

Membership

CONGRATULATIONS TO OUR NEW COMMANDER-IN-CHIEF HAL ROESCH, II!

CONGRATULATIONS TO THE TRIPLE CROWN WINNERS: The Triple Crown Pin is awarded to those who have made All-American Commander at the Department, District and Post level.

Craig R. Armstrong – Dept. of North Carolina
Jeff Carroll – Dept. of Georgia
Ricky W. Farris – Dept. of Pacific Areas
Marc Garduno, Sr. – Dept. of Delaware
Wayne T. Holder – Dept. of Europe
Robert T. Hysko – Dept. of Arizona
Thomas T. Williams – Dept. of Maryland

CONGRATULATIONS TO THE RECRUITER OF THE YEAR:

Hugh Warner – Dept. of Maryland. Recruited 430 members.

CONGRATULATIONS TO THE ELITE RECRUITER:

Mark Short – Dept. of Arizona. Recruited 327 members.

CONGRATULATIONS TO THE 2019-20 ALL-AMERICANS!

Thank you for a great year and a job well done!

STILL SERVING STREAMERS:

The Still Serving Streamers have been sent out to all the Departments, each Department will be shipping the streamers out to all their Districts and Posts charted before June 30.

2020-21 MEMBERSHIP PROGRAM:

The 2020-21 Membership Program is available online at vfw.org, under MY VFW, scroll down to Membership Quick Links, click on Membership Recruiting and Retention. You will see the 2020-21 VFW National Membership Program in blue letters.

POST DEVELOPMENT

Planning for the new membership year can be a daunting task. With COVID-19 hanging around, this year is no different! We are continuing to establish new Posts and revitalize others across the country in spite of the pandemic. Make sure your Departments are in contact with the National Membership Department early to lay

out areas in need of Post development or a revitalization effort. We saw a spike in retention during April and May in large part due to conducting calling campaigns and “buddy checks.”

There are many resources available to you; all you need to do is call. Let the Membership Department know now what you are working on so they can start tracking that information and provide assistance, as needed. For any questions or further information, you may contact Corey Hunt via email at coreyhunt@vfw.org or call us at 1.888.564.6839. Contact the Membership Department at membership@vfw.org.

NOTE: Tune in for another Membership Monday, Aug. 3, 2020, from 2-3 PM, CST, where we will be presenting on OMS what resources are available to you and how to get to those resources via a Zoom meeting. Find the Zoom meeting link in OMS under notifications; see **Membership Monday, August 3, 2020: OMS Overview**.

CHECK OUT OUR FACEBOOK PAGE!

As always, please remember you have many resources available to you at vfw.org and don’t forget to follow us on Facebook at facebook.com/VFWmembership. The Membership Facebook page has been routinely updated to showcase informational videos during the pandemic. View our latest Hip-Pocket training video on memstats, answering the most frequently asked questions. For any questions or further information, contact the Membership Department via email at membership@vfw.org or call us at 888.564.6839.

LEGACY LIFE MEMBERSHIP

CHECK OUT OUR LEGACY LIFE VIDEO! Go to vfw.org, click on JOIN, and scroll down to Legacy Life Membership and then click on the video on the right. This prestigious program is available to all Life members and is now available in memoriam for past Life members. There are three levels of membership; each offer their own package of exclusive member benefits. Financial contributions to the Legacy Life member program are tax deductible to the maximum extent allowed by law.

Enrollment Cost:

Annual Payouts:

<u>Levels</u>		<u>Posts</u>	<u>Departments</u>	<u>National</u>
Gold-	\$1,200.00	\$18.00	\$18.00	\$18.00
Silver-	\$800.00	\$12.00	\$12.00	\$12.00
Bronze-	\$400.00	\$6.00	\$6.00	\$6.00

What will your Legacy be?



- The Covid-19 pandemic has made for a challenging fundraising environment. But the Veterans of Foreign Wars Foundation corporate relations team rose to the challenge by launching the “Surge to Support” campaign to direct funding toward the VFW Unmet Needs program. This effort, geared toward corporate donors who desired recognition during the VFW's #StillServing Celebration, July 20-24, 2020, raised over \$400,000. Corporations that donated \$25,000 or more include: Twisted X, Booz Allen Hamilton, Tri-West and Hamilton Captel. Humana was the lead sponsor with a generous gift of \$150,000. Additionally, the campaign brought in three new corporate donors: Abbott Labs, Veterans United, and OptumServes.

- The VFW Foundation and Humana once again collaborated to promote and facilitate the “Uniting to Combat Hunger” (UTCH) campaign, an initiative to combat food insecurity in the veteran and military communities. This year’s goal of providing 500,000 meals to those in need was greatly exceeded when the final tally reached 1 million+ meals. VFW Quartermaster General and VFW Foundation Secretary/Treasurer Debra Anderson and Ed Sandrick, Director of Humana’s Strategic Alliances and Veteran Channel, made the special UTCH announcement live during the recent VFW’s #StillServing Celebration. Initially planned as a national food drive, the onset of the COVID-19 pandemic forced the 2020 UTCH campaign to drastically shift its focus from food collection to financial donations in support of local VA food pantries.

Development

VFW Tote Bag – We hope you are finding your one-of-a-kind VFW Tote Bag that was sent out the last week of June useful! We sent this as a special thank you for your continued support of the VFW and the life-changing programs we provide to all veterans. When you use your VFW Tote Bag, please remember that your generosity and support gives wounded veterans hope in the face of tragedy – those coping with Post-Traumatic Stress, Traumatic Brain Injury and other horrible war wounds that will haunt them forever. Your donations help veterans of every generation. And please, remember to display the U.S. flag, especially on patriotic holidays.

Keep a close eye out for other exciting mailings and patriotic gifts in the coming months! And please remember that your generosity and support of the VFW and our programs that help veterans, service members and their families is life changing!

Helping the VFW for Generations to Come – One of the easiest ways to continue providing support for your brothers and sisters-in-arms, as well as their families, is to name the VFW in your will or trust. It only takes a few words and you remain in control of your assets during your lifetime. Just a small percentage of your assets could go a long way in helping the VFW continue its mission into the future.

Free estate planning information is always available by contacting the VFW Planned Giving Office at 816.968.1119, email plannedgiving@vfw.org or visit vfw.org/plannedgiving.

Have You Heard About the VFW’s Partners in Patriotism? – Would you like to support the VFW’s life-changing programs for veterans, service members and their families and reduce the amount of mail you receive? The VFW has an option that allows you to support VFW programs on a monthly, quarterly, or yearly basis, as well as reduce expenses and eliminate the fundraising mail. It is called Partners in Patriotism. As a member of Partners in Patriotism, you choose a set dollar amount for your donation (minimum amount of \$10) that is either charged to your credit card or set up as an Electronic Funds Transfer (EFT) from your bank account. Once you join the VFW’s Partners in Patriotism, you will only receive the Quarterly Supporter newsletters to keep you informed of the many efforts your monthly gifts are making possible, and a Year End Tax Receipt mailed by the end of January. If you are interested in joining Partners in Patriotism, you may contact Donor Services in the VFW Development Department at 1.833.VFW.GIVE (1.833.839.4483) or email us at partners@vfw.org with “Partners in Patriotism Application” in the subject line.

VFW Friends of Freedom – If you are not already a member of the VFW’s online community, please visit vfw.org and look for the gold banner that says “**Find Out What’s Happening**” to sign up. As a member of the VFW’s Friends of Freedom, you will receive special emails with breaking VFW news, legislative alerts and unique opportunities to help the VFW in assisting our nation’s veterans, service members and their families. You may also visit vfw.org/vfwatwork and click on “**Read VFW success stories**” to learn how the

VFW is fighting for veterans' rights, assisting veterans in need, educating our youth and aiding military families across the nation. Check back often to see newly posted stories!

Department Resources – Many great resources are available for your Department to use in promoting fundraising programs. These resources are available at heroes.vfw.org/vfwtools. The latest fundraising program information, ideas and promotional tools from the Development Department can be found here. Download ad slicks, ready-to-use articles and other items for your Department publications and/or website. Recent mailings and mail schedules are also posted on a regular basis. Use the tools found on the VFW Department Resources Page to help strengthen your Department programs. Check it out today!

VFW Communications

If you missed last week's Pro-Forma Convention and Change of Command ceremony, we have you covered. Now available on demand, look back on everything the VFW accomplished over the last year with our [2020 Year in Review](#), get prepared for the upcoming year with [VFW National Commander Hal Roesch's acceptance speech](#), or watch the [Pro-Forma Convention and Change of Command ceremony in its entirety](#).

VFW Programs

DISPLAYING MILITARY SERVICE SYMBOLS. 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, Coast Guard and then Space Force. For military flags, go to vfwstore.org/products/GP238.

NEW 2020-21 SMART/MAHER VFW NATIONAL CITIZENSHIP EDUCATION TEACHER AWARD PROGRAM. Each year, the Veterans of Foreign Wars selects elementary, middle and high school teachers to participate in the Smart/Maher VFW National Citizenship Education Teacher program. Effective this year, VFW Post Teacher Award Chairman may submit a candidate to their Department Headquarters by Jan. 1 in each category. The Department may select a single candidate for each of the three categories and submit those to VFW National Headquarters by Feb. 1. VFW's Department Teacher winners that are received at National Headquarters will receive a VFW National citation for both the winning teacher and their school in each grade category.

NOTE: The only item the National VFW Programs Department requires is the "VFW Department Teacher Award Citation Request Form" which will be available on the VFW website. Simply visit vfw.org/#login, log in to My VFW, then look under Member Resources, click on **VFW Training & Support**, then click on **Community Service & Youth Programs**, then look under **Additional Resources**. The Teacher Entry form, Instruction sheet, Citation Request form and Chairman's manual will be up on the VFW website in the near future.

All current certified/licensed teachers in grades K-12 are eligible. Previous national winners are ineligible. Nominations can be submitted by themselves, fellow teachers, supervisors, family members or other interested individuals.

All Post-level nominees should provide a one-page resume as a minimum or up to five pages as a maximum of documentation of their teaching experience (for example: references, news articles, etc.) and a head-and-shoulder photo of themselves. These items will be forwarded on to the Department with the winning Teacher Entry form.

Please verify that all websites, publications, announcements, etc. has the correct teacher award entry deadlines and information for the 2020-21 program year.

WORLD WAR I CENTENNIAL NEWS:

Is Your Post Named for a Veteran of the Great War (World War I)? If so, we want to hear from you! The U.S. World War I Centennial Commission is collecting information on VFW Posts named after WWI veterans. If your Post is honored by the memory of a local doughboy, marine, sailor, or nurse who served and sacrificed their lives, we want to know more. Please send your information and material on the history of your Post to: David Hamon, Veterans and Military Affairs Director, U.S. World War I Centennial Commission, at david.hamon@worldwar1centennial.org or you may call him at 540.379.8584. The Commission is collecting historical and archive information on the Great War to observe and commemorate those 4.7 million who served in that conflict. America never forgets its veterans. Help them build a national memorial in Washington, D.C. To learn more, go to: ww1cc.org/memorial.

Help Build America's World War I Memorial in Washington, D.C. The U.S. World War I Centennial Commission recently announced the creation of the AEF (Allied Expeditionary Forces) Memorial Corps. The program is a special designation for Posts, patriotic organizations, local chapters of civic organizations, among others, to be recognized as an official "AEF Memorial Corps Post" for making a donation to build the national WWI memorial in Washington, D.C. Your Post will be certified with a special Centennial Certificate commemorating your contribution in "going over the top" to get the memorial built. For more information, please write Mr. David Hamon: david.hamon@worldwar1centennial.org or call him at 540.379.8584. To view the progress of the memorial, go to: ww1cc.org/memorial. Your VFW Post will forever be enshrined in history as having pushed to get the memorial built. America never forgets her veterans!

50TH ANNIVERSARY VIETNAM WAR COMMEMORATION PROGRAM. The Commemorative Partner Program is designed for federal, state and local communities, veterans' organizations and other non-governmental organizations to assist a grateful nation in thanking and honoring our Vietnam veterans and their families. As a Commemorative Partner, VFW Posts are encouraged to participate in the Commemoration of the Vietnam War by planning and conducting events and activities that will recognize the Vietnam veterans and their families' service, valor, and sacrifice.

Events and activities should be dignified, memorable occasions that show a sensitivity and appreciation for the solemnity of war and the losses suffered by many. Commemorative Partners should communicate how their events will achieve the congressionally-mandated objectives of the program. Events or activities should meet one or more of the following objectives.

1. To thank and honor veterans of the Vietnam War, including personnel who were held as prisoners of war or listed as missing in action, for their service and sacrifice on behalf of the United States and to thank and honor the families of these veterans.
2. To highlight the service of the Armed Forces during the Vietnam War and the contributions of Federal agencies and governmental and non-governmental organizations that served with, or in support of, the Armed Forces.
3. To pay tribute to the contributions made on the home front by the people of the United States during the Vietnam War.
4. To highlight the advances in technology, science, and medicine related to military research conducted during the Vietnam War.
5. To recognize the contributions and sacrifices made by the allies of the United States during the Vietnam War.

For the VFW Posts interested in becoming an official Commemorative Partner, they must submit an application and a signed Statement of Understanding.

Applications are available at VietnamWar50th.com on the Commemorative Partner Program. The approval process is usually less than 30 days. Partners will be kept informed through electronic notifications. Once approved as a Partner, the Commemoration will provide organizations with a starter kit of materials for developing and implementing their programs. If you have any questions regarding the Commemorative Partner Program application process, please direct them to: whs.vnwar50th_cpp@mail.mil. For Vietnam War commemorative items, shop the VFW Store at: vfwstore.org/searchresults?q=vietnam.

PATRIOT DAY, SEPT. 11. Per Presidential Proclamation, Sept. 11, is designated as “Patriot Day.” The President requests the flag of the United States to be flown at half-staff (sunrise to sunset) and a moment of silence observed in honor of the individuals who lost their lives on that day due to terrorist attacks on the United States. For flags and other patriotic items, click vfwstore.org/category/patriotic/miscpatriotic.

NATIONAL POW/MIA RECOGNITION DAY, SEPT. 18. Posts should conduct an appropriate ceremony. Information on conducting a ceremony can be found in the current VFW Manual of Procedure. For POW/MIA merchandise, click vfwstore.org/category/memorial/pow-mia.

VOICE OF DEMOCRACY AND PATRIOT’S PEN NATIONAL AWARDS. Every Voice of Democracy and Patriot’s Pen first place Department winner will receive a National scholarship or award. The amount for the Voice of Democracy National Awards now total \$154,000 and the Patriot’s Pen National Awards total is now \$55,000.

NEW VOICE OF DEMOCRACY AND PATRIOT’S PEN THEMES. The 2020–21 themes have been chosen by then Senior Vice Commander-in-Chief Harold “Hal” Roesch, II. The Voice of Democracy theme will be “Is This the Country the Founders Envisioned?” and the Patriot’s Pen theme will be “What is Patriotism to Me?”

NEW VOICE OF DEMOCRACY AND PATRIOT’S PEN BROCHURES. The new 2020-21 Voice of Democracy and Patriot’s Pen entry forms are now available on the VFW website.

Simply visit vfw.org/#login, log in to My VFW, then click on **VFW Training & Support** under the **Member Resources** heading, then click on Community Service & Youth Programs and Activities, then click on **Chairman Manuals** under the **Additional Resources** heading. Here you will find all program materials.

Additionally, anyone (including students, parents, teachers, and chairmen) can download and print the student entry forms for Voice of Democracy and Patriot’s Pen by visiting the below links:

Voice of Democracy: vfw.org/VOD/

Patriot’s Pen: vfw.org/PatriotsPen/

For Voice of Democracy and Patriot’s Pen brochures, posters, awards and more, visit the VFW Store: vfwstore.org/category/programs/voiceofdemocracy for Voice of Democracy and vfwstore.org/category/programs/patriotspen for Patriot’s Pen.

NATIONAL COMMUNITY SERVICE VOLUNTEER RECOGNITION PROGRAM. This program is designed to provide recognition and awards to VFW members who volunteer their time to outside organizations. Recognition is in the form of certificates and/or lapel pins which are given to volunteers who have completed the number of hours prescribed for those awards. For more information, see the VFW

Community Activities and Citizenship Education Chairmen's Manual or contact Tammy at 816.756.3390, ext. 6287 in the VFW Programs department for a nomination form.

POW/MIA FLAG -- OFFICIAL DISPLAY DAYS. Public Law 105-85 (Nov. 16, 1997) indicates the days that federal agencies, military installations and U.S. post offices are required to display the POW/MIA flag. The days are: Armed Forces Day, May 15, 2021 (third Saturday in May); Memorial Day, May 31, 2021 (last Monday in May); Flag Day, June 14; Independence Day, July 4; National POW/MIA Day, Sept. 18, 2020 (third Friday in Sept.); and Veterans Day, Nov. 11. To purchase a POW/MIA flag, go to vfwstore.org/products/GP237.

IRS AND VFW AWARD MONIES. The Internal Revenue Service (IRS) requires that any recipient that receives more than a \$599 award should receive a Form 1099 identifying the proceeds as taxable. This will include the VFW programs Patriot's Pen and Smart/Maher VFW National Citizenship Education Teacher Award.

VFW Member Benefits

No matter what insurance you have, your share of a hospital bill can quickly add up to hundreds or even thousands of dollars.

The Hospital HELP Plan insurance pays cash benefits that will **DOUBLE** the longer your covered hospital stay. The Hospital HELP plan starts accruing cash benefits on the first day of your covered hospital stay. That means:

- You can set up protection to give yourself and your family an extra stream of cash benefits...
- One that isn't tied to your medical insurance...
- Paying regardless of any other health plan...
- Putting money back in your wallet if you were sick or hurt and ended up in the hospital.

For additional information about the Hospital Help Plan, administered by A.G.I.A., Inc., click [here](#) or call 1.877.850.0183.

"Buddy"® Poppy

NATIONAL END OF THE YEAR AWARDS. The 2019-20 "Buddy"® Poppy year has come to a close and we would like to extend a sincere thank you to everyone that participated in this amazing program. Once again, with all of your help and hard work, we have completed another successful campaign. Please do not forget the entry forms you received in April were due in July. Once we have received the Department nominations and can compile our annual data, we will start processing the end of year awards. As we complete the citations and plaques, they will be sent directly to the Department Headquarters so they can find the appropriate time to present them.

"BUDDY"® POPPY CAMPAIGN. Although we emphasize Buddy Poppies on Veterans Day and Memorial Day, it is important to realize that the distribution of Buddy Poppies should be a year-round exercise. Each time a Post participates in an activity where the public will be present, Buddy Poppies should be present as a fundraising tool and simply to recognize our fallen comrades. Where the VFW appears, Buddy Poppies

should be a constant reminder that we will never forget those who have perished in the name of liberty. Just as “They Gave, Will You?” is a year-round thing, so should the distribution of VFW Buddy Poppies.

Remember that your poppies should be ordered a minimum of 8 weeks in advance of your distribution date. Be sure to specify a date by which the poppies are required; do not use “ASAP.” Miscellaneous items (coin cans, buttons, posters, etc.) should be ordered directly from the VFW Store at vfwstore.org/category/programs/buddypoppy or the VFW Store/Emblem and Supply Catalog.

The Manual of Procedure provides that Post relief funds may be used for programs such as Voice of Democracy, Patriot’s Pen, Citizenship Education, and Community Service as long as suggestions in the chairmen guidebooks are used as an example of promoting these programs.

Posts are further reminded that Section 711 of the Manual of Procedure provides that non-profit organizations, exempt from taxes under Section 501(a) of the Internal Revenue Code, may assist with the distribution of Buddy Poppies, provided there shall be no division of proceeds. A donation to these groups may be made from the Post general fund.

Contact information: BuddyPoppy@vfw.org or 816.756.3390, ext. 6722 for any questions or concerns.

VFW SILVER, GOLD AND DIAMOND ANNIVERSARY POPPIES. The silver, gold and diamond anniversary Buddy Poppies are for Posts that are currently in their 25th, 50th or 75th anniversary years. For Posts currently in their 100th year anniversary, they can order any color and as many as they need. The anniversary poppies are approximately three times as expensive for us to produce, but because of the small quantities we deal in, we don’t pass those costs on to the Posts. Please limit your order of anniversary poppies to 1,000 to ensure stock does not run out, unless you are currently in your 100th year. These are ordered through the Department and processed the same as the red poppies. Annotate on the order to National that it is for anniversary poppies and specify which one.

VETERANS OF FOREIGN WARS JOINS "WORLD WAR I POPPY PROGRAM." The Veterans of Foreign Wars is joining the U.S. World War I Centennial Commission in announcing the WWI Poppy Program to raise awareness about World War I and generate funds for local VSO chapters all over the country.

The VFW is proud to share with you the WWI Poppy Program; an opportunity to generate resources for your Post while helping to honor the 4.7 million Americans who wore the uniform during WWI.

Poppies grew across the war-torn battlefields of Europe after World War I. From 2017 to 2019, the U.S. World War I Centennial Commission will tell the story of those American veterans, through events, exhibits, and memorial efforts, and the VFW is proud to be a partner in this important commemoration.

Click on the following link to learn about the WWI Poppy Program and how your purchase of a Poppy Kit helps build the new National World War I Memorial in Washington, D.C., while also helping to raise money for your Post.

Link: ww1cc.org/poppy

Here is a quick video that can help people understand why it is so important that we honor those who served during World War I: youtube.com/watch?v=l_y4l49mZso.

The red poppy is an internationally recognized symbol of veteran remembrance. Its use began in World War I and was captured in the war poem "In Flanders Fields," by Lt. Col. John McCrae.

National Veterans Service

National Veterans Service to Host Virtual Skill Level Training Conference

Due to the continued spread of COVID-19 and consideration for the health of our service officers, the VFW made the difficult decision to cancel the in-person Advanced Skill Level Training (ASLT) training and Basic Service Officer training scheduled to be held in Annapolis, Maryland in September. Instead, NVS will move forward with a Virtual Advanced Skill Level Training (vASLT) conference, where all instruction will be delivered through Zoom video teleconferencing and the VFW Online Learning Platform for accredited representatives. No decision has been made yet as to administration of the postponed Basic course.

Formal notification to students who are required to participate in vASLT will be sent in August, along with instructions on how to participate in the conference. Tentatively, NVS is scheduled to deliver two hours of online instruction each business day from Sept. 14-23 at 2pm Eastern time.

NVS will update VFW's network of service officers when a decision has been made about in-person Intermediate Skill Level Training in November and delivery of the Basic course for new service officers. NVS fully intends to return to in-person learning once it is safe to do so.

National Legislative Service/Action Corps

Are You Registered to Vote?

Tuesday, Nov. 3, is Election Day this year. Veterans and their families are a key voting bloc. Ensuring that you are properly registered to vote is a priority. If you have moved, changed your name, changed party affiliation, or have not voted in more than a year, you may need to update your voter registration. It is very simple to do, but deadlines and requirements vary depending on the state or territory in which you live. Go to eac.gov for more information.

2021 VFW-SVA Legislative Fellowship is Opening Soon!

The 2021 VFW-SVA Legislative Fellowship will be accepting applications soon! We ask for your support in finding qualified candidates. The program, which is in its seventh year, is for VFW members who attend an accredited institute of higher learning. Ten student-veterans will be selected for the semester-long program that focuses on real policy issues faced by veterans, service members, and their families. The highlight of the program is participation in the VFW Legislative Conference, which in the past has included meetings at the White House and with senior officials from the Departments of Veterans Affairs and Congress. Those selected also spend time with their VFW Department members on Capitol Hill pushing the VFW's legislative priorities, and this interaction has resulted in actual legislation. Alumni of the program have become more active in all levels of the VFW and some now work on Capitol Hill. [Learn more about the fellowship.](#)

Administrative Operations

2020-21 Commander, Quartermaster and Trustee Guides

The newly revised 2020-21 Commander, Quartermaster and Trustee guides are now available online. You can access the guides behind the member's "LOGIN" at vfw.org, then navigate to My VFW, VFW Training & Support and Member & Officer Training, Forms & Templates. The full guides are located in their respective section under "Elected and Appointed Officer-Specific Materials." These guides are a great resource for elected and appointed officers at every level of the organization to assist you in your roles and ensure our continued success.

VFW Store

Remember this year with a convention pin.

VFW: vfwstore.org/products/21852

Auxiliary: vfwstore.org/products/29445



See what else is new: vfwstore.org/category/more/newitems?page=1&size=100.