

## Hospital Promotion #1 | July 2022

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2022-2023 National Hospital Ambassador

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Having been a member of the VFW Auxiliary for over thirty years, nothing has ever excited me so much as being appointed to this position. I am looking forward to working with all of you during the upcoming Program Year, getting to know you and hearing about how each Department promotes the Program and inspires volunteers to become involved. This year's theme ***Hands that Serve, Hearts That Care*** is the very lifeblood of the Hospital Program. Through the volunteer efforts of our members and by working together, I know we will make a tremendous difference in the lives of the hospitalized veterans we serve.

Let me take a moment to tell you a little bit about myself. I live in Robinson, Illinois a small rural town located in the southeastern part of the state. My father was a WWII veteran, although I joined the VFW Auxiliary in 1991 through my husband, who is a Marine Vietnam War veteran. I will admit that didn't know much about the organization at the time, but eventually, I started traveling with my husband to National Convention. My inspiration to become more involved was the day I wandered over to the Auxiliary National Programs seminar in Salt Lake City, just to see what it was all about. From that day forward, I was hooked—promoting the Programs that benefit so many was something that I knew I could do and that I would enjoy, as I still do today. Over the years, I have been appointed to many Department Chairmanships, and in 2011, I decided to throw my hat in the ring for Department Conductress, was elected to the position, and progressed through the chairs to the position of Department President in 2017. Fast forward five years later: I continue to serve at all levels, including as President of our local Auxiliary, District Treasurer and have been appointed as Department Historian multiple times. My husband and I have been blessed with two grown children and two beautiful granddaughters that we adore.

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Good communication to members and volunteers is expected in each Department and is crucial to the success of the Program! It is up to the appointed Chairmen to inform and motivate others to become involved. Further, I want to emphasize how important it is for each of you to share your good work **with me**...otherwise, how will I know what you have done? At the bare minimum, please send me at least four promotions. Keep in mind that when the time comes to consider awards, I can only judge what has been sent to me. Please make a



concerted effort to be mindful in this aspect. There are a myriad of ways to share other than the usual promotions, including e-blasts (or e-mail), social media (especially videos), fliers, announcement of events, etc. Reaching out to others, sharing what we do for hospitalized veterans and encouraging volunteers creates a greater understanding of what we wish to accomplish.

Soon, all Chairmen will have access to a copy of this year's Hospital Program contained within the 2022-2023 Program Book, wherein it is noted that one of the goals is to encourage our volunteers to be creative when planning hospital activities. I mention Award #1 here so you can start planning how you will go about doing this--it should be fun! The other awards will be covered in upcoming promotions, but I encourage everyone to review them at your earliest convenience. I can't wait to hear about all your imaginative ideas, so please share them!

**AWARD #1: Most outstanding innovative method of serving hospitalized Veterans**

- **Citation** to every to every Auxiliary that demonstrates an innovative method to serve hospitalized Veterans. 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 innovative method of serving hospitalized veterans. Winners will be announced and awards presented at the 2023 National Convention in Phoenix, Arizona.

**Auxiliaries are to send this completed form to their Department Hospital Chairman by March 31, 2023.**

Recruiting and training volunteers is crucial to the success of the Hospital Program, so I am hoping to see great strides in that area. Keep in mind that an individual or group does not have to be associated with the VFW Auxiliary to volunteer (although they must be willing to adhere to Auxiliary protocol). Sadly, COVID-19 is still with us, so it is imperative to coordinate with the facility before planning any functions, whether it is a VA Hospital, nursing home, community hospital, clinic or skilled care center, etc. If you need ideas for activities or recognizing volunteer efforts, please take a moment to check out the Hospital Resources that will be available in the weeks following National Convention by logging into your MALTA profile. There are awards for members, nonmembers, and outstanding volunteers, and it is up to our Hospital Chairmen to identify and reward deserving individuals or groups.

Hospital projects can be carried out at any time. The simple the act of recognizing and acknowledging the sacrifices that have been made by America's veterans is very meaningful to those who served. Whether your project is large or small, remembrance in any manner is greatly appreciated by most hospitalized veterans. Some upcoming opportunities for patriotic projects are:

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| ♥ Purple Heart Day | August 7, 2022    |
| ♥ V-J Day          | September 2, 2022 |
| ♥ Labor Day        | September 5, 2022 |

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| ♥ Patriot Day (9/11)     | September 11, 2022 |
| ♥ POW/MIA Day            | September 16, 2022 |
| ♥ Gold Star Mother's Day | September 29, 2022 |

If you have questions or need assistance any time throughout the year, **please do not hesitate to contact me**. As your National Hospital Ambassador, I am more than happy to answer any questions or address any concerns you may have. And finally, I want to personally thank all our hospital volunteers who give so much of their time, love, energy and talents to this Program.