

MEMBERSHIP



J.D. Spindler
Director
Post 4549-17

PO Box 577
Robinson, IL 62454

Office: (618) 544-8141
Home: (618) 544-8562
Cell: (618) 562-8722

Email:
spindler@springnet1.com

I would like to thank State Commander Laurie Emmer for appointing me as your State Membership Director for 2020-2021.

Membership is the lifeblood of the VFW. Many Posts have ignored this or become indifferent to it, forgetting that this is a priority for our organization to perpetuate us into the future. Unfortunately, many such Posts no longer exist, both in our state and nationally, because they did not make this a priority. Please don't let this happen in your Post or District!

We must return to the basics of recruiting, and activity is the key to success. We need to develop a system of making regular contacts with potential members, as well as our unpaid members. It all starts with someone you suspect might be eligible for membership in the VFW. The next step is contacting that individual to determine if you have a real prospect, and ultimately turning them into a new VFW member.

However, we must remember that for us to determine if the individual we are approaching is a qualified prospect, they must meet three criteria. First, they must be VFW eligible. Second, we must be able to talk with them on a favorable basis; and third, they must have the ability to pay. If they don't meet all three of these criteria, they are not really a prospect. That means "case closed," and it is time to move on to a qualified prospect.

We are living in unprecedented times right now, and making personal contacts is difficult. However, we can make contact either by social media or phone, so I ask you to reach out to others using those methods. A good starting place is with your existing members. Contact them to check on how they are doing, and while you are at it, ask them if they might know someone who might be willing to talk to you about joining the VFW. A priority for all of us is to maintain our existing membership base. Staying in contact is vital to retaining our members, whether it is done by social media, phone, or newsletters. This lets our members know that we are thinking about them.

We are offering support to our Posts and Districts. You just need to let us know what type of assistance you need, and we will do our best to help you accomplish your goals. Remember to keep us in the loop, because if you don't, we have no way of knowing what you are doing or what you might need.

Commander Emmer reminds us that this year begins "100 Years of Veterans' Service." Think positive, stay motivated, and remember...it's up to us to make things happen again in Illinois!

Assistant Membership Directors 2020-2021

Michael J. Breyne (Post 1197-19)
42W640 Star Ln.
Sugar Grove, IL 60554
(630) 885-1644 (cell)
e-mail: dusterwrench7@yahoo.com

Vince R. Long (Post 1756 – 10)
1236 1900th Ave.
Beason, IL 62512
(217) 737-7847
e-mail: vincelong45@gmail.com

Christopher L. Hatcher (Post 2606-13)
2225 Winding Rd.
Grayville, IL 62844
(618) 375-1123
e-mail: clhusretired07@hotmail.com

Gary D. Holmes (Post 2955 – 6)
5488 Torque Rd.
Loves Park, IL 61111
(815) 988-5001 (cell)
e-mail: gary_holmes@att.net

Richard A. Coombe, Jr. (Post 7448-5)
2120 11th St., Apt. 10
Winthrop Harbor, IL 60096-1666
(847) 502-1956 (cell)
E-mail: rich4551@att.net



Illinois Membership Program 2020-2021

Laurie Emmer

State Commander

"100 Years of Veterans Service"

ILLINOIS MEMBERSHIP PROGRAM 2020-2021

VFW MEMBERSHIP MISSION: Our goal is to perpetuate our organization for current and future veterans into the next century. Posts, Districts, and our state must coordinate and implement a successful program to retain current members, recruit new ones, and reinstate those who have let their dues lapse. Our District and State leaders should be prepared to promote a well-organized membership campaign in addition to working our other VFW programs. Our State Headquarters offers technical, logistical, and financial resources to assist in retention and recruiting. In addition, our National organization offers incentives to help us achieve these goals. It is our responsibility to use these assets to implement and achieve a successful Membership Program.

VFW MEMBERSHIP VISION: The starting point for our Membership Program will be the standings at the end of the previous year. From this point, our goal is growth—or at the very least, maintaining an equivalent number of members from the previous year. We need to welcome veterans and their families from all conflicts. Our Posts should provide a place where our members feel comfortable, appreciated, and respected. We need to be open to new ideas and approaches in our local VFW Posts. Change is inevitable, and when it's time, we must be open to embracing it. We can all do better, so continue to look for ways for improvement.

OUR MINIMUM GOAL THIS YEAR IS 100%! Whether we like it or not, our elected representatives look at our numbers when we lobby for the rights of veterans at the National or State level. Large numbers gain their attention. Therefore, the VFW is either perceived as a strong, viable organization, or one that is deteriorating. It is our job to keep our VFW strong!

BE ADVISED: All awards will be presented based on the membership numbers that are posted on the National Membership Report on the morning following the specified cut-off date. There will be no exceptions!

NEW AND RECOVERED MEMBER AWARDS

All members of the Veterans of Foreign Wars who sign up:

- 50 new or reinstated members will receive a State Commander's shirt
- 75 new or reinstated members will receive a State Commander's Jacket
- 100 new or reinstated members by June 1, 2020 will be awarded \$500 to attend the National Convention in Reno, Nevada. This award is non-transferable and will be presented to the winners at the National Convention.

POST COMMANDER & QUARTERMASTER AWARD

Posts recruiting 5% of their prior membership (as reported on Memstats as new and reinstated members), with a minimum of six members, by January 15, 2021: The Post Commander and Quartermaster will receive a special embroidered State Commander's jacket. (Note: Partial numbers will be rounded up to the next whole number). Jacket size forms will be sent to qualifying Post Commanders and Quartermasters. FORMS MUST BE RECEIVED AT STATE HEADQUARTERS NO LATER THAN FEBRUARY 15, 2021.

ALL-STATE POST AWARDS

The 2020-2021 Membership Program is designed so that if a Post qualifies to be "All-State," both the Commander and Quartermaster will be recognized for this tremendous achievement because: **THEY ARE A TEAM!**

The All-State Team of Post Commanders and Quartermasters will consist of Posts that achieve the following:

- 100% plus 3 in Membership
- Posts must be 100% reported on the x-sheet.
- Posts must order a minimum of 1,000 poppies

There will be no limits on the number of Posts that can achieve All-State status. New Posts need a minimum of 50 members to achieve-All State. The program runs through June 15, 2021.

To receive All-State awards at the State Convention, the deadline for completion of All-State criteria is April 30, 2021.

All-State Post Commanders will receive:
All-State Commander's Cap
Distinguished Service Lapel Pin

All-State Post Quartermasters will receive:
All-State Quartermaster's Cap
Distinguished Service Lapel Pin

LEGACY LIFE MEMBERSHIP

The Post having the largest increase in Legacy Life Membership, with a minimum of 5 new Legacy Life Memberships by April 30, 2021, will receive a \$50 gift certificate from the National VFW Store.

DISTRICT COMMANDER AWARD

(Up to \$1000 can be awarded to District Commanders!)

District Commanders who are **96%** in membership by **February 9, 2021**, will receive a \$500 cash award.

District Commanders who are **100%** in membership by **April 1, 2021**, will receive an additional \$500 cash award.

ALL-STATE DISTRICT AWARD

District Commanders who attain 100% plus 10 in membership will achieve All-State status.

The All-State Program runs through June 15, 2021. To receive All-State awards at the State Convention, the deadline for completion of All-State criteria is April 30, 2021.

All-State District Commanders will receive:
All-State District Commander's Cap
Distinguished Service Lapel Pin

CAPTAIN, ALL-STATE DISTRICT AWARD

The Captain of the All-State Team of Commanders Team will be the Commander with the most points, based on the following:

Each new member = 10 points
Each new life member = 10 points
Each new Legacy Life Member = 25 points

The Captain of the All-State Team will receive \$200

CRAMER-SODEN AWARD

The All-State District Commander who has the highest numerical increase in their 2021 membership over their 2020 membership will be the recipient of this prestigious plaque. This award is sponsored by our fellow Illinois Past National Commanders-in-Chief, George R. Cramer, and the late Ray R. Soden. The deadline for this award is April 30, 2021.



NATIONAL MEMBERSHIP PROGRAM 2020-2021

Membership Mission

To recruit, retain and mentor a stable membership base including all generations of veterans. To cultivate a membership that is well versed in institutional knowledge and actively involved at all levels of the organization and in the local community. To establish Posts with a strong tradition of service, leadership and community outreach.

Introduction

For the past several years, the VFW has been relatively successful in recruiting members aged 39 and younger. The only way to make this success permanent is to retain those members, recover past members and recruit new members. We must improve the way we communicate with our members at all levels of the organization. Does your Post, District, State or Department have a newsletter, email, social media presence 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 us get back to the basics. Our first priority is taking care of our members and the veteran community as a whole.

Membership Goals

1. Build a strong organization for the future.
2. Work together to achieve the VFW's goals. The VFW National Headquarters staff is available to assist in coordinating programs, developing new membership initiatives and building awareness among our membership and the entire veteran community.

Membership Objectives

- Recruit new and recover unpaid members
- Retain and mentor existing membership
- Develop new Posts and revitalize existing Posts
- Increase Life Membership
- Increase Legacy Life Membership

Retention Defined

Although retention is not a prerequisite for the All-American program, it is extremely important to understand how retention is derived and the important role retention plays in accomplishing growth. The number of paid annual members in your Post on July 1 is the ensuing year's "prior year total." One more new or reinstated member is required to make up for each prior year annual member the Post fails to retain.

Your Post retention is derived from six types of payment components based on your prior year total of annual members:

- A prior year annual member pays his or her annual membership dues.
- A prior year annual member pays the life membership installment fee.
- A prior year annual member pays for life membership dues.
- A prior year annual member transfers to another Post and pays his or her annual membership dues.
- A prior year annual member transfers to another Post and pays the life membership installment fee.
- A prior year annual member transfers to another Post and pays life membership dues.

TRIPLE CROWN AWARD

Any commander who achieves All-American at the Post, District and Department level will receive Triple Crown pin and recognition at the National Convention.

RECRUITING AWARDS

Individual Recruiting Awards:

- 5, 10, 15 Corresponding numbered member pin
- 25 Commander-in-Chief membership coin & citation
- 50 VFW Commander-in-Chief backpack
- 75 Commemorative medallion set
- 100 Century cap and citation or \$50 VFW Store Credit
- 150 \$250 VFW Store Gift Certificate

DEPARTMENT 100 PERCENT INCENTIVE

Any department that attains 100 percent in membership by close of business March 31, 2021 will be entered into a random drawing. The Department Commander plus guest and the Quartermaster plus guest that is selected will receive:

- \$2,500 voucher for airfare, accommodations and transportation through Veterans Travel Service (VTS), awarded to Commander, Quartermaster and their guest to be used towards the trip of their choice.

EARLY BIRD AWARD - VFW LEGISLATIVE CONFERENCE

The top three Post commanders and quartermasters in each division on Jan. 1, 2021 will receive:

- A \$1,000 stipend to be used toward attending the VFW Legislative Conference, Washington D.C.

DEPARTMENT EARLY BIRD INCENTIVE

For every Department that achieves 92% in membership by Jan. 1, 2021; the Department commander will receive:

- A Henry Golden Boy .22 Caliber Rifle (tribute edition if available) or a credit voucher of equal value for use with Veterans Travel Services (VTS).

POST COMMANDER & QUARTERMASTER NEW AND REINSTATED MEMBER AWARD

The top 10 Post commanders and quartermasters in each division who report more than 50 new and reinstated annual members by Jan. 1, 2021 will each be awarded:

- A travel charger with the official VFW Commander-in-Chief logo.

100% COMMANDER DRAWING

Each Post and District commander that exceeds 100% in membership by June 1, 2021 will be placed in a drawing. 20 post commanders and 12 district commanders will be drawn to receive:

- A \$1,000 stipend to be used toward attending the VFW National Convention.

KANSAS CITY SPREE

The top two Post commanders and the top two District commanders in each division who achieve 100% membership by April 1, 2021 along with their guest will each be awarded:

- Round-trip airfare to Kansas City, Mo. from the airport nearest the awardee's home.
- A fun-filled weekend (May 20-23, 2021) that may include but is not limited to touring, shopping and a complete tour of the VFW National Headquarters.

POST COMMANDER & QUARTERMASTER DIVISION CHALLENGE

For every ten (10) new/reinstated members recruited between July 1, 2020 and April 1, 2021; Posts will earn one chance for both Post Commander and Quartermaster to be entered into a drawing. One Post per Division will be drawn to receive:

- A \$1,000 stipend each for Commander and Quartermaster to be used toward attending the VFW National Convention.

LEGACY LIFE MEMBERSHIP ACQUISITION

Each Post that achieves the designated benchmarks of 25, 50 and 75 Legacy Life Members will be awarded:

- A Legacy Society Post Proclamation.

Each Post that achieves the distinctive benchmark of 100 Legacy Life Members by July 1, 2021, Commander or post representative will be awarded:

- A \$1,000 stipend to be used toward attending the VFW National Convention.
- Reserved seating at the VFW National Convention joint opening session.
- Legacy Society Post Proclamation.

ELITE RECRUITER

Any VFW member who signs up 250 or more new and/or reinstated annual members by July 1, 2021, will be awarded:

- A \$1,000 stipend to be used toward attending the VFW National Convention.
- Distinctive cap, citation, and name badge.

RECRUITER OF THE YEAR

The VFW member who signs up the greatest number of new and/or reinstated annual members greater than 250 by July 1, 2021, will be awarded:

- A \$1,000 stipend to be used toward attending the VFW National Convention.
- Reserved seating at the VFW National Convention joint opening session.
- Distinctive cap, citation, and name badge.
- Commander-in-Chief's Crystal Eagle.

NEW POST DEVELOPMENT DEPARTMENT AWARD

For each new Post chartered, the Department Quartermaster will receive:

- \$250 for use towards necessary materials for the new Post and a \$250 VFW store credit for the Post.

ALL-AMERICAN LEADERSHIP CRITERIA

The All-American leadership program exists to recognize exceptional leadership, authentic accomplishment in membership growth and VFW core programs.

ALL-AMERICAN POST LEADERSHIP CRITERIA

- Achieve your Division Qualifying Percentage
- Meet all the following Program Participation Criteria:
 - Voice of Democracy - minimum of one entry advanced to District Judging (Overseas Post can donate \$75 to National in lieu of entry**)
 - Patriots Pen - minimum of one entry advanced to District judging (Overseas Post can donate \$75 to National in lieu of entry**)
 - Buddy Poppy- must purchase Buddy Poppies – 5 Per Member
 - Hold a fundraiser with the proceeds going to Veterans & Military Support Programs Services, minimum of \$100

** Donations made to replace a Voice of Democracy, Patriot's Pen, and towards Veterans & Military Support Programs Services as listed above will only be accepted through the following link.

Do not donate through your Department or by any other means.

New Link for 2020-2021 membership year.

https://VFWPrograms.formstack.com/forms/vfwprogramsdonation2020_21

ALL-AMERICAN POST LEADERSHIP AWARD

- Acknowledgment in VFW Magazine
- Acknowledgment during the All-American Awards Ceremony at the National Convention
- All-American Post citation and All-American Post streamer
- All-American citation - commander
- All-American name badge - commander
- All-American cap - commander - quartermaster may purchase cap
- All-American lapel pin - commander - quartermaster may purchase pin
- All-American Team Post Member lapel pin (25 pack)
- The top five commanders in each division will also receive:
 - A \$1,000 stipend to be used toward attending the VFW National Convention.
 - Reserved seating at the VFW National Convention joint opening session.

ALL-AMERICAN DISTRICT LEADERSHIP CRITERIA

- Membership greater than 100%
 - Finish in the top 10 Districts in your division
 - Voice of Democracy - minimum of one entry advanced to Department Judging (Overseas District donate \$100 to National in lieu of entry)
 - Patriots Pen - minimum of one entry advanced to Department judging (Overseas District donate \$100 to National in lieu of entry)

ALL-AMERICAN DISTRICT LEADERSHIP AWARD

- All-American District streamer
- All-American District citation - Commander
- All-American name badge - Commander
- All-American cap - Commander - *Quartermaster may purchase cap
- All-American lapel pin - Commander - *Quartermaster may purchase pin
- The top two District Commanders in each division will also receive:
 - A \$1,000 stipend to be used toward attending the VFW National Convention.
 - Reserved seating at the VFW National Convention joint opening session.

ALL-AMERICAN DEPARTMENT LEADERSHIP CRITERIA

- Membership must be greater than 100%
- Must conduct two Membership Recruiting events, one between July 1st – December 31st 2020 and the other between January 1 to May 1, 2021.* A report of these events should be submitted to the Membership Department.
- Hold a Commander's Round-Up* prior to January 1, 2021 with a report submitted to the Membership Department.
- One new post or increase the membership of three posts of 50 members or less to over 50 members by July 1, 2021. (If a Department does not have 3 Posts below 50 members at the beginning of the year, raising all their Posts below 50 members to above 50 members would be required.)

*The Commander's Round-Up program is for Department Commanders to visit Posts in their Department to get face-to-face time with their Post & District leadership and assist with membership development events.

CONFERENCE MEMBERSHIP AWARD

The State/Department leading each conference will be entrusted with the conference membership colors for the following year. The 2019-2020 Conference winners will return the colors to the membership booth at the National Convention in Baltimore, MD no later than close of business on Monday after the Joint Opening Session. The 2020-2021 Conference winners will then pick up the colors from the Membership Director at National Convention in July 2021 in Baltimore, Maryland any time after 8:00 a.m. on Tuesday at the Membership booth.

Post Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage
1	951+		Over 101%
2	750	950	Over 102%
3	356	749	Over 113%
4	246	355	Over 114%
5	185	245	Over 115%
6	143	184	Over 116%
7	112	142	Over 117%
8	88	111	Over 118%
9	68	87	Over 119%
10	51	67	Over 125%
11	10	50	Over 127%

Post Qualifying percentage is based off prior five-year average for top 25 Posts in in each division

District Membership Divisions and Minimum Qualifying Percentages

Division	Total Membership		Qualifying Percentage	# Eligible
1	5,000	14,000	Over 100%	10
2	3,282	4,999	Over 100%	10
3	2,172	3,281	Over 100%	10
4	1,447	2,171	Over 100%	10
5	906	1,446	Over 100%	10
6	1	905	Over 100%	10