

**REMEMBER, IF WE DON'T TELL THE VFW'S
LONG AND TREMENDOUSLY SUCCESSFUL
STORY OF SERVICE, WHO WILL?**

All eligible veterans—including our newest generation of veterans—must understand our relevance to them

**YOU CAN CREATE THE VFW'S FUTURE,
TODAY, BY PROUDLY SHARING OUR STORY**



**VETERANS OF FOREIGN
NO ONE DOES MORE FOR VETERANS.®**

VFW OUTREACH & ACTIVITY ARE VITAL

Engage Military Units, Youth and the Public

- Every unit/installation has service member of the year awards, but do local VFWs help recognize their best of the best?
- A VFW plaque and dinner for two service members keeps doors and military minds open to other VFW initiatives
- Honor ROTC, JROTC, Public Safety professionals, Scouts, Student veterans and Veterans during special Post events

Re-engage Members & Their Families

- Does communications end after dues are paid?
- Does your Post have a social media presence?
- Join with the Auxiliary in activities throughout the year
- Does your Post hold “Member Appreciation Events”?

Tell the Media and Public Officials

- Invite Media and Local Officials to your events and programs so they know that your VFW Post has a positive impact.



VETERANS OF FOREIGN
NO ONE DOES MORE FOR VETERANS.®

Defining Our “Product” as Service to Vets and Our Troops

Relevance – Here are the facts about what the VFW does:

- 120 years of “walking the talk” for vets
- \$8 billion recouped annually in veterans’ benefits
- Instrumental in creating every major veterans’ benefit law
- \$50 million donated annually to local communities
- 9 million community volunteer hours annually
- \$10 million in Unmet Needs assistance to military & veterans
- Almost \$5 million in VFW Student Veteran scholarships
- \$3 million annually in junior and senior high student scholarships
- 2.2 million troops and family members hosted at VFW events
- VFW camaraderie helps veterans enjoy life and support others
- Show eligible and current members the “VFW Fact Sheet”



VETERANS OF FOREIGN
NO ONE DOES MORE FOR VETERANS.

WE MUST ADDRESS OUR WEAKNESSES TO IMPROVE OUR IMAGE TO ELIGIBLE VETS

VFW Brand/Perception – what some think ...

- Smokey bars, unwelcoming, old boy's club, not family friendly, no diversity, a dying organization, funny hats, too much ritual, no communication, not online, not relevant to younger veterans

VFW Relevance – what veterans need to know ...

- Our legislative works improves life for veterans of all ages, we help veterans from all service periods to receive benefits, Posts are becoming more family oriented, we serve our communities, we support military families, we help transitioning troops, we fund student veterans, we promote patriotism ... *our mission remains critical for veterans and our military*



VETERANS OF FOREIGN
NO ONE DOES MORE FOR VETERANS.

MANY GROUPS SEEK VETERANS' SUPPORT

MAKE THE VFW STAND APART BY BEING RELEVANT!



VETERANS OF FOREIGN WARS
NO ONE DOES MORE FOR VETERANS.

**IF WE DON'T TELL THE VFW'S LONG
AND TREMENDOUSLY SUCCESSFUL**

STORY, WHO WILL?

**THE FUTURE OF THE VFW WILL BE
DETERMINED BY HOW WELL WE MAKE
THE VFW RELEVANT TO VETERANS,
OUR MILITARY AND THE PUBLIC.**

SO PROUDLY TELL THE VFW'S STORY!

VFW



**VETERANS OF FOREIGN
NO ONE DOES MORE FOR VETERANS.®**