

VFW's #ThankBK Appreciation Week

Chief <chief@vfw.org>

Wed 3/27/2019 5:15 PM

To: Jodie Hollinger <jodie@pavfwaux.org>;

Dear VFW and Auxiliary Members,

As you may know, since 2007 Burger King franchisees and their customers have contributed more than \$6 million to the VFW Unmet Needs program. We've put that generosity to work, providing more than **\$11 million** in assistance to nearly 10,000 veterans and military families in need.

Established in 2017, the VFW's annual **#ThankBK Appreciation Week** event helps provide a way for the VFW to show our appreciation for Burger King franchisees' continued support and dedication toward America's heroes.

That's why this year I'm again asking VFW and VFW Auxiliary members to continue the tradition. I encourage you to visit your local Burger King restaurants the week leading up to, and including Armed Forces Day, May 12-18, and purchase a meal. But don't stop there – say “thank you” to the franchise owners, managers and Burger King team members! It's because of their efforts that we're able to provide service members, veterans and their families a hand up when they need it most.

Proudly wear your VFW apparel while ordering, leave your business cards, present this [appreciation letter](#) we've prepared for you, and let Burger King management know the VFW is there to support their restaurant, just as they have supported our Unmet Needs program. You can even help spread the word about this event by downloading the [promotional toolkit](#) we've created.

If you encounter a Burger King franchisee or manager who has not participated in supporting the Unmet Needs program and would like information about the July or November Burger King/VFW Unmet Needs fundraising campaigns, please direct them to:

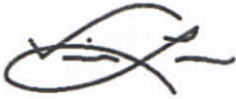
- **Ben Vargas**, VFW Foundation assistant manager at bvargas@vfw.org or **816.968.2720**.

As an extra incentive to participate, the VFW Foundation will hold a drawing to award 10 VFW Posts and Auxiliaries with a \$2,000 Community Support Grant. VFW Posts and Auxiliaries can qualify in one of two ways:

1. Submit copies of BK receipts dated during the contest time period.
2. Submit screen shots of your social media posts which must include a photo of VFW/Auxiliary members in a BK store, and include the #ThankBK hashtag and your Post number.

Entries must be submitted to foundation@vfw.org and received during the contest period, May 12-18, 2019. Each entry will be included in the prize drawing, and each Post/Auxiliary that is drawn will receive a \$2,000 VFW Foundation Community Support Grant to be used for a community service project of their choice. Enter early and enter often! The more entries you have, the better your chances to win.

For Veterans,



B.J. Lawrence
VFW National Commander

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