



Happy Holidays!

Thank you for all that you have done this year for Veterans, Active Services members, their families and your communities. Membership is the life blood of our organization. Without you how would the many things you do to help others get done. Who will come next into your post to fill your shoes?

The Membership Goals this year are to Build a strong organization for the future and to Work together to achieve the VFW's goals. At [www.vfw.org](http://www.vfw.org) you will find training materials to help you succeed in your quest to help lead the VFW into the future. There are tips for recruiting new members, training videos, membership applications & brochures that can be printed. The "VFW Priority Goals" brochure and the "VFW Fact Sheet" are two of the best.

When talking to a prospective member first try to find what areas of the VFW might appeal to them. Are they in need of filing a claim or updating an existing claim? Do they have children who could benefit from the essay programs? Are activities that benefit active services members of interest? Are the Community programs your post participates in of interest? Is the work the VFW does in Congress of interest to them?

By providing information on what the VFW has done and continues to do for Active Service Members, Veterans, their families and our Communities we can demonstrate why it is worthwhile to belong to this organization.

The VFW Fact Sheet includes the VFW has:

- 1,922 VA accredited representatives helping veterans fight for the VA benefits they have earned;
- Helped Veterans recoup \$7 Billion in earned benefits from the Veterans Administration last year, which includes 1.2 Billion in new claims filed in 2016;
- Testified before Congress 26 times in the last 12 months and has been instrumental in virtually every major legislative victory for veterans in the 20th and 21st centuries;
- Awarded \$7.9 Million to military families since 2004 to help cover basic needs in times of crisis from the Unmet Needs Program.
- Hosted over 2 Million service members & their families through the Military Assistance Program (MAP grants) since 2005.
- Awarded to more than 825 Veterans & Service members over \$3.6 Million through the "Sport Clips Help a Hero Scholarship" in the last 4 years.

- Donated annually \$52.1 Million to local community service projects by VFW members.

It is always good to keep some of these facts and an application with you so that when you have the opportunity to talk with a fellow veteran about why they should join our organization you will be ready to seal the deal.

Does your Post have a newsletter, email, phone bank or an outreach team that visits fellow members? In many cases, we have lost touch with our members. We need to know who they are and what their needs are. Let's get back to basics—our first priority is taking care of our members and the veteran community as a whole.

Please do not hesitate to ask for help from your Post, District or Department leadership. The Membership team is available to assist you with your membership projects.

Have a Merry Christmas and a Happy New Year,

Linda Fairbank  
State Sr Vice Commander