

NATIONAL HEADQUARTERS BULLETIN



VETERANS OF FOREIGN WARS OF THE U.S.

KANSAS CITY, MISSOURI

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CLEAR THE WAY

VFW COMMUNICATIONS:

In only a few short weeks, thousands of VFW and Auxiliary members will converge in New Orleans, La., for the 118th VFW National Convention.

From notable guest speakers and special presentations, to the installation of a new VFW Commander-in-Chief, our livestream coverage and event app will help ensure you won't miss out on any of the week's important events. Look for the VFW NOLA 2017 event app in early July!

The convention will stream live at www.vfw.org/convention. And be sure to look for #VFWConvention on Facebook <https://www.facebook.com/VFWFans/>, Twitter <https://twitter.com/VFWHQ>, and Instagram <https://www.instagram.com/vfwhq/>.

MEMBERSHIP:

VFW NATIONAL CONVENTION, NEW ORLEANS

Advertisement Campaign Overview: To increase awareness to the veterans in the surrounding area and drive attendance, the Membership Department will be endorsing a multi-channel campaign to reach the veteran audience in New Orleans within a 150 mile radius, through billboards, bulletins, traditional radio and mobile advertising. The campaign will be running from July 3 - July 30.

First Timers Booth: We encourage all first timers attending the VFW National Convention in New Orleans to stop by our information booth located at the main entrance. We will be open all day starting July 22 – 25 to help guide you to a great experience at our National Convention.

First Time Attendees Meet & Greet: If you're attending the VFW National Convention for the first time, join us to learn more about what the VFW is doing for our veterans, both nationally and in your local community on Sunday, July 23 from 12:30 p.m. – 1:30 p.m. at the Ernest N. Morial Convention Center – Hall C, New Orleans, Louisiana.

CONGRATULATIONS TO THE FOLLOWING DEPARTMENTS FOR ACHIEVING 100%

Montana, Rhode Island, Kentucky, Pacific Areas, Virginia, South Carolina, Maryland, Louisiana, Arizona, Maine, South Dakota and Washington

CONGRATULATIONS TO THE 2016-17 ALL-AMERICANS. We will see you in New Orleans!

CONGRATULATIONS TO:
Top Five Recruiters (as of 6/26/17):

George P. Fletcher - 329
VFW Post 7043, Dept. of PA

David B. Norris - 245
VFW Post 1051, Dept. of CA

Thomas A. Brown - 213
VFW Post 928, Dept. of PA

Jack E. Turner - 204
VFW Post 3787, Dept. of CA

Rodney L. Raulston - 182
VFW Post 812, Dept. of TX

DEPARTMENTS WITH NEW POSTS:

Department of Texas

MEMBERSHIP FACEBOOK

Make sure you 'like' and 'share' our VFW National Membership Facebook page. We post updates, links, contest reminders, events, etc. for you. Share the good news of the VFW:
<https://www.facebook.com/VFWmembership/>.

Commanders, Quartermasters, and Adjutants, see our new webinars on Facebook! If you're not on Facebook, you can still view the webinars on YouTube here:
https://youtu.be/z_5MovJgD6E?list=PLS17GMBriUlatKGz_QdpAoUHnXAvaPXi.

DUES NOTICE SCHEDULE

Annual members will receive a *mailed renewal* notice five months, three months, and one month prior to their subscription end date. Annual members with a valid email address will also receive an *emailed renewal notice* six months, four months, and two months prior to their subscription end date.

Annual members will receive a *mailed lapsed notice* one, three, and five months following their subscription end date.

MEMBERSHIP PAYMENT OPTIONS

Members now have the option to enroll in two beneficial programs. Once enrolled in either program, automatic payments are processed using the credit card information provided on the application. These are simply added options on the membership application. The traditional methods of signing up for both annual and Life membership are still options as well.

- VFW Autopay—renews your annual membership automatically!
- Life Installment Plan—automatic monthly payments option—with this option, there is no need to complete a payment authorization form.

Recruiting Notes: Encourage annual members to take advantage of the Life member installment plan. Encourage Life installment plan and annual members to take advantage of the automatic payment option.

Legacy Life Membership: This prestigious program is available to all Life members and is now available in memoriam for past Life members. 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>Post</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?

ADDITIONAL REMINDERS

V-mail: Go online to <http://www.vfw.com> to stay in communication with other Posts as well as with National Headquarters. Check in often for important VFW updates and news from national. The VFW Membership Department will be using this avenue for communication more regularly. If you need assistance with logging in or your password, contact Leticia Cortez in the Membership Department at 816-756-3390, ext. 6292.

“BUDDY”® POPPY:

NATIONAL “BUDDY”® POPPY DISPLAY CONTEST. The time frame for registering and setting up the “Buddy”® Poppy displays for the National judging at convention will be the same as last year. Entries will be accepted for registration and may be set up beginning at 8 a.m., Saturday, July 22, until noon, Monday, July 24, 2017. Winning displays will be identified with appropriate ribbons on Tuesday morning and announced later on the convention floor. Displays must be removed prior to 4:00 p.m. on Tuesday afternoon.

The end of another successful “Buddy”® Poppy Program year concluded on June 30. Please ensure that your Department submits their award forms for both the **“Outstanding Promotional/Public Awareness Program”** and the **“District and County Council Chairmen Award.”** All forms must be submitted to the National HQ Office by the deadlines outlined on the information provided to each Department in April.

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, and this year marks the 100th anniversary of the U.S. entering that war. From 2017 to 2019, the U.S. World War I Centennial Commission United States 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 this 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, DC 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 One: https://www.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.

VFW SILVER, GOLD AND DIAMOND ANNIVERSARY POPPIES. The silver, gold and diamond anniversary "Buddy"® Poppies are **only** for Posts that are currently in their 25th, 50th, 75th or 100th anniversary years. 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. The bigger issue is that we simply don't have the inventory on hand to fulfill the potential orders that could come in if we open these items up to be ordered by anyone at any time.

Remember: With "Buddy"® Poppy, every day is Veterans Day.

- No extra cost for the commemorative poppies.
- Designate part of your regular poppy order as anniversary poppies if your Post is eligible.
- Different sizes of ads can be found at VFW Training & Support. (Please go to www.vfw.org and log on to My VFW and click on VFW Training & Support and select Community Service & Youth Programs, then select "Buddy"® Poppy and you will see the printable Advertisements.)

Contact information: BuddyPoppy@vfw.org or (816) 968-1155. For "Buddy"® Poppy merchandise, go to <http://www.vfwstore.org/category/programs/buddypoppy>.

VETERANS & MILITARY SUPPORT PROGRAMS:

We will be having a check presentation with the Commander-in-Chief at the VFW Programs Workshop on Sunday, July 23 at 1:00 p.m. Please call Linda Ferguson at 816-968-1102 or email: lferguson@vfw.org as soon as possible if your Department/District/Post/Auxiliary will be presenting.

Meeting times at the National Convention in New Orleans:

Veterans & Military Support Chairman Committee Meeting
Sunday, July 23, 10:00 a.m. - 11:00 a.m.

VFW Programs Workshop - **Open to the public**
1:00 - 2:00 Mental Health Wellness Panel Discussion
2:00 - 3:00 VFW Programs Town Hall
3:00 - 4:00 Mental Health Wellness Panel Discussion

Be sure to stop by the Veterans & Military Support booth to support the **Service Challenge and get your "New designed" Veterans & Military Support lapel pin!**

See you in New Orleans!

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 and then Coast Guard. For military flags, go to <http://www.vfwstore.org/products/GP238>.

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

Applications are available at www.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 <http://www.vfwstore.org/searchresults?q=vietnam>.

VFW PROGRAMS WORKSHOP. During the National Convention in New Orleans, to be held at the Ernest N. Morial Convention Center, there will be a workshop on Sunday, July 23, at 1:00 p.m. until 4:00 p.m. in Rooms 238 – 239. (Rooms are subject to change.) This workshop will consist of a Student Veterans panel discussion.

PATRIOT DAY, SEPTEMBER 11. Per Presidential Proclamation, September 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 here <http://www.vfwstore.org/category/patriotic/miscpatriotic>.

NATIONAL POW/MIA RECOGNITION DAY, SEPTEMBER 15. 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 <http://www.vfwstore.org/category/memorial/pow-mia>.

NEW VOICE OF DEMOCRACY AND PATRIOT'S PEN NATIONAL AWARDS. Every Voice of Democracy and Patriot's Pen first place Department winner will now receive a National scholarship or award. The new amount for the Voice of Democracy National Awards now total \$154,000 and the Patriot's Pen National Awards total is now \$54,500.

NEW VOICE OF DEMOCRACY AND PATRIOT'S PEN THEMES. The 2017–18 themes have been chosen by Senior Vice Commander-in-Chief Keith E. Harman. The Voice of Democracy theme will be “American History: Our Hope for the Future” and the Patriot's Pen theme will be “America's Gift to My Generation.”

NEW SMART/MAHER VFW NATIONAL CITIZENSHIP EDUCATION TEACHER AWARD DEADLINE DATES. The VFW wants to recognize the nation's top elementary, junior high and high school teachers (teaching at least half of the school day in a classroom environment) who teach citizenship education topics regularly and promote America's history, traditions and institutions effectively through the Smart/Maher VFW National Citizenship Education Teacher Award program. Now is the time to begin locating exceptional teachers for your Post to nominate for the next competition. Nominations can be submitted by fellow teachers, VFW Posts, supervisors or other interested individuals (not relatives). Self-nominees are not eligible.

VFW's National Citizenship Education Teacher awards include: three national \$1,000 awards for the top K-5, 6-8, and 9-12 teachers for professional development expenses; \$1,000 award to each winning teacher's school; plaques for both the winning teacher and school; and an all-expenses-paid trip to attend a VFW and Auxiliary national event.

Please update all websites, publications, announcements, etc. with the new teacher award entry deadlines for the 2017-2018 program year. The dates are now October 31, 2017 (instead of February 15, 2018) for entries to the Post, November 15, 2017, for completion of Post judging, December 15, 2017, for completion of District judging, January 10, 2018, for completion of Department judging and the Department winners are due to National Headquarters by January 15, 2018. The updated entry forms are up on the VFW website and are available in the VFW Store.

Simply visit <https://www.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**. Here you will find all program manuals, and on the same page are all other program materials.

Additionally, the interested individuals may download and print the teacher award entry form by visiting this link: www.vfw.org/teacheroftheyear or order a quantity of the brochures (item #4450) through the VFW Store - <http://www.vfwstore.org/products/22917>.

Order the Citizenship Education Teacher Recognition Citation from the VFW Store, product #4320, <http://www.vfwstore.org/products/23980>. Present to all teachers nominated at all levels for the national award.

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 (November 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 19, 2018 (third Saturday in May); Memorial Day, May 28, 2018 (last Monday in May); Flag Day, June 14; National POW/MIA Day, September 15, 2017 (third Friday in September); Independence Day, July 4; and Veterans Day, November 11. To purchase a POW/MIA flag, go to <http://www.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.

NATIONAL LEGISLATIVE SERVICE/ACTION CORPS:

The VFW 118th National Convention will be held in New Orleans from July 22-26. We want to invite all of you to stop by our booth in the convention center exhibition hall. We will have our 2017 Priority Goals and information pertaining to important veterans' issues including health care, claims/appeals reform, women veterans, caregiver benefits, toxic exposure, and education. We also invite you to join us at our legislative workshop on Sunday, July 23 at 10:00 a.m. Director of National Legislative Service, Carlos Fuentes, will give a presentation along with the NLS staff members from our DC office.

If you are not already an Action Corps Advocate, we urge you to sign up to receive our *VFW Action Corps Weekly* which will keep you informed about the work we are doing on your behalf on Capitol Hill. By staying connected, you will be the first to know what is happening in Washington regarding legislation that impacts the lives of veterans and their families, and you will be able to assist in our grassroots efforts by responding when we send out any Action Alerts.

To become an Action Corps Advocate and receive the VFW Action Corps Weekly, sign up at: <http://capwiz.com/vfw/mlm/signup.htm>.

For more information about this year's convention, visit the VFW website at: <http://www.vfw.org/Convention/>.

VFW FOUNDATION:

BURGER KING FRANCHISEE-OWNED RESTAURANTS SUPPORTING UNMET NEEDS IN JULY

The VFW Foundation is proud to announce that for the 4th consecutive year, selective Burger King (BK) Franchisee-Owned restaurants will be raising funds for the Unmet Needs program during all or parts of July 2017.

Patrons are encouraged to [visit any of the 213 participating restaurants](#) located in 11 states and donate \$1 or more to the program upon checkout. The fundraiser officially begins on July 1.

Established in 2004, the Unmet Need program has provided assistance to service members and military families experiencing financial difficulties toward basic life necessities such as rent, mortgage and utility payments. To date, over \$7 million has been awarded to assist struggling veterans, service members and their families.

Since 2007, BK restaurants have contributed over \$4.3 million to the VFW Unmet Needs program and have helped provide assistance to more than 4,100 veterans and military families.

If you have questions about the Burger King/VFW Unmet Needs fundraising campaign, please contact Ben Vargas, Assistant Manager, Special Projects, by phone at (816) 968-2720 or email at bvargas@vfw.org.

POST FUNDRAISING WORKSHOP

This is a friendly reminder that the VFW Foundation will be conducting a workshop entitled “Grants and Fundraising Ideas for Posts,” at the 118th VFW National Convention on Tuesday, July 25, at 2 p.m., in rooms 238-239 at the Ernest N. Morial Convention Center (ENMCC) in New Orleans, Louisiana. (Rooms are subject to change.)

ADMINISTRATIVE OPERATIONS:

In an effort to better serve the members of the Veterans of Foreign Wars of the United States, tools are available at "VFW Training & Support." There you will find Member & Officer Training, Forms and Templates; training material relating to Membership Recruiting and Retention; Community Service & Youth Programs; Communications & Public Affairs; Post Service Officers; and Veterans & Military Support. To utilize these valuable training guides, videos, forms and templates, please login at www.vfw.org, proceed to “My VFW” and click the link “VFW Training & Support” under Member Resources.

The online “Document Repository” is a system of managing documents utilized primarily by Department Officers and members of the National Council of Administration.

DEVELOPMENT DEPARTMENT:

VFW 2017-18 Special Edition VFW Calendars – The exclusive 2017-18 VFW Calendars were mailed at the beginning of June. We hope you have received them and are pleased with your special expanded edition calendars this year – adorable pets in one and beautiful songbirds in the other!

Please display your calendars in a prominent place in your home, office or Post. The calendars pay tribute to the service of every veteran who has honorably worn the uniform. They contain information about many of the life-changing VFW programs as well as reminders of days to display your U.S. flag. You can visit heroes.vfw.org/flag to download and print a free flag poster to display. There is also a section in the back of each calendar that lists all of the eligibility dates for membership in the VFW that you could share with a family member or friend who may be eligible to join the VFW.

If you haven't already, please send the most generous gift you can today. Your support of the 2017-18 VFW Calendar program helps your VFW Department serve veterans in need throughout the year. Fellow veterans in your area are counting on you!

2017-18 VFW Day Planner – In mid-July, we are mailing out the one-of-a-kind VFW Leatherette Day Planner and Deluxe Pen as a special thank you for your support of the VFW and the life-changing programs for all veterans. We hope you use this special edition VFW Planner and think of your fellow veterans each time you use it, and that it serves as a reminder to display the United States flag. When you receive your new VFW Planner, please be as generous as possible. Your support gives wounded veterans hope in the face of tragedy – those coping with Post-Traumatic Stress Disorder, Traumatic Brain Injury and other horrible war wounds that will affect them for the rest of their lives. Military members, veterans and their families from your Department are counting on you!

Create Your Legacy with Just a Few Words – Wills ensure your family and loved ones will be taken care of after your lifetime. Once it's completed and you feel like supporting future generations of veterans, you can do so by adding a gift to the VFW in your will. To learn more about wills and how easy it is to make a gift to the VFW in yours, contact the VFW Planned Giving Office to request more

information today. You can reach us by calling (816) 968-1119, email plannedgiving@vfw.org or visit www.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 developed an option that lets you support VFW programs on a monthly, quarterly, or yearly basis, as well as reduce expenses and eliminate unwanted 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. If you are interested in joining Partners in Patriotism, you may contact the VFW Development Department Donor Services at 816-756-3390, ext. 7108 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 www.vfw.org and look for the 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 www.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. You need only go to 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 mailing schedules are also posted on a regular basis. Use the Department Resources tools to help strengthen your Department programs. Check it out today!

MEMBER BENEFITS:

Did you know that Sprint offers VFW members a discount on select Sprint monthly service plans? The first line of defense deserves our best offer. If you haven't checked out the great savings for you and your family why not take the time to do so now? We offer a wide range of plans that include Unlimited Voice, Messaging and Data to support the needs of all your family members.

Go to www.Sprint.com/VFW for more information. Don't let a 1% difference cost you twice as much. Can you hear that?

VFW STORE:



Convention Attendees – stop by the VFW Store in New Orleans to get your convention pins, polos and T-shirts, and to see our large selection of new items. Or click <http://www.vfwstore.org/category/more/newitems?page=1&size=100> to check out our new items now!



Celebrating a Post or Department anniversary this year? Commemorate the occasion with special polos, T-shirts, caps, koozies or other items! We have thousands of products available at competitive prices. VFW Store can also help you with logo design and product selection. (If you're attending the National Convention, stop by and visit with Kim Winston, Custom Consultant, at the store booth.) You can also email Kim at kwinston@vfw.org or call her at 816-968-1181.

ROLL CALL OF DEPARTED COMRADES:

HILL, RAYBURN M., National Council of Administration member, 2004-2006, Commander, Department of Alabama, 2001-2002 and a Gold Legacy Life Member of Selma Post 3016, Selma, Alabama, June 5, 2017.

OLSON, DAVID C., Commander, Department of Maine, 2013-2014 and a Life Member of Deering Memorial Post 6859, Portland, Maine, June 23, 2017.