

DEPARTMENT OF PENNSYLVANIA

VETERANS OF FOREIGN WARS OF THE UNITED STATES

MEMBERSHIP AWARDS PROGRAM

2021-2022



Department Headquarters
4002 Fenton Ave.
Harrisburg, PA 17109-5943
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www.vfwpahq.org

“HONOR – COURAGE - COMMITMENT”

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“HONOR – COURAGE - COMMITMENT”

Message from the Department Commander – Nathaniel Smith

Greetings Comrades.

I know that the last eighteen months has not been so great however we have learned how to adapt and overcome to continue serving Veterans and their families in this great Department. As our immediate past State Commander Peters has stated “Don’t let this pandemic stand in our way to be successful.” As we start a new year and transition of leaders from the Vietnam Era to the Persian Gulf, we need to keep in mind that without membership we cannot prevail, “My motto is “Honor, Courage, Commitment. We need to continue to Honor all Veterans **AND** have the courage to move this Organization forward. We **MUST** be 100 % committed to do our due diligence to add new and retain current members into our great organization. I encourage all Post Commanders to reach out to their District Membership Chairperson or **ANY** State Membership Team member for assistance with scheduling recruiting drives, information sessions, and other events related to Membership.

Focus on these four objectives:

- (1) **Recruiting**
- (2) **Training**
- (3) **Mentoring**
- (4) **Retaining**

We need to continue to strengthen membership by collaboration with our Auxiliaries, Military Organizations, Employers, and the Community providing facts about the VFW. I believe that **ALL** posts need to promote the “adopt a unit program” as this program ensures that Veterans know that “**Nobody does more for Veterans than the Veterans of Foreign Wars**”. We are one team that works together on a mission to continue to put this Department on top where it needs to be. “FULL SPEED AHEAD”

Message from the Department Membership Team

Welcome to the new 2021-2022 VFW program year. This year, your State Membership Team is comprised of highly motivated and deeply passionate committee members that take the concept of membership very seriously. Comrades, simply put, membership is **THE MOST IMPORTANT** and **HIGHLY CRITICAL** function we do in the Veterans of Foreign Wars! Our primary mission “*to foster camaraderie among United States veterans of overseas conflicts*”; to “*serve our veterans, the military and our communities*”; and to “*advocate on behalf of all veterans*” cannot be accomplished **WITHOUT** human capital resources. The very lifeblood and longevity of this organization depends on us having enough people to do our mission.

We look forward to supporting Commander Smith and you! We intend to help grow our VFW by providing you the tools to grow as an Individual, Post and District. As things slowly return to an order of normalcy, we believe there will be an increase in opportunities to expand Membership events throughout the state. When your District or Post does a Membership Drive, please contact us and we will do all we can to get a Chairman or Recruiter there to support your event. We all need to have the **Honor** to do what is needed, the **Courage** to do it and the **Commitment** to see it through! FULL SPEED AHEAD!

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2020-2021 Membership Programs Special Notices and Exceptions

- Membership Divisions for all Posts will be same as National Divisions.
- **Membership quota** for all Department contests is **100% + 1** unless otherwise noted.
- Continuous, new, reinstated and Life Members will be verified by National Headquarters for all Department Contests.
- All Department Membership Contests end **April 30, 2022** unless otherwise stated.
- Individuals, Posts and Districts can only win **one** time in each **contest or category** unless otherwise stated. The Department Membership Team will make the final determination of all Department awards.
- All **contest checks** will become the **property of the Post or District** unless **otherwise stated**. All checks will be made out to the Post or District Quartermaster unless otherwise stated.
- All requirements for All State Awards must be met by April 30, 2022.
- All membership transmittals for All State Status to **receive a cap at Convention** must be recorded at Department Headquarters **NO LATER THAN April 30, 2022**.
- All membership transmittals for All American Status must reach National Headquarters **NO LATER THAN June 30, 2022**.
- Posts who are in arrears and receive a monetary award, the arrearage will be deducted from the award.

To encourage thorough reading of this important membership program, Commander Smith has inserted Five special graphics into the booklet. You can earn a special prize by locating these symbols and sending a note to State Adjutant/Quartermaster via U.S. Mail, Fax (717-234-1955) or E-mail quartermaster@vfwpahq.org noting the page and location of the symbol listed below:



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Individual Membership Rewards

Contest No. #1 - Life Membership OTI Attendance Award

Members that attend Officer Training Institute sessions will be eligible for a drawing for 4 life memberships or if already a Life Member, an upgrade to the next tier of Legacy Life membership. If the member is already a Legacy Life Gold member, they will receive a \$200.00 Certificate to the VFW Store. Drawing for these memberships will take place at the conclusion of the OTI sessions.

Contest No. #2 – Continuous to Life Membership Monthly Award

A special monthly drawing for two life memberships to be awarded each month and will take place from August 2021 through April 2022. Winners that are continuous members will receive an upgrade to Life Membership.

Contest No. #3 – Life Membership to Legacy Life Monthly Award

Life Members will be entered into a Legacy Life drawing for 2 Legacy Life Memberships each month. If the member is already a Legacy Life Gold, then the winner will receive \$200.00 VFW Store Gift Certificate. Contest runs from August 2021 through April 2022.

Post Level Contests (Post Divisions 1-6)

2021-2022 Membership Achievement Awards

All Posts that properly report **100% + 1** in membership, including 15 new/reinstated members, will receive a monetary award and VFW Store gift certificate on dates listed below:

- **Contest #4** December 31, 2021 \$850 plus a \$100 Gift Certificate
- **Contest #5** February 28, 2022 \$550 plus \$100 Gift Certificate
- **Contest #6** April 30, 2022 \$350 plus \$100 Gift Certificate

Grass Roots Posts Contests (Post Divisions 7-11)

Grass Roots Posts that properly report 100% +1 in membership, including 5 new/reinstated members, will receive a monetary award and VFW Store gift certificate on dates listed below:

- **Contest #7** December 31, 2021 \$850 plus \$100 Gift Certificate
- **Contest #8** February 28, 2022 \$550 plus \$100 Gift Certificate
- **Contest #9** April 30, 2022 \$300 plus \$100 Gift Certificate

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Life Membership to Legacy Life Membership Upgrade

Post Membership Awards

Contest #10

The Post Commander and Post Quartermaster from each All-State Membership Division with the most new/reinstated members over their membership goal by February 28, 2022, will receive a special award from the State Commander.

All-State Post Commanders and Quartermasters Contest

Contest #11

All-State Post Commanders will receive a distinctive VFW Cap, an All-State Commander's Pin and special recognition at the State Convention.

An outstanding Post Commander will be selected Captain of the All-State Team based on the scoring of the All-State worksheet & membership over their goal by April 30, 2022 will receive a special gift from State Commander Smith at the State Convention.

Contest #12

All-State Quartermasters will receive a distinctive VFW Cap, an All-State Quartermaster's Pin and special recognition at the State Convention.

An outstanding Post Quartermaster will be selected Captain of the All-State Team based on the scoring of the All-State worksheet & membership over their goal by April 30, 2022 and will receive a special gift from State Commander Smith at the State Convention.

ALL-STATE POST DIVISIONS & QUOTA

Division	Membership	Minimum %
Division 1	951-+	100% + 1
Division 2	750-950	100% + 1
Division 3	356-749	100% + 1
Division 4	246-355	100% + 1
Division 5	185-245	100% + 1
Division 6	143-184	100% + 1
Division 7	112-142	100% + 1
Division 8	88-111	100% + 1
Division 9	68-87	100% + 1
Division 10	51-67	100% + 1
Division 11	1-50	100% + 1

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All State Post Commanders and Quartermasters Worksheet

**To be considered for All State Status this worksheet must be submitted to
Department Headquarters, 4002 Fenton Avenue. Harrisburg, PA 17109-5943
Postmarked no later than April 30, 2022 to receive Cap at Convention
*ALL STATE WORKSHEET IS MANDATORY***

Name _____ Post # _____ District # _____

Mandatory Criteria


- Membership Properly Reported as attaining percentage goal of 100% + 1.
- All Post and Home Association By-Laws (if Applicable) must be Current (within the previous 5 years)
- Post/District must have Articles of Incorporation on file with Department Headquarters.
- Purchase Buddy Poppies. (5 Per Member) Date: _____ Check # _____
- Voice of Democracy Entry. Yes [] No []
- Patriot’s Pen Entry. Yes [] No []
- Veterans and Military Support Fund Raiser or donation to VMS Fund (**Dept. Division 1-6 \$100 –Dept. Division 7-11 \$50**) (Must be sent to Department Headquarters) **Earmarked Veterans & Military Support**) Date: _____ Check # _____
- National Home Donation (**Dept. Division 1-6 \$100—Dept. Division 7-11 \$50.00**) (Must be sent to Department Headquarters **Earmarked for National Home**) Date: _____ Check #: _____
- Donation to Commander’s Special Project (**Dept. Division 1-6 \$100—Dept. Division 7-10 \$50.00**). Must be sent to Department Headquarters **Earmarked Special Project (PA Wounded Warriors)**.
Date: _____ Check # _____
- VAVS Donation (**Dept. Division 1-6 \$100 – Dept. Division 7-11 \$50.00**) Must be sent to Department Headquarters Earmarked VAVS. Date: _____ Check # _____
- All Monthly Community Service Reports must be on file with the department chairman. All Community service reports must be received by the Chairman (**NOT DEPARTMENT**) no later than April 30, 2022.
- Post must have submission of one EMT or Firefighter or Police Officer Candidate for Dept. Safety Award (**Entries must be received in Dept. Headquarters by December 31, 2021**)
- All Quarterly Trustee Reports Including June 2021 must be on file.
Dates Trustee Reports sent to Dept. June: _____ September _____ December _____ March _____
- Post must have Quartermaster Bonded and on record at Department HQ. Date: _____ Check # _____
- Post Commander and/or Sr. Vice Commander and/or Jr. Vice Commander and/or Quartermaster must attend of all the District Meetings (**Post Commander must attend at least attend 50% of ALL District Meetings**).
- Post must have a **registered** Service Officer (**Current Fee Paid**).
- Post must not be in arrears. (current and prior year)
- Post Inspection is recorded for 2021-2022. Date Inspected _____ By _____
- All State requirements must be completed July 1, 2021 to April 30, 2022 to receive cap at Convention.

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**To be considered for All State Status the worksheet must be submitted to
Department Headquarters, 4002 Fenton Avenue. Harrisburg, PA 17109-5943
Postmarked no later than April 30, 2022
ALL STATE WORKSHEET IS MANDATORY**

The score will be calculated at Department Headquarters. The points will be used to determine the All-State Captains. **Records must be on file at Department Headquarters to Qualify.**

POINTED CRITERIA: _____ **POINTS:** _____

Purchase 10 Buddy Poppies per member	10	_____
Membership % goal by Dec. 31, 2021	20	_____
Or Membership % goal by Feb. 28, 2022	15	_____
Or Membership % goal by Apr. 30, 2022	10	_____
New or Reinstated Member by Dec. 31, 2021 Maximum 75 pts	5 ea	_____
Community Activity Record Book Submitted for Judging	30	_____
Americanism Program	20	_____
Community Activities Participation	20	_____
Safety Program	20	_____
Youth Activities Participation (e.g., Scouts, JROTC, etc.)	10	_____
Participate in the Adopt a Unit Program	10	_____
Participate in Citizenship Education Teacher Award (E.g., Voice of Democracy)	10	_____
Donation to Barger Nursing Scholarship	10	_____
Post Officers attend the Dept. Regional School of Instruction (OTI)	10	_____
Post Inspection submitted to Department by December 31, 2021	10	_____
Donation to Homeless Veterans Program	10	_____
Voice of Democracy Student	30	_____
Patriot’s Pen Student	30	_____
Donation Commander’s Special Project:	20	_____
Law Enforcement Candidate	30	_____
Fire Fighter Candidate	30	_____
Emergency Medical Services Candidate	30	_____
Citizenship Teacher of the Year Entry – Smart Maher (K-12) 	30	_____
Post/District Commander must Attend at least One Dept. Recruiting Instruction	60	_____

(Department Membership Chairman must validate attendance)

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District Awards

2021-2022 District Membership Awards

All Districts that properly report their membership goal of 100% + 1 will receive an award for the District. Dates and awards listed below.

- **Contest #13** December 31, 2021 **\$1200**
- **Contest #14** April 30, 2022 **\$700**
- **Contest #15** June 30, 2022 **\$500**

2021-2022 District Life Membership Achievement Award*

All Districts that properly report **25** new Life Members (includes annual going life) will receive an award for the District.

- **Contest #16** December 31, 2021 **\$500**
- **Contest #17** April 30, 2022 **\$300**
- **Contest #18** June 30, 2022 **\$200**

2021-2022 District Commander Awards

Contest #19

All District Commanders and District Membership Chairperson’s who have attained their membership goal of 100% +1 by April 30, 2022 will receive:

- All State District Commander’s Cap at Convention
- Jacket (Style to be determined by State Commander)
- Special Recognition at the State Convention

Contest #20

All District Commanders and District Membership Chairperson’s who have attained their membership goal of 100% between May 1, 2022 and June 30, 2022 will receive:

- All State District Commander’s Cap
- Special Recognition at the State Convention

Note: *In order to Qualify for this award all the following must be Completed and Submitted to Department: District Inspections, Post Inspections and Post and District Quarterly Audits.*

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Contest #21

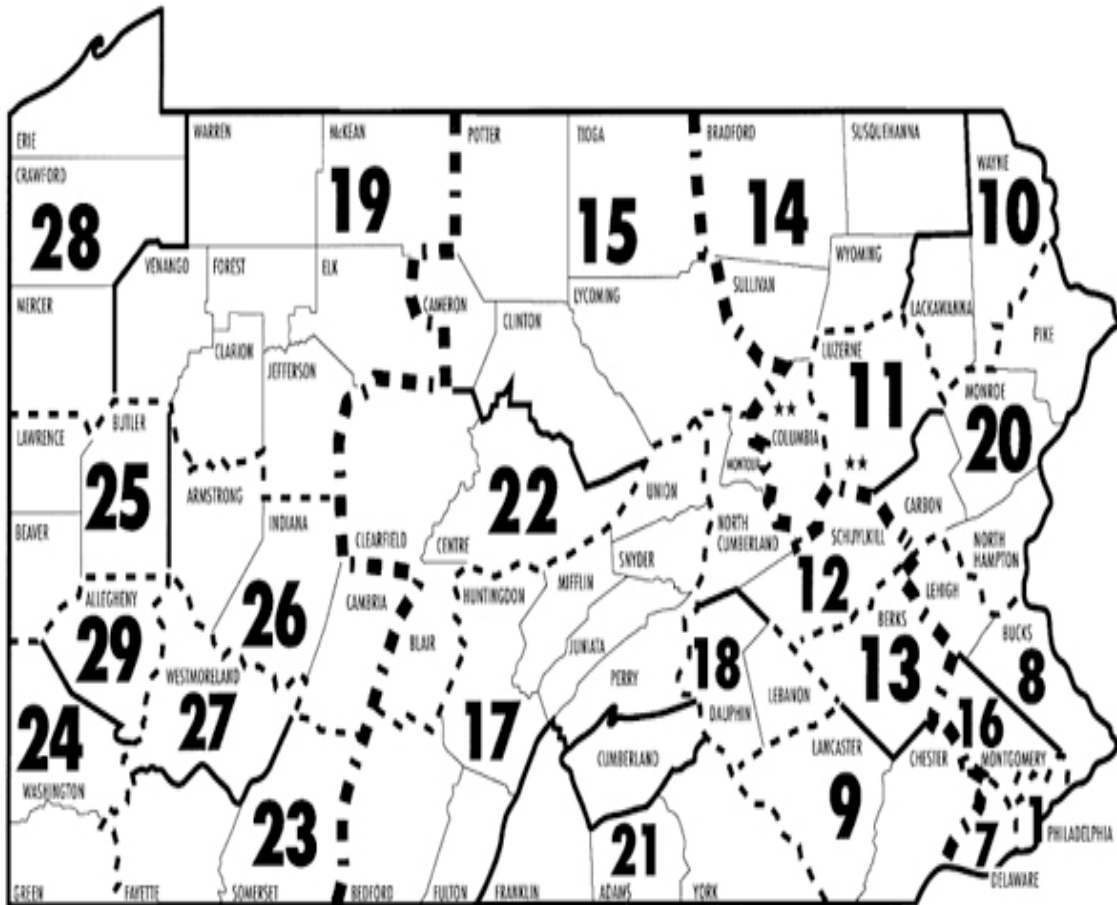
If we become an All-American Department, all District Commanders and National Certified Recruiters will receive an incredibly special reward from State Commander Smith –

PA VFW District Membership Areas

**WEST- 19, 23, 24, 25,
26, 27, 28, 29**

**CENTRAL-9, 12, 13, 15,
17, 18, 21, 22**

**EAST- 1, 7, 8, 10,
11, 14, 16, 20**



** The Boroughs of Berwick and Benton, Columbia County are in the 11th District.

(To Be Announced)

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Membership Plaques and Awards

The Joe Salvo Award for Individual Post Members

Contest #22

A **Henry VFW Tribute Rifle** will be presented to the individual member who signs up the most new and reinstated members (over 25 members) between July 1, 2021 and April 30, 2022. This award will be presented at the 2022 Department Convention. The National Recruiter Report will be used to verify the member.



Chosnyk Plaque

Contest #23

This plaque is awarded to the District having the greatest percentage increase as of April 30, 2022.

Post Commander's Award

Contest #24

This **Henry VFW Post Tribute Rifle** will be awarded to the Post with the highest numerical increase as of April 30, 2022.



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Robert Musser Memorial Plaque

Contest #25

This plaque will be awarded to the Post having attained the greatest percentage of increase as of April 30, 2022.

Van Zandt Award

Contest #26

To be eligible, a Post must recruit at least *25 new/reinstated members* prior to April 30, 2022. The Post recruiting the *most new/reinstated members* as a percentage of existing membership receives a plaque.

Contest #27

For every Post member or auxiliary member who recruits five (5) new/reinstated auxiliary members will receive a pin from the State commander and be entered into a drawing for \$250.00 presented at the State Convention 2021-2022.

Special Note

Districts and Posts must meet their membership goal, inspected, and report participation in Community Service, Patriot's Pen Essay, Voice of Democracy, Safety, Youth Activities, Buddy Poppy, Citizenship Education in the current Commander's Membership Year to qualify for plaques and award. The plaques and the Van Zandt Award will be presented at the first general session of the Convention.

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2021-2022 Department Membership Team

Department Membership Chairman:

John August Otte
368 Village Way, Chalfont, PA 18914
Cell Phone (267) 644-7942 or 267-645-9716

Post 3258
District 8
Email: Membership@vfwpahq.org

Department Membership Co-Chairman (Eastern)

VACANT

Department Membership Co-Chairman (Central)

Robert E. Hinkle Jr.
6357 Salem Run Rd, Dover, PA 17315
Cell Phone: (717) 542-6948

Post 5265
District 21
Email: Membershipcentral@vfwpahq.org

Department Membership Co-Chairman (Western)

Carl Trusiak
205 Truxall Rd, Apollo, PA 15613-9005
Cell Phone: (724)448-4945

Post 566
District 27
Email: Membershipwest@vfwpahq.org

Western Districts Recruiters

Earl “Greg” Stump
952 Coleman Mills Road, Port Allegany, PA 16743
Cell Phone (760) 443-6811

Post 6391
District 19
Email: buckskintitan@yahoo.com

Bill Csaszar
4239 Stanton Avenue, Pittsburgh, PA 15201
Cell Phone (412) 592-2172

Post 3945
District 29
Email: sfcbillc@gmail.com

Life Membership/Gold Legacy Chairman

Gary Smith
12621 Gum Tree Rd, Brogue, PA 17309
Cell (717) 262-357

Post 1446
District 21
Email: vfw6241@comcast.net

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2021-2022 Planning Calendar

2021

July 4 & 5	Independence Day (Department HQ Closed)
July 8 -11	National Commander-in-Chief’s Homecoming (Portsmouth, VA)
August 13	PA District 21 Golf Scramble, The Bridges Golf Club 6729 York Rd., Abbottstown, PA 17301
August 13 &14	Department Flying Squadron, Sheraton Harrisburg-Hershey Hotel 4650 Lindle Road, Harrisburg, PA 17111 (Invitation Only)
August 15:	South Central Officer’s Training, VFW Post 8896 107 E. Locust St. Ext, East Berlin, PA 17316 (717) 259-0124
August 16:	North Central Area Officer’s Training, VFW Post 8724 (6:00 PM) 1665 Newry Lane, Duncansville, PA 16635 (814) 695-9703
August 20 & 21	VFW Auxiliary Program & Leadership Conference Red Lion Hotel, 4751 Lindle Road, Harrisburg, PA
August 21	Southeastern Area Officer’s Training VFW Post 9220 1236 Lavender Road, Bensalem, PA 19020 (215) 245-1252
August 22:	Northeastern Area Officer’s Training, VFW Post 7251 179 Boulevard Ave, Throop, PA 18512 (570) 489-4021
August 28	Northwestern Area Officer’s Training, VFW Post 2006 1045 S. Morgan St. Meadville, PA 16335 (814) 333-8444
August 29	Southwestern Area Officer’s Training, VFW Post 1810 3801 Clariton Blvd, Pittsburgh, PA 15227 (412) 881-9934
September 6:	Labor Day (Department HQ Closed)
September 11:	Patriot’s Day
September 17:	POW-MIA Day
September 26:	Gold Star Mother’s Day
October 11:	Columbus Day (Department HQ (Closed))
October 15-17	Women Veterans Retreat – Ramada Conference Center, State College, PA
October 21-23	State Commander’s Testimonial- Breinigsville
Oct 29-31:	Eastern States Conference, Ocean City, MD
November 8:	Election Day

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2021, Cont'd

November 11 & 12 Veterans Day (Department HQ Closed)
November 25 -26 Thanksgiving Holiday (Department HQ Closed)
December 24: Christmas Holiday (Department HQ Closed)
December 25 Christmas Day (Department HQ Closed)
December 31: New Year’s Eve (Department HQ Closed)

2022

January 1: New Year’s Holiday (Department HQ Closed)
January 17: Martin Luther King Jr (Department HQ Closed)
January 21-22 Mid-Winter Conference: Wyndham Hotel, 2110 Lincoln Hwy East, Lancaster, PA
January 29-Feb 3 VFW Auxiliary Mid-Year Conference & Celebrating Freedom
 Melbourne & Cape Canaveral, FL

February 21: President’s Day (Department HQ Closed)
February 26-March 2: Voice of Democracy Celebration: Washington, DC
February 27-March 3: Legislative Conference, Washington, D.C.
March 11-13: Women Veterans Retreat, Harrisburg, PA
April 15-18 Good Friday & Easter Holiday Weekend (Department HQ Closed)
April 1-2: VFW Auxiliary President’s Testimonial: Pittsburgh Marriott North
 100 Cranberry Woods Drive, Cranberry Township, PA
May 1: Loyalty Day
May 30: Memorial Day (Department HQ Closed)
June 8-11 State Convention - Wyndham Hotel, 2110 Lincoln Hwy East, Lancaster, PA
June 19 -20 Juneteenth – (Dept HQ Closed)

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Tools to Boost Membership

4 Steps for the Post Commander in Planning A Successful Recruiting Campaign

Step #1:

- Select and organize a membership committee.
- Qualities of a successful Membership Chairman:
 - ✓ Popular, organized, good speaker, knowledgeable about the VFW, dedicated
- Qualities of a successful Committee member:
 - ✓ Active, knowledgeable about the VFW, dependable

Step #2:

- Develop a recruiting plan
- 5 Elements of a recruiting plan that works:
 1. Analysis of the current situation (Where you are in terms of members, recruitments, other Posts' territories members and recruitments. Use last year's membership as a base for your goals).
 2. Goal Setting (Where you want to go)
 3. Development of action plans
 - ✓ Territory and time management
 - ✓ Manpower management and planning
 - ✓ Recruiting meetings and techniques
 4. Implementation of action plans
 - ✓ Translate plans on paper into actions carried out by the recruiting team
 5. Tracking results
 - ✓ Use a system of controls and measurements to assure results are achieved

Step #3:

- Set realistic goals - Two types of goals in your plan should include: Quotas and Objectives **USE THE SMART** system for goal setting:
 - * **SPECIFIC** - For example, the focus of the plan should not be just to increase recruiting by numbers, but to increase by a certain number through specific recruiting
 - * **MEASURABLE** - A definite measure to increase members in your Post by a certain percentage or set number techniques
 - * **ATTAINABLE** - Goals should require effort (ambitious), but attainable
 - * **RESULTS ORIENTED** - Goals aimed at achieving a specific result
 - * **TIMED** - Track your progress throughout the time to ensure you achieve goals at the end of the stated time. Consider setting up recruiting deadlines to coincide with National, Department and District/County awards so members are eligible for awards sponsored by National, Department, District and County.

Step #4:

- Plan your activities.
 - The 3 R's of membership growth:
 1. Retain Continuous members
 2. Reinstate former members
 3. Recruit NEW members

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- Five proven recruiting techniques:
 1. Personal contact - Door-to-Door, membership booths, meetings
 2. Recruiting booths/tables
 3. Mail
 4. Referrals
 5. Telephone campaign. Note: Personal contact is the most effective way to reach prospective members. Whatever recruiting method you use, always arrange a face-to-face meeting with the prospect.

Periodicals

Offer to make the State and National publications available for the waiting rooms of professional offices—doctors, dentists, lawyers, etc.—in your town. Place a membership application in the publication.

Public Service TV/Radio/Cable Network

Advertise your Post. Tell the people you are going to have a Memorial Day Service, Veterans Day Service, Loyalty Day program or other Post or Auxiliary event that would attract community members. Remember, everyone is welcome. Get the word out through Public Service Announcements mailed for fazed to TV and radio stations. Call News Directors or Editors at your local stations for information about submitting Public Service Announcements.

Post Open House

Have an open house at your Post with your officers and invite all veterans and their families from the surrounding community. Maybe you can sponsor a free buffet or dinner for local troops or military units that are departing to or returning from overseas deployment.

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VFW

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