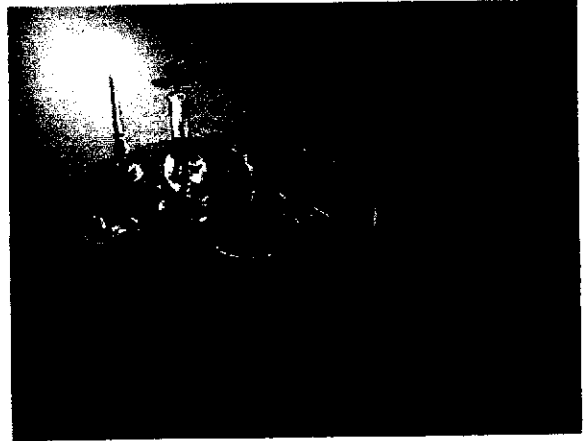
Citations will be mailed directly to winning Auxiliaries from National Headquarters and money will be deposited into Auxiliary account after National Convention.

Awards for Departments and Department Chairmen

1. \$25 VFW Store gift certificate to one Department Americanism Chairman in each of the 10 Program Divisions for the best promotion that demonstrates VFW Auxiliary acronyms are “more than letters.” Winners will be announced and awards presented at the 2024 National Convention in Louisville, Kentucky.
2. Outstanding Performance Award in each of the 10 Program Divisions based on the criteria listed on Page 5 and for the promotion of the Program goals listed at the top of Page 9. Winners will be announced and awards presented at the 2024 National Convention in Louisville, Kentucky.

Prisoner of War/Missing in Action Remembrance

*Ceremony Saves a Place
for the Missing Man*



- The single red rose in a vase is there as a reminder of the lives of each of the missing and their loved ones who keep the faith, still waiting for answers.
- The red ribbon tied around the vase shows our continued determination to account for the missing.
 - A lemon slice at each bread plate is to remind us of the bitter fate of those captured and missing in a foreign land.
- A pinch of salt recalls the tears endured by those missing and their families who seek answers.
 - The Bible represents the strength gained through faith to sustain those lost from our country, which was founded as one nation under God.
- An inverted glass symbolizes their inability to share in the day's toast.
 - The chairs at each place stand empty to express their absence.

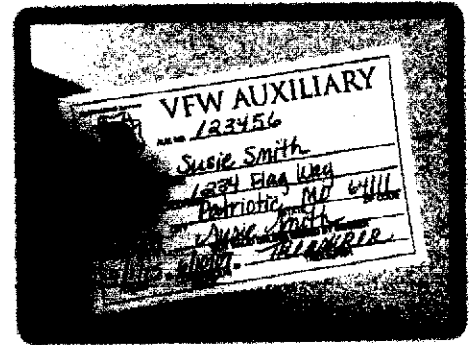


Understanding Auxiliary Traditions

Welcome! This guide is to help you learn about our Ritual and the unique things we do at our meetings. Be sure to ask a fellow member if you have any questions!

Entering a Meeting

- At a local Auxiliary meeting, you will enter the meeting room and once the doors are closed, all members must show a current dues card.
- At Department and National meetings, your card will be asked for at the door.



Raps of the Gavel

- One rap = Attention
- Two raps = Rise
- Three raps = Be seated

Attention & Parade Rest

- "Attention" in the VFW Auxiliary means hands at side, head up with eyes looking straight forward.
- "Parade Rest" means the left foot is moved slightly to the side while bringing the arms to the small of the back. Clasp the left thumb in the right hand. The head is bowed slightly during prayer.

Showing Proper Respect to the Flag

- During our Ritualistic meeting, the President will say "Salute" when the flags enter and leave the room, as well as when we say the Pledge of Allegiance and sing the national anthem. Salute the Flag by placing the palm of the right hand flat over the heart.
- During Auxiliary meetings, the heart salute shall be used at all times where the salute is used.
- A member who is also a veteran may use the military salute.
- When the Flag is displayed AND the national anthem is played and/or sung, all present should face the Flag and salute.
- When the Flag is NOT displayed and the national anthem is played and/or sung, all present should face the music and salute.
- Members should stand when the flags are moving.



Showing Proper Respect for the Altar & Bible

- Members will remain seated while the Chaplain opens and closes the Bible, provided the Colors are not at the Altar.
- Whenever the Chaplain is opening and closing the Bible, everyone should stop all movement and talking.
- Members will not cross between the President's station and the Altar, as this is considered sacred ground symbolizing where our Comrades who have answered the final roll call are at rest. However, when the Bible is closed, members may pass through this area.



Addressing the President & Making a Motion

- All remarks must be addressed to the President and not by one member to another. A member wishing to address the President will rise and say, "Mister/Madam President," but shall not speak further until he or she has been recognized by the President.
- Making motions is your right as a member. To make a motion, you should stand and be recognized by the President and then proceed.





Flag Education for Kids!

This is to help you know how to take good care of the Flag of the United States of America!

Displaying the Flag:

- On Same Staff: U.S. Flag at very top, above any other Flag.
- Grouped with other Flags: U.S. Flag goes to its own right. Flags of other nations are flown at same height.
- Marching with other flags: U.S. Flag to marcher's right (observer's left).
- Decoration: Never use the Flag for decoration. Use bunting with the blue on top, then white, then red.

Half Staff (Halfway up the Flag pole):

- On special days, the Flag may be flown at half-staff.
- On Memorial Day it is flown at half-staff until noon and then raised.

Saluting the U.S. Flag:

- Everyone in uniform should use the military salute.
- Members of the armed forces and veterans who are present, but not in uniform, may use the military salute.
- **Everyone else should face the Flag and stand at attention with their right hand over the heart.**
- If you are wearing anything on your head, take it off with your right hand and hold it at the left shoulder, the hand being over the heart.

Don't do this!!!

- Do not let the Flag touch the ground.
- Do not fly Flag upside down unless there is an emergency.
- Do not carry the Flag flat, or carry things in it.
- Do not use the Flag as clothing.
- Do not store the Flag where it can get dirty.
- Do not use it as a cover.
- Do not fasten it or tie it back. Always allow it to fall free.
- Do not draw on or otherwise mark the Flag.

Flag Disposal:

*This should only be done with **adult supervision!***

- The Flag should be folded in its customary manner.
- It is important that the fire be fairly large and of sufficient intensity to ensure complete burning of the Flag.
- Place the Flag on the fire.
- The individual(s) can come to attention, salute the Flag, recite the Pledge of Allegiance and have a brief period of silent reflection.
- After the Flag is completely consumed, the fire should then be safely extinguished and the ashes buried.
- Please make sure you are conforming to local/state fire codes or ordinances.



**AUXILIARY OF THE YEAR
Sheila Layton, PDP, Chairman
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508-251-0504
sjlpsp9899@comcast.net**

**Committee: Jennifer Taylor, PDP
Donna Hakala**

The Auxiliary of the Year program was developed to assist auxiliaries in understanding the National and Department programs and what is expected. All that you do in these programs, whether big or small, counts in meeting the expectations of National and Department. Auxiliary Presidents should take notice of the points and deadline dates and keep track of the total points during the year. Auxiliary Chairmen watch the deadlines, as well as points for their programs, as you go forward.

Each Auxiliary that accumulates 150 points or more will receive a check for \$10 for their treasury at State Convention in June. To be eligible for Auxiliary of the Year or runner-up prizes of \$25, \$15 and \$10, there is a minimum of 175 points needed. Be aware that there are 235 points available between the National and Department programs. There are another 15 extra points for submitting a report outlining ONE PROJECT, whether big or small, assisting veterans, their families or your community for this Auxiliary year, making a total of 250 points that may be earned. The project reports must be delivered on time to the Department Chairmen.

Please review the awards points carefully because some have changed. There are two reporting periods, 4/1/2023 to 11/30/2023, which must be in by December 31, 2023, to be eligible for the Mid-Winter Conference contest, and 12/01/2023 to 3/31/2024, which must be received by the Department Chairmen by April 15, 2024, and added to previous points earned for consideration in the Convention contests. Please note – the Chairmen will accept reports from Auxiliaries at any time.

Auxiliaries that are eligible for the Auxiliary of the Year contest must have held at least ten (10) meetings this year, is not on suspension, has no arrearages with National or Department, is up to date with their audit reports, and has elected, installed and reported Officers for the coming year.

Everything you do is important, and the Department Chairmen would like to know about your projects – big or small. Good luck to all this year.

AUXILIARY OF THE YEAR

HIGHLIGHTED ITEMS MUST BE COMPLETED BY NOVEMBER 30, 2023
Monetary Donations to any project must be a minimum of \$10.00 to earn credit.

NOTE: Two reports (one per period) shall be required covering the following periods:

4/01/23 – 11/30/23 This report must be *received* by the Department Chairmen by December 31, 2023, to be considered for the Mid-Winter Conference Contest.

12/01/23 – 3/31/2024 This report must be *received* by the Department Chairmen by April 15, 2024, to be considered for the Convention contests.

BLANK REPORTS WILL NOT BE AWARDED POINTS

OPERATIONS / ADMINISTRATION

CONVENTION FUND

- | | |
|--|-----------------|
| 1. Donation of prize to the Pre-Convention Jamboree | 2 Points |
| 2. Purchase of Pre-Convention Jamboree raffle tickets | 3 Points |
| 3. Participation in additional Convention Fund special fund raiser | <u>3 Points</u> |
| | 8 Points |

FINANCE

- | | |
|---|------------------|
| 1. Annual Auxiliary Finance Donation by November 30, 2023 | 5 Points |
| (Donations received after November 30, 2023 – 2 Points) | |
| 2. Annual Auxiliary Finance Donation of \$50.00 or more | 5 Points |
| 3. Financial participation in finance projects throughout the year (to be prorated) | <u>25 Points</u> |
| | 35 Points |

GOOD OF THE ORDER

- | | |
|---|-----------------|
| 1. Member(s) attendance at the Program Kickoff | 3 Points |
| 2. Member(s) attendance at majority of District meetings | 2 Points |
| 3. Member(s) attendance at Department Mid-Winter Conference | 2 Points |
| 4. Donation to State President's Special Project | 3 Points |
| 5. Four (4) quarterly audits to Dept. Treasurer ON TIME (end of Aug., Nov., Feb. and May) | 2 Points |
| | 2 Points |
| 6. Purchase of State President's pins | 2 Points |
| 7. Purchase of 25 or more State President's pins | <u>5 Points</u> |
| | 21 Points |

NATIONAL PROGRAMS

AMERICANISM

1. Utilize Americanism material/resources in MALTA Member Resources 1 Point
 2. Promote, participate in, recognize any patriotic day or branch of service birthdays 2 Points
 3. American and/or POW/MIA flag presentation (must be at least 2" x 3") 2 Points
 4. Issue Patriotic Appreciation Citations, Certificate of Appreciation or Respect for the Flag Citations to businesses/citizens displaying U.S. or POW/MIA flag or other displays of American pride 1 Point
 5. Conduct patriotic education in your Auxiliary and/or community 1 Point
 6. Participate in a Loyalty Day program 1 Point
 7. Submit required two (2) reports by deadline dates (one [1] point each report period) 2 Points
- 10 Points*

AUXILIARY OUTREACH

1. Utilize Auxiliary Outreach material/resources in MALTA Member Resources 1 Point
 2. Participate as a group to volunteer/partner with another organization not affiliated with the VFW or VFW Auxiliary 2 Points
 3. Volunteer / Partner with the following organization(s) during the year:
First Responders / Churches / Towns / Disaster Relief
Cancer, Heart, ALS Association, etc. / Other 2 Points
 4. Submit required two (2) reports by deadline dates (one [1] point each report period) 2 Points
- 7 Points*

BUDDY POPPY / VFW NATIONAL HOME

Buddy Poppy:

1. Utilize the Buddy Poppy material/resources in MALTA Member Resources 1 Point
2. Hold a Buddy Poppy drive with or without your Post 2 Points
3. Participate in the Department Program Kickoff display contest 1 Point
4. Participate in the Mid-Winter Conference display contest 1 Point

VFW National Home:

5. Utilize the National Home material/resources from MALTA Member Resources 1 Point
 6. Promote the VFW National Home 1 Point
 7. Promote the VFW National Home's Helpline 1 Point
 8. Purchase at least one National Home Life Membership 1 Point
 9. Donate to Health & Happiness/Christmas Cheer Fund through National 2 Points
 10. Donate to Massachusetts House through Department 2 Points
 11. Submit required two (2) reports by deadline dates (one [1] point each report period) 2 Points
- 15 Points*

EXTENSION & REVITALIZATION

1. Utilize Extension & Revitalization material/resources in MALTA Member Resources 1 Point
 2. Submit required two (2) reports by deadline dates (one [1] point each report period) 2 Points
- 3 Points*

HISTORIAN / MEDIA RELATIONS

1. Utilize Historian material/resources in MALTA Member Resources 1 Point
 2. Utilize Media Relations material/resources from MALTA Member Resources 1 Point
 3. Send monthly or quarterly newsletters to all members 2 Points
 4. Have a Facebook page and/or Website (alone or with Post) 1 Point
 5. Hold a "how to" training to educate members on use of media 1 Point
 6. Submit required two (2) reports by deadline dates (1 point each report period) 2 Points
- 8 Points**

HOSPITAL

1. **Member(s) attendance at the Hospital Workshop** 3 Points
 2. Donation to Department Hospital Fund (Hospital Pledge) 2 Points
 3. Donation of \$50.00 or more to Department Hospital Fund 5 Points
 4. Sponsor a party/function for any facility, both VA and non-VA 2 Points
 5. Donate items to a medical center/soldiers home/community hospital or nursing home 2 Points
 6. Promote, participate or host any activity listed (alone or with Post):
Honors Escort / National Salute to Veterans Patients-Valentines for Veterans
Veterans Health Care (VHA) / Women Veterans Health Care Program 2 Points
 7. Submit required two (2) reports by deadline dates (one [1] point each report period) 2 Points
- 18 Points**

LEGISLATIVE

1. Utilize the Legislative material/resources in MALTA Member Resources 1 Point
 2. Subscribe to VFW's *Action Corps Weekly* 1 Point
 3. Promote, participate or host activities regarding VFW Priority Goals 1 Point
 4. Contact legislators on veterans issues by any means (emails, phone, letters, etc.) 1 Point
 5. Submit required two (2) reports by deadline dates (one [1] point each report period) 2 Points
- 6 Points**

MEMBERSHIP (recorded at National Headquarters by dates listed)

1. **80% by September 30, 2023** 12 Points
 2. **95% by November 30, 2023** 12 Points
 3. 98% by December 31, 2023 12 Points
 4. 100% by January 31, 2024 7 Points
 5. 101%+ by April 15, 2024 5 Points
 6. Utilize Membership material/resources in MALTA Member Resources 1 Point
 7. Promote, participate or host activities on Auxiliary education and recruitment 1 Point
 8. Educate members on National Membership Program Awards 1 Point
 9. Participate in recruiting event on any level 1 Point
 10. Recruit at least one new member 2 Points
 11. Submit required two (2) reports by deadline dates (one [1] point each report period) 2 Points
- 56 Points**

MENTORING FOR LEADERSHIP

- | | |
|---|-----------------|
| 1. Utilize the Mentoring for Leadership materials in MALTA Member Resources | 1 Point |
| 2. Educate members on the National Mentoring for Leadership Program Awards | 1 Point |
| 3. Member(s) fulfilling the role of Mentor | 1 Point |
| 4. Hold a special recognition for mentors in your auxiliary | 1 Point |
| 5. Submit required two (2) reports by deadline dates (one [1] point each report period) | <u>2 Points</u> |
| | 6 Points |

SCHOLARSHIPS

- | | |
|--|-----------------|
| 1. Promote the Continuing Education Scholarship Contest | 1 Point |
| 2. Donate to the Continuing Education Scholarship Fund through National | 1 Point |
| 3. Promote / Participate in the Young American Creative Patriotic Art Contest | 2 Points |
| 4. Promote / Participate in the 3-Dimensional Patriotic Art Contest | 2 Points |
| 5. Donate to the Patriotic Art Scholarship Fund (for both art contests) through National | 2 Points |
| 6. Assist Post by Promoting or Conducting the Patriot's Pen Essay Contest | 2 Points |
| 7. Assist Post by Promoting or Conducting the Voice of Democracy Audio Essay Contest | 2 Points |
| 8. Donate to the Bessie Hanken Youth Awards Fund (through Department office) | 2 Points |
| <i>Note: This fund covers the prize money for all youth contests.</i> | |
| 9. Donation of \$50.00 or more to Bessie Hanken Youth Awards Fund | 5 Points |
| 10. Submit required two (2) reports by deadline dates (one [1] point each report period) | <u>2 Points</u> |
| | 21 Points |

VETERANS AND FAMILY SUPPORT

- | | |
|---|------------------------------|
| 1. Utilize Veterans & Family Support material/resources in MALTA Member Resources | 1 Point |
| 2. Promote, participate or host any VFW Program listed: | |
| a. Disaster Relief | b. Military Assistance (MAP) |
| c. National Veterans Service (NVS) | d. Unmet Needs |
| e. Veterans & Military Suicide Prevention and Mental Health Awareness | 2 Points |
| 3. Provide direct aid to veterans, service members and/or their families | 2 Points |
| 4. Participate in Wreaths Across America project | 2 Points |
| 5. Sponsor/donate to Veterans Voices Writing Project | 1 Point |
| 6. Submit required two (2) reports by deadline dates (one [1] point each report period) | <u>2 Points</u> |
| | 10 Points |

YOUTH ACTIVITIES

- | | |
|---|-----------------|
| 1. Work with youth/youth groups during program year | 1 Point |
| 2. Award Youth Groups Supporting Our Veterans Citations | 2 Points |
| 3. Participate in Patriotism through Literacy | 2 Points |
| 4. Promote the Red, White & Blue National Anthem Singing Contest | 2 Points |
| 5. Promote the Illustrating America art contest | 2 Points |
| 6. Submit required two (2) reports by deadline dates (one [1] point each report period) | <u>2 Points</u> |
| | 11 Points |

TOTAL POINTS AVAILABLE FOR PROGRAM PARTICIPATION

235 POINTS

EXTRA CREDIT: Each VFW Auxiliary shall earn 15 **additional points** in the Awards Program by submitting the Auxiliary of the Year Report Form outlining only **ONE PROJECT (big or small) ASSISTING VETERAN(S), THEIR FAMILIES OR YOUR YOUR COMMUNITY** during this Administration. All your projects are worthwhile, but please just choose **ONE** to report here.

15 POINTS

TOTAL AUXILIARY OF THE YEAR AWARDS POINTS AVAILABLE 250 POINTS

NOTE: As you have the potential of 250 points, you will need at least 150 points to qualify for the \$10.00 awards and 175 points to qualify for the Auxiliary of the Year awards.

In addition for all awards (individual programs or Auxiliary of the Year), the Auxiliary must:

**have held at least 10 meetings this year
not be on suspension
not be in arrears with National or Department
be up to date with audit reports
have officers elected, installed and recorded in MALTA
for the coming year**

AUXILIARY OUTREACH
Diane E. Lafond, PDP
7 Mary Drive
Acushnet, MA 02743
508-998-5347
diane4vfw@aol.com

Here we are, another year just beginning. I know we will all work hard to get Madam President's Eagle to soar high. It will be like school beginning for a lot of us – including me – as this is still a fairly new program. There are a lot of question as to what does and does not count as Auxiliary Outreach.

If you do something like helping out at the Senior Center, that is Outreach because you are doing something within the community, not just within the VFW. When you do these things, be sure you wear a pin, a shirt or something to let people know you are with the VFW Auxiliary.

Many things we do will also count as Community Service. Be sure to keep track of them and report those activities to your Post, as only the VFW reports Community Service.

As our National Ambassador, Sandy Pinsonault, says, "Auxiliary Outreach is a PARTNERSHIP where one or more Auxiliary members work with another organization or group to make their project/event a success.

I know you will all work hard at this and if you have questions, call me. If I don't know the answer, I'll try my best to find out for you. Working together, I know Massachusetts will have a great year and bring home lots of \$\$\$ from National.

Oh, yes, before I forget, REPORT, REPORT, REPORT and together we'll have a great year.

VFW Auxiliary Outreach Guide

What Does and Does Not Qualify



What is Auxiliary Outreach?

Auxiliary Outreach is volunteer work performed by an Auxiliary under the direction of another organization, for the benefit of their community or its institutions. It is a donation of time, not in-kind or monetary donations. It's about partnering with other organizations in our communities to help improve where we live. Auxiliary Outreach can:

- Be performed by people of any age, skill set or ability level.
- Benefit any group of people such as youth, senior citizens and those with disabilities.
- Benefit animals, the environment and public spaces.
- Be done in communities of all types and sizes – rural, suburban and urban, small and large.

What's Considered Auxiliary Outreach

Examples include:

- Working walks or runs that benefit other organizations as an event spotter, water station volunteer, timekeeper, etc. (Walking or running in the race is not part of Auxiliary Outreach; that's participation, not partnering.)
- Working with local police on child ID kits or with EMTs to host CPR Training.
- Working with firefighters on fire safety and prevention.
- Working with parks and recreation departments to plant trees, develop non-veteran related community art installations and on adopt-a-park initiatives.
- Helping with a spay and neuter animal clinic.
- Serving food at soup kitchens.

What's Not Considered Auxiliary Outreach

Auxiliary Outreach is for projects NOT AFFILIATED with VFW or VFW Auxiliary Programs. Volunteer work that is performed for the benefit of the Post or Auxiliary is NOT considered Outreach. Examples of projects that do not qualify include:

- Repairs to, maintenance or beautification of the Post home.
- Cooking or serving a meal for a Post or Auxiliary fundraiser.
- "Buddy"® Poppy distribution.
- VFW or Auxiliary meetings, conventions, conferences or schools of instruction.
- Providing an honor guard at a member's funeral.
- Flying the American Flag.
- Conducting Flag retirement programs.
- Church activities for one specific congregation and not the entire community (e.g., usher, elder, deacon, minister, etc.)

Examples

1. John, an Auxiliary member, mowed his neighbor's lawn out of the goodness of his heart. This is not Auxiliary Outreach. John found out his local senior center helps mow lawns for individuals in the community. He brought that up at a meeting. The Auxiliary voted to partner with the senior center. This is Auxiliary Outreach.
2. Jane, an Auxiliary member, went to donate blood. She noticed how busy the Red Cross volunteers were. She offered to stay to help them, and they accepted. This is not Auxiliary Outreach. However, while she was there, she asked if they could use help in

the future. So, when Jane went to her monthly meeting, she told her fellow Auxiliary members about the need for volunteers at the blood drive. Her Auxiliary voted to help at these drives. Now when there is a blood drive Jane and other members of her Auxiliary are there, wearing Auxiliary attire and helping. This is Auxiliary Outreach.

VFW Community Service and VFW Auxiliary Outreach

VFW Auxiliary Outreach is similar to the VFW Community Service Program. Below is an excerpt from what the VFW communicates to their Posts. We hope this will help you to know what can and cannot be reported under this Program for both the VFW and the Auxiliary.

VFW Community Service

Community Service as defined by the National Community Service Trust Act "encompasses any human act serving the common good; in the interest of the community." Elsewhere, community service is further defined as "a service that is performed for the benefit of the public or its institutions."

The Veterans of Foreign Wars of the U.S. subscribes to the above but adds that, for the purposes of volunteer recognition, VFW community service must be performed by and as a representative of the Veterans of Foreign Wars and must be performed for an organization outside the VFW and its Auxiliaries and must be verified by an authorized representative of that organization.

In addition, efforts performed for the benefit of the Post or Auxiliary's benefit should not be considered as community service.

A particularly controversial area in VFW community service is service to one's church. Generally, these efforts are not considered community service for two reasons: 1) they are not performed for the community at large; 2) they are part of an individual's service to their faith and not to the VFW. The exception to this would be performing the same service for all religious organizations in a given community.

Important Auxiliary Additions to VFW Community Service:

1. Wear something that signifies you are a member of the VFW Auxiliary.
2. The project must be voted on during an Auxiliary meeting. *(The VFW also requires this in another section of their instructions.)*
3. If what you are doing is reportable under another Auxiliary Program, report it under that Program, not under Auxiliary Outreach.
4. Auxiliary work* (e.g., Outreach, Americanism, Veterans & Family Support, etc.) is to be reported to your local VFW Post Adjutant so it can be added to their report. This will help your Post with eligibility for the National Outstanding Community Service Post Award.
5. Auxiliary Outreach volunteer work need not be verified by the organization you are partnering with. *(This is a VFW requirement only.)*

Auxiliaries are responsible for so many good deeds that help our communities. Collectively, all our projects need to be counted to effectively show the importance of the local VFW and VFW Auxiliary to the community.

We hope this provides clarification on this Program. If you are unsure of whether your project will count toward the Auxiliary Outreach Program, contact your Department Chairman with your questions.

**VFW Community Service encompasses many Auxiliary Programs, not just Auxiliary Outreach. Therefore, all that your Auxiliary does is to be reported to the Post Adjutant.*



VFW Auxiliary Outreach

Frequently Asked Questions

- 1. Q.:** Every year my Auxiliary participates in a walk in our area that raises awareness about suicide prevention. Members walk in the event and donate \$100 to the organization. Can the number of hours and members who walked in the event count toward Auxiliary Outreach?

A.: This is a great team-building activity for your Auxiliary, however, walking or running in an event/race may not be reported under Auxiliary Outreach. This example may be reported under Veterans & Family Support as that's where Veteran & Military Suicide Awareness and Prevention falls.
- 2. Q.:** Members of a local Auxiliary were asked to sit on their county board to help raise money and volunteer to work at a dedication of a memorial that honors veterans. Since it was not a VFW- or VFW Auxiliary-sponsored event, can this be reported under Auxiliary Outreach?

A.: No, it cannot be reported under Auxiliary Outreach. It's for veterans and the betterment of the community, therefore, it should be reported under Americanism.
- 3. Q.:** A few of the ways listed to participate in Auxiliary Outreach involve youth. Wouldn't this be reported under the Auxiliary's Youth Activities Program?

A.: It depends on the project. For example, if you are putting on a patriotic program at a school with your Auxiliary, that is reported under Americanism and/or Youth Activities. If your Auxiliary volunteers with the Girl Scouts or Boy Scouts to teach them the Folds of the Flag, that is reported under Americanism and/or Youth Activities. If your Auxiliary partners at the Boys & Girls Club to tutor a group of kids, that is reported under Auxiliary Outreach.
- 4. Q.:** Our Auxiliary purchases and delivers turkeys for a food pantry every Thanksgiving. Does this get reported under Auxiliary Outreach?

A.: No, it does not. Dropping off turkeys for a Thanksgiving meal is not the same as volunteering time in the food pantry organizing food, serving meals, bussing tables, etc.
- 5. Q.:** Our Auxiliary partners with another organization to host a sock collection at our local Walmart. Does this qualify as Auxiliary Outreach?

A.: It depends. If you stay and man the collection, then yes. If you drop off a collection bin and leave, then no.

If you are unsure of whether your project for will count toward the Auxiliary Outreach Program, contact your Department Chairman with your questions.

BUDDY POPPY/VFW NATIONAL HOME
Kelly Durkee-Erwin, Chair
781-789-8018
k.durkee.erwin@gmail.com

Remembrance in Action:

The **Buddy Poppy** officially turns 100 in May of 2024. After World War 1, Buddy Poppy drives started as a way to assist war ravaged children in France and Belgium. Today, the Poppy represents remembering the sacrifice of the Servicemember. We will have a DMA Buddy Poppy Party at some point during the year to say Happy Birthday! (Date TBD) This year, National challenges us to use Buddy Poppies in at least one other National Auxiliary Program – use them in patriotic centerpieces (Americanism), memorial wreaths (Veterans and Family Support), or gifts to homeless or hospitalized Veterans (Hospital). Be creative! Also, we hold 3 Buddy Poppy Competitions during the year – Kickoff, Mid-Winter, and at State Convention. Try to have your Auxiliary make an entry for each contest. Prizes are awarded. Kickoff's contest theme is “Soaring” for President Mary’s theme “Soaring to Higher Expectations”; Midwinter will be “Happy 100th Birthday” centerpieces for the official 1924 birthday of the Buddy Poppy; and State Convention will use the official VFW National contest rules (found on MALTA) and the three categories of the judging will be (1) “Public Promotion of a Poppy Campaign”, (2) “Memorial or Inspirational Displays”, (3) “Artistic or Decorative Use of Poppies”. Keep track this year of number of Buddy Poppies used or distributed. (Please) And, just remember you can host a Buddy Poppy Drive with your Post, or by yourselves, and any month of the year! Again, think outside of the box – if August is better for you to do this, do it then! Anytime is great for “honoring the dead by helping the living.” (All proceeds from Buddy Poppy Drives go to your Relief Fund.) So, buy your Buddy Poppies and make a plan! We are blessed to have the 2023-2023 Buddy/Poppy National Home Ambassador Lisa Jackson in MA.

The **VFW National Home** turns 99 in 2024! Partial proceeds from sale of the Buddy Poppy support our National Home in Michigan. I was able to visit the Massachusetts House last year, and it’s delightful! The families living in these home are so very grateful that there is a home for them when they are in need. But beyond Michigan, the **National Home Helpline** is **800-313-4200** and can help a Veteran, Family Member, or Caregiver find out if they are eligible to live at the National Home or if there are resources near them that can help with their local needs. The biggest requirement is that families that move there are committed to making the changes needed for a better life. Auxiliaries are asked to make a minimum of 10 cents per member donation to the National Home, or to buy a memorial/honor brick; or become a Life Member for just \$50!; or to give a recurring gift as a HomeFront Hero! ASK me if you have any questions! We are double-blessed to have the National Home District 1 Trustee Keith Jackson in MA. So, please ask me any questions and I can quickly reach out to have your questions answered! Please report in what you do for Buddy Poppy or National Home as soon as you do it!

BUDDY POPPY ORDER FORM

NEW PRICE EFFECTIVE 04/15/2023

NO OTHER FORM WILL BE ACCEPTED AFTER 06/01/2023

ORDER FROM THE DEPARTMENT OF MASS ONLY

ITEM	COST	AMOUNT	TOTAL
500 BUDDY POPPIES	\$155.00		
1000 BUDDY POPPIES	\$280.00		
TOTAL DUE			

PRICES INCLUDE SHIPPING

COIN CANS MUST BE PURCHASED FROM THE VFW STORE IN KANSAS CITY

MAIL ORDERS TO:

**DEPT. OF MASS VFW
STATEHOUSE SUITE 546-1
24 BEACON ST.
BOSTON, MA 02133**

**PLEASE MAKE CHECKS PAYABLE TO
DEPARTMENT OF MASS VFW**

POST/AUXILIARY # _____

NAME (MUST BE A PERSON, NOT A POST NAME)

ADDRESS (CANNOT MAIL TO A PO BOX)

CITY/STATE/ZIP CODE

ALLOW 6 TO 8 WEEKS FOR DELIVERY

MILITARY AND VETERAN FAMILY HELPLINE

NATIONAL HOME HELPLINE

800-313-4200

The National Home offers families of veterans, active-duty military and members of the VFW and its Auxiliary opportunities for growth and development in our nurturing community. All 42 of our beautiful homes are located in Eaton Rapids, Michigan. Please reach out to our Helpline with questions at 800-313-4200, calls answered M-F 8:00 AM-4:30 PM Eastern Time.

This helpline is a free service that offers information, creates connections and gives hope to struggling military and veteran families.

Call 800-313-4200 to speak with one of our experienced problem-solvers who care deeply about veterans and their families; helpline counselors can help you where you are,

In accepting families to our program, we ask only one thing of them: They must be committed to making changes in their lives. To remain at the National Home, they are expected to demonstrate consistent progress toward family goals. Together, in partnership with the whole family, we are dedicated to helping each family reach its full potential.

Enjoy the benefits of being a Home Front Hero

Home Front Heroes take a leading role in our mission by pledging to make a recurring monthly contribution to the National Home.



- **It's easy** – Choose to have your monthly gift paid automatically from your credit card or checking/savings account.
- **It's flexible** – You determine the amount of your monthly donation. You can also email us to increase, decrease or suspend your gift at any time.
- **It's eco-friendly** – Save trees by switching to paperless, automatic donations.
- **Save money** – Save the cost of a stamp with every gift you make.

Start today for as little as \$10 a month. Simply complete and return the enclosed reply form.

Become a Home Front Hero

Want to make a consistent and lasting difference in the lives of military and veteran families? You can start today by committing to a monthly contribution to the VFW National Home.

As a Home Front Hero, you'll help ensure the seamless and consistent delivery of programs and services to our families, which include professional case management services, tutoring, and educational, recreational and enrichment opportunities.

Becoming a Home Front Hero is easy. Simply complete the enclosed reply form and return it to us, or go to www.vfwnationalhome.org/hero.





VFW NATIONAL HOME

LIFE MEMBERSHIP APPLICATION

MEMBER INFORMATION

Title: Mr. Mrs. Ms. Miss

Name: _____

Address: _____

City: _____

State: _____

ZIP Code: _____

Date of birth: _____

*Email: _____

*Mobile Phone: _____

Membership Type:

Associate (not a member of the VFW or VFW Auxiliary)

Life Member (must be a member in good standing of the VFW or VFW Auxiliary or a unit of the VFW or VFW Auxiliary.)

Complete affiliation information below. If no Post or Auxiliary number is provided, an Associate Membership will be issued.)

VFW & VFW AUXILIARY INFORMATION

(Required if a VFW or VFW Auxiliary member)

I am a member of VFW Post _____ in the Department of _____ VFW

I am a member of VFW Auxiliary _____ in the Department of VFW Auxiliary _____

RECRUITER (Not required)

Recruiter name: _____ Recruiter Post or Auxiliary number: _____

PAYMENT INFORMATION

Apply online at:

www.vfwnationalhome.org/membership

One-time membership fee \$50

Check enclosed and made payable to VFW National Home

Charge my Visa Mastercard Discover American Express

Name on card: _____

Card number: _____

Signature: _____

Expiration date: _____

WHY SHOULD YOU BECOME A LIFE MEMBER

BEING A LIFE MEMBER or an Associate Life Member of the VFW National Home is one way you can create a bond between yourself and the mission of the National Home. Your support and encouragement honor our veterans and today's military by helping their children and families in times of need. Life Members in good standing with the VFW or VFW Auxiliary may vote for trustees representing their National Home District and proposed Bylaw or Articles of Incorporation changes.



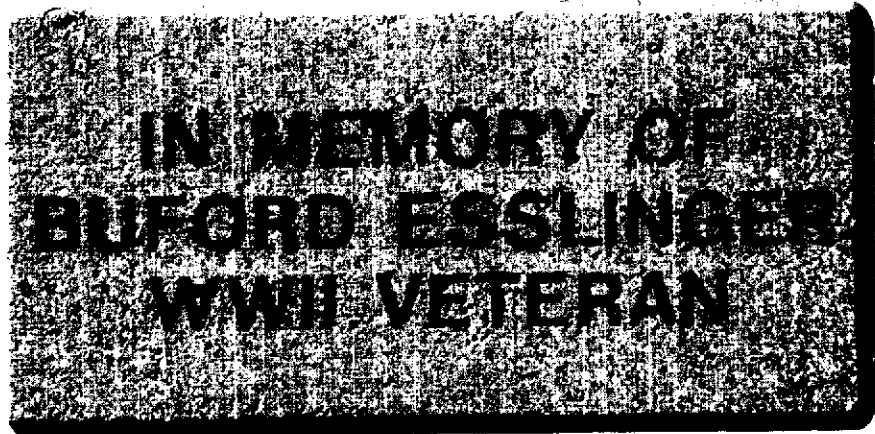
Scan to buy your membership now!

*These fields are required for electronic voting.

3573 S Waverly Rd Eaton Rapids, MI 48827 tel 866 483-9642 www.vfwnationalhome.org info@vfwnationalhome.org

TRIBUTE BRICK

Make Your Gift A Lasting Memorial!



VFW National Home's Brick Campaign lets you send a special tribute, inspiring message, or create a permanent legacy of caring.

Each 4" x 8" brick costs \$100. Proceeds provide much-needed revenue for our daily operations.

Simply print and complete the form below and return it with your gift of \$100 per brick.

You may also purchase a brick on our website at vfnationalhome.org/brick. To learn more, call 866-483-9642 or email info@vfnationalhome.org.

YES! I would like to dedicate a commemorative brick, etched with this message:

The message is limited to 3 rows of 18 characters each, including spaces and punctuation. We reserve the right to edit the text if the number of characters exceeds this limit.

I have enclosed my tax-deductible gift of \$100, made payable to VFW National Home.

Please charge \$100 to my:

American Express Visa MasterCard Discover

NAME _____

STREET ADDRESS _____ APARTMENT/SUITE # _____

CITY _____ STATE _____ ZIP _____

NAME _____

CARD NUMBER _____

EXP. DATE _____

SIGNATURE _____



Thank you! Return this form with your gift to:

VFW National Home
 3573 South Waverly Rd • Eaton Rapids, MI 48827 USA
 tel 866-483-9642 • vfnationalhome.org/brick • email info@vfnationalhome.org

**CONVENTION FUND
CLAIRE BROWN, CHAIRMAN
21 Sylvan Avenue
Wakefield, MA 01880
617-710-1679
cwbrown86@aol.com**

**Veronica Wood, PDP, Co-Chairman
102B West Main Street
Millbury, MA 01527
508-867-1467
phoenixlady13.14@gmail.com**

The Convention Fund team will once again be offering items for sale and holding a gift raffle at each meeting and conference held this year. We will be having two live events: the annual Department Chicken Bake (which was held at the Whitman VFW Post 697 on Sunday, July 9, 2023) and the Pre-Convention Jamboree on Saturday, March 16, 2024, at the USS Jacob Jones VFW Post 2017 in Dedham.

We will be having the Special Convention Fund raffle at year-end at the close of the State Convention, with many valuable prizes to win.

We are planning to join forces with the Finance Chairman to bring you a taste treat with Terry Lynn nuts this year.

Watch the Department mailings for details on all events and raffles.

Please be generous when visiting our tables, donating to the Convention Fund, and purchasing tickets. Your support is essential to the success of our fundraising efforts and your generosity is greatly appreciated.

Thank you to all who attended the Department Chicken Bake and our Christmas in July sale.

DISTRICT PRESIDENTS CONFERENCE

Kathleen Clement. PDP, Chairman

93 Church St.

Fairhaven, MA 02719

508-997-7214

kclement1@comcast.net

As District Presidents' Conference Chairman this year, I will have the pleasure of working with each of the nine District Presidents. Each president will act as contact to her auxiliaries for all the Department Officers and Chairmen. They will be working with each of the auxiliaries in their own districts to promote the National and Department Programs during district meetings and when making their official visit to each of their auxiliaries.

One of the most important duties of a District President is to make her official visit to your auxiliary. It will be her duty to keep you informed throughout the year and to help you if need be. Mutual respect and sharing of ideas is essential and will help make your district stronger. Help your District President keep all our auxiliaries healthy. Attending your district meetings is a great way to do just that.

The District Presidents will have two contests this year. The first contest will recognize the *VIP District Presidents* at the Mid-Winter Conference where every president can reach that goal. The second will be the *District Presidents Circle of Excellence*. These presidents must meet National, Department, and personal goals and will be recognized at the Convention in June. District Presidents cannot achieve either goal without the help of every auxiliary in their districts. Each contest will be judged according to the **president's personal participation and the participation of all the auxiliaries** in her district. So, **when a District President is recognized this year, it is the auxiliaries within her district that are being acknowledged, too.**

Membership, of course, is a very important program for all of us. The District President who is in **first place in membership** at any of the department meetings will be given the first place traveling trophy. The president in first place in membership at the State Convention will get to keep the trophy. The trophy is a musical snow globe with an American Eagle inside. The District Presidents were all given a keychain with a starfish as a gift at the first District Presidents' Conference Meeting. It was to represent a short story of someone trying to save a starfish that had washed up on a beach. It states that even helping just one makes a difference (to that one). The presidents were encouraged to make a difference to their auxiliaries and honor our state president's theme of *Soaring to Higher Expectations*. Hopefully, you will make a difference in your district and have your district membership recognized this year.

Thank you, Madam President, Mary, for this appointment. I know it will be both challenging and enjoyable.

**EXTENSION AND REVITALIZATION
BETTE JANE MIRE, PDP**

**351 Rice Rd
Winchendon, MA 01475
978-297-5206
saulmire@comcast.net**

We are about to start a New Year and we can start “Banding together For Our Veterans” by participating in our Extension and Revitalization Program.

As the program name implies, this is a two-part program:

Extension: The goal is to institute new auxiliaries and bring them into our great organization which will benefit not only the VFW in which they are affiliated with, but our Department, and their surrounding communities. If you know of any V.F.W. Post who may be interested, please contact me so we may start the proper procedures to get them instituted this year.

Revitalization: The goal is to revitalize our existing auxiliaries and help them recognize any “RED FLAGS” a troubled auxiliary maybe having, and to assist them in becoming a healthy auxiliary again.

I look forward to working with individuals, auxiliaries, and districts this year. I will be contacting each auxiliary, whether to let you know a “Good Job” done and you are filling your obligations, or asking if there are any questions or concerns pertaining to their auxiliary.

I urge you all to sign into your MALTA account and utilize the resources available to you.

Each auxiliary that fits the criteria of a healthy auxiliary and have earned the 3 points available to them in the program will receive a certificate at our Department Convention in June. They will also be entered into a monetary drawing that will be drawn at Convention.

Let us start “Soaring to higher Expectations” by making all our auxiliaries Healthy Auxiliaries.

FINANCE

Theresa Logue, Chairman
5 Pinetree Road
Billerica, MA 01821
978-973-0601
TeeLogueVFWAuxma@gmail.com

As we begin this Auxiliary year, I pray that you will walk this financial road with me and assist where and when you can as we build the financial foundation for this year's programs. As you build financial success at your local Auxiliaries, we need to do the same at the Department level and so we all must work together to do so. With your help and generosity, we can have fun doing so.

What we have scheduled this year besides basket raffles at Kick-off, Mid-Winter, and Convention, and the normal 50/50 at each of the Council of Administration Meetings, the Auction, and each day of the State Convention are as follows:

Event/Raffle

Scratch and Win I
Life Membership Drawing
Money Raffle Drawing I
Money Calendar
Spaghetti Dinner & Holiday Auction
Store Gift Cards
Money Raffle Drawing II
Fun Lotto
Scratch & Win II
Buddy Poppy Brick Raffle
State Convention Room Raffle

Drawing

Kick-off
Hospital Workshop
October COA
November
December 2nd, Dedham VFW 2017
December at Auction
January COA
Begins January 3rd.
Mid-Winter, February 24th.
April COA
April COA

We are looking into a partnership with Terri Lynn for the Finance and Convention Fund! We are also looking to see about having a live event if there are enough people interested in doing so but we will keep everyone informed. So, watch your mailings and keep your ears open for more news from Finance!

Also, please remember that by making donations to the Finance Fund, you receive points for the Auxiliary of the Year:

- | | |
|---|--------------------------------|
| 1. Annual Auxiliary Finance Donation by November 30, 2023,
(Donations received after November 30, 2023 - 2 Points) | 5 Points |
| 2. Annual Finance Donation of \$50.00 or more | 5 Points |
| 3. Financial Participation in Finance Projects throughout the year (to be prorated) | <u>25 Points.</u>
35 Points |

Thank you for allowing me to beg for your support and assistance! Finally - Thank You to our State President for this Chairmanship, with the support of the Members, We will make this a successful year!

**Historian & Media Relations
Beth Barrett, PDP, Chairman
25 Hatch Street
Everett, MA 02149
617-389-3859
beth.sobel@comcast.net**

Historian Duties

The Auxiliary Historian is the record keeper of the memories and events of the Auxiliary program year through the use of photographs, newspaper articles, memorabilia, audio/video clips, and social media posts. He/she is the collector of the 5-Ws: the who-what-where-when-and why of the Auxiliary. While the product of his/her record keeping is a nice gift to present to the President at the conclusion of his/her term, it also captures the story of the Auxiliary's participation in the National programs and its' interaction with the community through the media used during the year.

Media Relations

Media includes the press (newspaper, TV, and radio), your newsletter, your website, social media platforms such as Facebook, Twitter and Instagram, and the photographs and videos that you collect and display. The Auxiliary Historian tells the story of what we do as an organization by using media. By getting the word out in the community, we share our pride in our accomplishments and the positive impact that we have on the lives of veterans, service members, their families, and our communities. You may even attract potential new members to join our organization.

In the pages that follow, there is information and samples of what is newsworthy, how to get your story covered, who to contact, and what to include, reasons to have a Facebook page, and the basics of a website. Also included is a release form for permission to take and use adult and youth photos and a Communications Award certificate to be presented for the coverage of an Auxiliary event by the press. In the Member Resources section behind MALTA, there are additional resources to assist you with your historian duties and in navigating media relations.

Auxiliaries have the opportunity this year to receive a National Award for the submission of a 3 - 5 minute video interview of a VFW Auxiliary legacy (longtime active) member. The interview should include why the member joined and any memorable moments during their membership years. All entries must be submitted to the Dept. Historian by March 31, 2024 for judging. The entry form is also included in the pages that follow.

Every Auxiliary submitting an entry will receive a Participation Citation from National Headquarters. One Auxiliary in each of the 4 Conferences will receive a citation and \$25.00 for the most outstanding video interview. Winners will be announced at the 2024 National Convention in Louisville, Kentucky.

As the Dept. Historian, I am asking for your assistance in creating a record of our Dept. President's activities and travels this year. If Dept. President Mary attends a function or event in your Auxiliary or District, please take a photo or two and send them to me indicating the date and the detail of the function/event. Thank you for helping me to create a special record of our President's memories of her year.

Should you have any questions or need assistance with the program, please contact me.



VFW AUXILIARY

What is Newsworthy?

- Events hosted by an Auxiliary at a VA facility.
- Decorating graves for Veterans Day and Memorial Day; participating in Wreaths Across America.
- Assisting families of deployed troops (Hosting holiday events, i.e. Christmas parties, Easter Egg hunts, Trick-or-Treat events, offering financial assistance, etc.)
- Adopting a Unit through the VFW's Veteran and Military Support Program.
- Collecting supplies for deployed troops.
- Meeting troops at the airport as they return from deployment and helping them complete their journey home.

UNWAVERING SUPPORT FOR UNCOMMON HEROES™



VFW AUXILIARY

What is Newsworthy?

- Members and youth who are participating in a “Buddy”[®] Poppy Drive or POW/MIA remembrance ceremony.
- Scholarship winners such as the winner of the Young American Creative Patriotic Art Contest.
- Flag presentations to community groups.
- Publicizing what your Auxiliary has done to help natural disaster victims.
- National President’s Visit.
- Repairs on a Veteran’s Home/Building a Wheelchair Ramp/etc.
- Walks/Runs/Events to raise awareness/funds for Veteran Issues/PTSD.

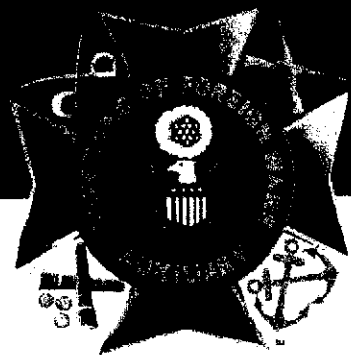
UNWAVERING SUPPORT FOR UNCOMMON HEROES™



VFW AUXILIARY

How to Get Your Event Covered

- Introduce yourself and the organization to members of the media.
- Submit news releases to the media on a regular basis (i.e. monthly).
- Contact the media when something unique or unexpected happens.
- Be the contact person the media calls to get information related to the VFW Auxiliary and its area of expertise.
- Maintain contact via email with various TV stations, newspapers and other publications.
- Recognize media who have published articles by giving them a Communications Award, available free from VFW Auxiliary National Headquarters website.
- Be excited about all your activities, events and programs.



VFW AUXILIARY

Who to Contact

- At the weekly newspaper, ask for the Editor.
- At the daily newspaper, ask for the City or Metro Editor, or the Editor or columnist for the section or column where you want your article to run.
- At radio stations, ask for the News Director, if it is newsworthy; Program Director, for a talk show or the calendar.
- At TV stations, ask for the News Director or Assignment Editor if you want the station to cover an event.
- For a TV talk show, ask for the Program Director or the Producer of the show.
- If you don't know whom to contact, ask the person answering the phone.
- Keep a list of contacts at local newspapers, radio stations and TV stations.



VFW AUXILIARY

Press Releases: What to Include

Supporting Information

- A good release will be no longer than one page at best and a page and a half at most. Reporters scan most releases. **Less is more! Make sure you've included all of the important whos, whats, wheres, whens and whys.**
- Spellcheck, proofread and ask a friend to take a look!
- Provide relevant links to your website or Facebook page, a copy of the National Facts Leaflet and the National Elevator Speech where writers can learn more about your mission and what you've already accomplished.
- Is this a story and a photo opportunity? Say so! Include a line at the top of the release like: Photo opportunity: (Tell the news outlet about the photo opportunity here).
- Getting a photograph with caption information is still great publicity!

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FOR UNCOMMON HEROES

Top 10 Reasons to Have an Auxiliary Facebook Page

10. It's FREE! And easy to set-up and maintain.
9. Since it's FREE, it helps stretch your Auxiliary budget!
8. Your members are likely already on Facebook.
7. It provides direct line of communication with Auxiliary members.
6. It's a great tool to share short, frequent messages.
5. It's a way for those interested in your Auxiliary to find it online.
4. It's an excellent tool to use in recruiting new members.
3. It's a wonderful way to get younger/different members involved in your Auxiliary.
2. It's an easy way to share information about fundraisers, scholarship contests, stories about how your Auxiliary helps veterans and their families, and recruit volunteers to help with an event – just to name a few!
1. Social media – especially Facebook – is today's word-of-mouth.

Ready to set up your Auxiliary's or Department's Facebook page?

Visit the Emblem Branding Center behind Member Login on the website (www.vfwauxiliary.org) and download pre-approved Facebook profile pictures, cover photos and get started on your Auxiliary's Department's Facebook Page today!

Need assistance? Check out the following guides that will answer many of your questions:

- How to Set Up a Facebook Page for Your Auxiliary or Department (A Step-by-Step Guide)
- Best Practices for Your Auxiliary Facebook Page
- How to Post on Your Auxiliary Facebook Page
- How to Schedule a Post on Your Auxiliary Facebook Page
- How to Edit or Delete a Post on Your Auxiliary Facebook Page

Still have questions?

Contact National Headquarters at 816.561.8655 or info@vfwauxiliary.org.

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FOR UNCOMMON HEROES

Website Basics: What to Include

Your Auxiliary, District or Department website should be informative for both members and those interested in becoming members of the VFW Auxiliary.

Make sure to include:

- **A “Join Us” or “Become a Member” Menu Item or Button on the Home Page** – It’s important for potential members to know how they can join the VFW Auxiliary.
- **Contact Information** – State your Auxiliary, District or Department’s address, phone number and email address, so members and potential members can reach you easily.
- **“About Us” Information** – Share information about your Auxiliary, District or Department such as:
 - When your Auxiliary, District or Department was chartered
 - A list of Officers
 - Your Auxiliary, District or Department’s involvement within the community.
- **Information about VFW Auxiliary Programs** – Share information about the programs the VFW Auxiliary offers. Provide examples of how your Auxiliary, District or Department is involved in each program or link to the respective Program page on the National Organization’s website.
- **Calendar of Events** – You want your members to be active in your Auxiliary. Make sure members can easily find information about upcoming meetings and events.
- **Resources** – Link to other sites such as:
 - VFW Auxiliary National Organization
 - VFW National Organization
 - VFW Store
 - VFW National Home for Children
 - Military & Veteran Family Helpline

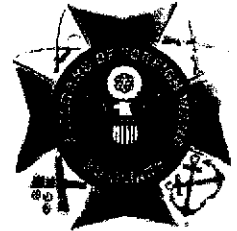
Be sure to include links to your Auxiliary, District or Department’s Facebook page and/or other social media.

If you aren’t ready to build a website, creating a Facebook page for your Auxiliary, District or Department serves the same purpose. A Facebook page is essentially a preformatted website, and you can include all of the above information in your profile.

For more information, please refer to the document “How to Set up a Facebook Page for Your Auxiliary or Department,” available in the VFW Auxiliary Emblem Branding Center behind Member Login.

Photo Release Form

Veterans of Foreign Wars Auxiliary National Organization
&/or Veterans of Foreign Wars Auxiliary # _____ (fill in number)



Release for Youth:

I, _____, hereby authorize the use of my child's photograph for publication by VFW Auxiliary # _____ and/or VFW Auxiliary National Organization, including, but not limited to, social media sites, website, brochures, newsletters, e-newsletters, *VFW Auxiliary Magazine* and videos. Release must be signed by parent and VFW Auxiliary representative.

Please Note: National Auxiliary policy dictates that we do not share last names for students under school-aged or in grades K-8; the full names of students who are under 18 but in high school or college will be posted (if provided) unless otherwise specified.

Name of Child

Signature of Parent or Guardian

Date

Release for Adult:

I, _____, hereby authorize the use of my photograph for publication by VFW Auxiliary # _____ and/or VFW Auxiliary National Organization, including, but not limited to, social media sites, website, brochures, newsletters, e-newsletters, *VFW Auxiliary Magazine* and videos. Release must be signed by subject and VFW Auxiliary representative.

Signature

Date

VFW Auxiliary Representative

Date

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

VETERANS OF FOREIGN WARS AUXILIARY

UNWAVERING SUPPORT FOR UNCOMMON HEROES

Communications Award

PRESENTED TO

IN GRATEFUL RECOGNITION OF YOUR ROLE
IN PROVIDING OUTSTANDING NEWS COVERAGE FOR VFW AUXILIARY #

On behalf of Auxiliary members everywhere, thank you for publicizing the work we're doing for veterans and their families in our community.

AUXILIARY PRESIDENT

DATE



Historian & Media Relations Award for Auxiliaries No. 1

Entry Form • 2023-2024 Program Year

1. Most outstanding video interview with a VFW Auxiliary legacy (longtime active) member.

- **Citation** to every Auxiliary that submits a 3-5 minute video interview with a legacy VFW Auxiliary member. Auxiliaries must send the entry form and the 3-5 minute video interview to their Department Historian & Media Relations Chairman by March 31, 2024 for judging. Citations will be mailed directly to the participating Auxiliaries from National Headquarters.
- **Citation and \$25** to one Auxiliary in each of the four (4) Conferences with the most outstanding 3-5 minute video interview with a legacy VFW Auxiliary member. Winners will be announced at the 2024 National Convention in Louisville, Kentucky. Citations will be mailed directly to winning Auxiliaries from VFW Auxiliary National Headquarters and money will be deposited into Auxiliary account after VFW Auxiliary National Convention.

Auxiliaries are to send this completed form and video to their Department Historian & Media Relations Chairman by March 31, 2024.

Auxiliary Name: _____ No.: _____

Department of: _____

Describe the VFW Auxiliary legacy member interviewed.

Department Historian & Media Relations Chairman: _____

Date: _____ (signature)

April 30, 2024 - The Department Historian & Media Relations Chairman is to sign and send the completed Department-winning entry form and video to National Historian & Media Relations Ambassador Diana Morris for judging.

AND

April 30, 2024 - The Department Historian & Media Relations Chairman must email National Headquarters at info@vfwauxiliary.org a total combined list of every Auxiliary in their Department that completed and submitted an entry form and video. (National does not need video's)

Forms sent directly to National Headquarters will not be processed.