

# **Department of Massachusetts Veterans of Foreign Wars**



## **Membership and All-State Program**

**2020–2021**

**Prepared by Russell Jobe, State Commander**

**Jody Freitas, Membership Chairman**

**“Fighting For The Next Generation of Veterans”**



The 2020-2021 Membership and All-State Program has been designed to recognize and award individuals, Posts and Districts for promoting membership in the Veterans of Foreign Wars. Membership increases commitment to our organization by fostering the feeling of belonging and with the strength of our members and their families behind us, we ensure that Congress, DOD, the VA, and other government agencies continue to honor our nation's commitment to those who have borne the battle. It is vitally important for the VFW to remain strong locally and the future of the VFW lies in embracing the new generation because we are 100 percent dependent on membership who feel welcomed and who believe they can contribute and move us into the future.

Every VFW member must also be a membership recruiter...but you have to do it smartly, and not just shove an application into someone's hands. When you talk to potential members, you have to educate them about who the VFW is, what we do and who we do it for. Strength is in Numbers and as our organization changes with the times we must find ways to keep our member roles filled. This program is one tool to encourage every member to get out and recruit qualified veterans.

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### **GOALS**

- To increase membership and participation in the VFW.
- Continue to present a positive image of the VFW to our Veterans, families and community.
- Build stronger relationships with our Posts and Districts through team work and training.
- Continue to build a strong Veteran Service Officers Corp to reach the needs of the Veterans of the Commonwealth.

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### **MEMBERSHIP ACHIEVEMENT GOALS**

- Increase the number of new members by 5%
- Increase life membership by 8%
- Increase re-instated members by 10%
- Average 85% retention for department posts

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### **Notes**

- ❖ To receive credit, please remember to put your name and VFW member number on all Membership Application Forms for all new members you recruit.
- ❖ Membership applications entered in OMS will be credited on the following day. (i.e. entered on June 30<sup>th</sup> will be credited on July 1<sup>st</sup>).
- ❖ You must meet the award criteria on or before the Department deadline date (as indicated in this guide) to be eligible for any award.

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### **VFW DEPARTMENT OF MASSACHUSETTS**



- ❖ Membership numbers must appear on National's website (memstats) on or before the Department's contest deadline date to be award eligible.
  - ❖ Post must have at least 50 members to receive any membership award unless otherwise stated.
  - ❖ Unless otherwise stated, awards will be presented at the State Convention.
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Respectfully,

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## VFW DEPARTMENT OF MASSACHUSETTS

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## **MEMBERSHIP**

**Monthly Membership Contest:** Each month, posts & recruiters leading with the most new members on the last day of the month will receive a monthly prize (listed below).

In the event of a tie, a raffle drawing will be held to determine the winner. (You must have a minimum of (5) members for posts and (5) members for recruiters). Awards will be based on the current month totals and not a cumulative total. Every month posts and recruiters will have the opportunity to compete as the contest re-starts over at the beginning of each month.

### **Post: New Members Monthly Contest:**

<b>July 2020</b>	<b><i>\$50.00 VFW Store Gift Certificate &amp; (2) Commander's Shirts</i></b>
<b>August 2020</b>	<b><i>\$50.00 VFW Store Gift Certificate &amp; (2) Commander's Shirts</i></b>
<b>September 2020</b>	<b><i>\$50.00 VFW Store Gift Certificate</i></b>
<b>October 2020</b>	<b><i>\$50.00 VFW Store Gift Certificate</i></b>
<b>November 2020</b>	<b><i>\$75.00 VFW Store Gift Certificate</i></b>
<b>December 2020</b>	<b><i>\$100.00 VFW Store Gift Certificate</i></b>
<b>January 2021</b>	<b><i>\$50.00 VFW Store Gift Certificate &amp; (2) Tickets to VOD/PP Banquet</i></b>
<b>February 2021</b>	<b><i>\$50.00 VFW Store Gift Certificate</i></b>
<b>March 2021</b>	<b><i>\$50.00 VFW Store Gift Certificate &amp; (2) Tickets to C-In-C Banquet</i></b>
<b>April 2021</b>	<b><i>\$50.00 VFW Store Gift Certificate</i></b>
<b>May 2021</b>	<b><i>\$50.00 VFW Store Gift Certificate &amp; (2) Tickets to Awards Banquet (State Convention)</i></b>
<b>June 2021</b>	<b><i>\$100.00 VFW Store Gift Certificate</i></b>

### **Recruiter: New Members Monthly Contest:**

<b>July 2020</b>	<b><i>\$50.00 Gift Card &amp; (1) Commander Shirt</i></b>
<b>August 2020</b>	<b><i>\$50.00 Gift Card &amp; (2) Tickets to 100<sup>th</sup> Anniversary Gala Event</i></b>
<b>September 2020</b>	<b><i>\$50.00 Gift Card &amp; Commanders Gift Set</i></b>
<b>October 2020</b>	<b><i>\$50.00 Gift Card &amp; Commanders Gift Set</i></b>
<b>November 2020</b>	<b><i>\$75.00 Gift Card &amp; Commanders Gift Set</i></b>
<b>December 2020</b>	<b><i>\$100.00 Gift Card &amp; (2) Tickets to VOD/PP Banquet</i></b>
<b>January 2021</b>	<b><i>\$50.00 Gift Card &amp; Commanders Challenge Coin</i></b>
<b>February 2021</b>	<b><i>\$50.00 Gift Card &amp; (2) Tickets to Commander-In-Chief Banquet</i></b>
<b>March 2021</b>	<b><i>\$50.00 Gift Card &amp; Commanders Challenge Coin</i></b>
<b>April 2021</b>	<b><i>\$50.00 Gift Card &amp; Commanders Challenge Coin</i></b>
<b>May 2021</b>	<b><i>\$50.00 Gift Card &amp; (2) Tickets to Awards Banquet (State Convention)</i></b>
<b>June 2021</b>	<b><i>\$100.00 Gift Card &amp; Commanders Challenge Coin</i></b>

## **VFW DEPARTMENT OF MASSACHUSETTS**



### **Post 100% Membership Award**

- ❖ Posts of 50 or more members achieving **100% membership** by **December 31, 2020** will be entered to win one (1) of six (6) \$300.00 cash prizes (6 winners).
  - ❖ Posts of 49 or less members achieving **100% membership** by **December 31, 2020** will be entered to win one (1) of three (3) \$75.00 cash prizes (3 winners).
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### **Post Commanders Contest**

Post Commanders LEADING in their DIVISION as of **May 31, 2021, at 8:00 AM** and reaching or exceeding 100% membership will be the guest of the State Commander to attend the State Convention in June 2021. They will receive a full room and tax (2 nights) and two (2) tickets to the Awards Luncheon.

#### ***Post Membership Divisions:***

Division	Total Membership	
1	951+	
2	750	950
3	356	749
4	246	355
5	185	245
6	143	184

Division	Total Membership	
7	112	142
8	88	111
9	68	87
10	51	67
11	10	50

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### **Re-instated Members Award**

The Post with the most Re-instated members by **June 1, 2021** will receive a \$250.00 cash award. (Minimum of 25)

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### **District 100% Membership Awards**

- ❖ **Award #1** - The 1<sup>st</sup> District to attain 100% membership by **December 31, 2020** will be awarded a **VFW Canopy Tent from the VFW Store OR a 6' VFW Table Cloth & 7' VFW logo Blade flag**. Includes marketing handouts (bling) for membership drives.
- ❖ **Award #2** - Districts attaining 100% membership by **February 28, 2021** will be awarded a **6' VFW Table Cloth**. Includes marketing handouts (bling) for membership drives.
- ❖ **Award #3** - Districts attaining 100% membership by **March 31, 2021** will be awarded a **7' VFW logo Blade Flag**.

### **VFW DEPARTMENT OF MASSACHUSETTS**



### District Commanders Contest

District Commanders LEADING in their DIVISIONS and reaching or exceeding 100% membership by **May 31, 2021, at 8:00 AM** will receive \$250.00 Cash.

#### *District Membership Divisions:*

Division	Total Membership	
1	5,000	14,000
2	3,282	4,999
3	2,172	3,281
4	1,447	2,171
5	906	1,446
6	1	905

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### ALL-STATE PROGRAM

#### All-State Post Award Criteria

##### Required criteria:

- **Membership** - Attain 100% or greater membership by **June 30<sup>th</sup> 2021 at 8:00 AM**
- **Quarterly Trustee Audit** - Must have all four (4) Quarterly Audits submitted **NLT May 1, 2021**
- **Bond** - Post Quartermaster **MUST** be Bonded for the Full year **NLT August 31, 2020**
- **Inspection** - Post **MUST** be inspected by **March 31, 2021**
- **Training** - Must attend a **Field Training session**

##### Elective criteria – Meet the requirements of six (6) of the below items:

- ✓ Must have submitted All **Community Service Reports** (5/1/20-10/31/20 & 1/1/21-4/30/21)
- ✓ Must have participated/purchased **Buddy Poppies** thru the department
- ✓ Must have participated in the **Voice of Democracy Program** (Qualifying Entry)
- ✓ Must have participated in the **Patriot's Pen Program** (Qualifying Entry)
- ✓ Must have submitted a candidate for one of the following award programs: **Teacher, Police, Firefighter, EMT or Scout**
- ✓ Must attend Post **Quartermaster, Adjutant or Service Officer training** (September 2020)
- ✓ Make a \$50.00 (minimum) donation to the **National Home**
- ✓ Make a \$50.00 (minimum) donation to the **Veteran and Military Support (VMS) program**
- ✓ Host one (1) **'Family Function event'** during the year and submit photo to department newspaper
- ✓ Participate in your districts 'Commanders Special Project' fundraiser event or donate \$50.00 (minimum), via the Massachusetts Foundation, to the Commanders Special Project

### **VFW DEPARTMENT OF MASSACHUSETTS**



### **All-State Post Commander**

**Post Commanders achieving All-State status will receive the following:**

- All-State Team Post Commander Cap
- All-State Post Commander Lapel pin
- \$100.00 VFW Store Gift Certificate

Post Commanders who achieve All-State status after State Convention will be presented their Cap & Lapel pin at the next scheduled Council of Administration meeting.

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### **All-State Post Quartermaster**

**Post Quartermasters of a Post that achieves All-State status will receive the following:**

- All State Team Post Quartermaster Cap
- All-State Post Quartermaster Lapel Pin

Post Quartermasters who achieve All-State status after State Convention will be presented their Cap & Lapel pin at the next scheduled Council of Administration meeting.

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### **All-State District Award Criteria – All items are required**

- District membership must be 100% by 8:00 AM on **JUNE 30, 2021**
  - District Quartermaster must be bonded for the full year by **August 31, 2020**
  - District must be inspected by **March 31, 2021**
  - All Posts in the District must be Inspected by **March 31, 2021**
  - Must have a **Voice of Democracy District entry** submitted to the Department
  - Must have a **Patriot's Pen District entry** submitted to the Department
  - Must have at least one Post in the District submit a Candidate to the Department for **Teacher or Scout**
  - Must have at least one Post in the District submit a Candidate to the Department for **Police, Firefighter, or EMT**
  - Must have held at least one (1) membership drive by **May 31, 2021** and submit photos to department newspaper
  - Hold a fundraiser for the commanders **Special Project**
  - Make a \$75.00 (minimum) donation to the **National Home**
  - Make a \$75.00 (minimum) donation to the **Veteran and Military Support (VMS) program**
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### **All-State District Commander**

**District Commanders achieving All-State status will receive the following:**

- All-State Team District Commanders Cap
- All State District Commanders Lapel Pin
- Two (2) tickets to the State Convention Awards Luncheon
- \$200.00 Cash

### **VFW DEPARTMENT OF MASSACHUSETTS**





District Commanders who achieve All-State status after State Convention will be presented their cap at the next scheduled Council of Administration meeting.

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### **All-State District Quartermaster**

**District Quartermasters of a district achieving All-State status will receive the following:**




- All-State Team District Quartermasters Cap
- All State District Quartermasters Lapel Pin
- \$100.00 VFW Store Gift Certificate

District Quartermasters who achieves All-State status after State Convention will be presented their Cap & Lapel Pin at the next scheduled Council of Administration meeting.

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### **State Commander Special Membership Awards**

*Awards are in addition to the monthly membership contest.*

-  **5 Members Recruited: (1) Commanders Shirt**
  -  **10 Members Recruited: Top Three Challenge Coins**
  -  **15 Members Recruited: (2) Tickets to the 100<sup>th</sup> Anniversary Gala Event**
  -  **20 Members Recruited: (2) Tickets to the Commander-in-Chief's Reception**
  -  **30 Members Recruited: (2) Tickets to the Awards Banquet (State Convention)**
  -  **50 Members Recruited: (2) Nights Hotel Stay (State Convention)**
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**Membership, It Always Seems  
Impossible until it is Done.**

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