

Department of Minnesota Veterans of Foreign Wars

2011-2012

Membership
Program

Together We Can



Together We Can

It's not a deep, dark secret, that the Veterans of Foreign Wars has been facing a decline in membership for the past twenty (20) years. We are also aware of the fact that daily we have prospective Members becoming eligible for this Great Organization. At the present time, no one person has the answer to our dilemma! My thought is that we need to reverse this trend! We need to "Work Together" and increase the Membership in the Department of Minnesota and the Veterans of Foreign Wars.

Again, there is no secret that the 'power' of the VFW lies in the 'grassroots' of our Organization --- Our Posts and Auxiliaries! One proven method of increasing Post Membership is through direct person-to-person contact. We need to reach out to the eligible members of our communities and invite them to become members of our Posts. We need them to get involved in our activities and functions. In this way, they will learn about the great organization we all love and cherish. We need to re-contact those past members (reinstates) of our Posts and invite them back. Find out why they left through the 'back-door' and change their minds about the VFW. Again, we need to get out and knock on doors and talk with current, past and new members and convince them that the VFW, is in fact, the GREATEST VETERANS ORGANIZATION in the World!

As Department District and Post Officers, it is our job to 'sell' the VFW. We need to step in and help our local Posts where and when we can. We MUST go the extra mile to help our Posts in Promoting Membership. We need to offer and assist them with the Recruiting and Training Aides needed to bring more Members into the VFW.

As an Organization, we need to reach out to Veterans that are currently serving America in the 'hot spots' of the World. Places like: Iraq, Afghanistan, Korea or anywhere that American Troops are serving and putting their lives on-the-line to Protect our Freedoms and our way of life. As an Organization, we need to also offer assistance to our soldiers Families through such Programs as National Military Service, Adopt-a-Unit and Operation Uplink (to mention a few). We need to be there for the soldiers and their families NOW... And in return, they will be there for us in the future.

Let's not settle for 'statis-quo'! Let's "Work Together"! Let's take the 'tools' available and knock on the doors of past, delinquent and future members and invite them to join and become involved in the VFW. Tell all the Veterans in your Community why this is the Greatest Veterans Organization in the World.

MEMBERSHIP RECRUITER TRAINING TEAMS Are AVAILABLE

For more information, contact:

Lee Ulferts a: 763-458-0343

Department Headquarters at: mnvfw@vfwmn.us
651-291-1757

Certified District/State Recruiters

First District

Chad Stowers 1215
Vern Proutey 1215

Second District

Joe McAleavey 1222*
Ken Rodenberg 4743
Marc Anderson 295
John Anderson 9433
Terry Branham 210
Tom Connelly 295
Don Heuer 9433
Arnold Zach 210

Third District

Tate Doom 742*
William Miller 5340

Fourth District

Robert Fritsche 9024
Darrin Ewing 9024
Jack Schirmer 1350
Tom Beikler 5
Joe Mauricio 724

Fifth District

NONE

Sixth District

James Hein 2701
Larry Ziebarth 806
Gary Smith 2818
Jerry Hovanes 6992
Don Dallman 806

Seventh District

Lee Ulferts 3915*
Don LaCroix 6587
Jaimie Bahl 363
Mike Setterlund 6587
Gary Anderson 6587
Doug Johnson 5903
Paul Mercer 5903
Scott Sutherland 246
Chad Solheid 4210
Lowell Peterson 4210
Angie Gagnier 5518*
Shea Larson 6587*

Eighth District

Bob Posch 1757
John Morris 6204
Mike Thompson 4456

Ninth District

Bruce Maltrud 1260
Roger Pohlman 3817
Rod Berg 612

* National Certified Recruiters

2011-2012 VFW Leaders Planning and Scheduling Guide (Tentative)

Please **DO NOT** schedule District meetings conflicting with schedule.

DUES NOTICE SCHEDULE: July -11, Oct 11 and Jan 12

Request Districts to have a District Meeting BEFORE AUGUST 10, 2011

July 21-24 Leonard Buysse Memorial Motorcycle Membership Visit

July 23 C of A @ 8:00 AM - Noon Adopt 2011-2012 Budget (**St. Cloud 428**)

Aug 24-Sept. 1 National Convention – San Antonio, TX

Aug 25 -Sept 5 State Fair (St. Paul) , **Coordinator, Mike Brand**

Sept 15-18 MN Fall Conference St. Cloud (C/A= Friday & Sunday)

Oct 21 – 23 Big 10 Conference – Sioux Falls, SD

Jan 19- 22 MN VFW Midwinter Conference – Minneapolis Marriott City Center

June 19-23 MN 2012 State VFW Convention and OTI, **Rochester, MN**

NOTE: There will be NO ‘scheduled’ visits to the Posts this year. We will be making the rounds to those Posts that need help!

POST AWARDS

POST AWARD

HIGHEST MINNESOTA MEMBERSHIP PERCENTAGE POST

A plaque will be awarded at the State Convention honoring the Highest Membership Percentage Post in Minnesota in 2012.

DEADLINE: June 1, 2012 (Memstats data)

HIGHEST NUMERICAL GAIN - MINNESOTA POST

A plaque will be awarded at the State Convention honoring the Minnesota Post with the Highest Numerical Gain for 2012.

DEADLINE: June 1, 2012 (Memstats data)

MOST NEW AND/OR REINSTATED MEMBERS - POST

A plaque will be awarded at the State Convention honoring the Minnesota Post with the most NEW and/or REINSTATED members for 2012.

DEADLINE: June 1, 2012 (Memstats data)

MOST LIFE MEMBERS RECRUITED

A Plaque will be awarded at the State Convention to the Post that has recruited the most Life members during the current membership year. *Minimum number of members recruited to qualify is 15.*

DEADLINE: June 1, 2012 (Memstats data)

MOST YEARS OF CONSECUTIVE MEMBERSHIP GROWTH

A Plaque will be awarded at the State Convention honoring the Post with the Most Years of Consecutive Membership Growth.

In addition, certificates will be awarded to the next four (4) Posts with the Most Years of Membership Growth. Based upon **ACTUAL** June 30, 2011 totals.

DEADLINE: June 1, 2012

MISCELLANEOUS AWARDS

1. The District with the **HIGHEST** membership percentage, (**MUST ATTAIN 100% TO QUALIFY**), as of 12 o'clock Noon at the State Convention on **Friday, June 22, 2012**, will receive the State Membership Flag (**BIG RED**) to be held until the subsequent State Convention. If there is no District that qualifies for the Big Red Flag, it will stay at the Department Headquarters. (Based upon combined total of **June 21, 2012** Memstat data and transmittals received at the first Council of Administration meeting at the State Convention.)
2. A plaque will be awarded to the District Commander with the **HIGHEST** membership percentage as of June 1, 2012. (Must be 95% to qualify based on Memstat data.)
3. A plaque will be awarded to the District Commander with the **HIGHEST NUMERICAL GAIN** of membership (based on Memstats "Prior Year") as of June 1, 2012 also based on Memstat data.

2011-2012 Post Officers' May 27, 2012 Membership Contest

(3 Awards)

There will be 3 or more drawings at Department Office on May 27, 2012 to present 3 Posts a \$1000 award to enable 1 representative from each of the winning Posts to attend the 2012 National VFW Convention in Reno, NV July 21 – 26, 2012.

REQUIREMENT: Each Post's designated person must attend the 2012 National VFW Convention to enable the Post to receive the \$1000.00 Award. Each Commander must recruit 3 new members. ***THE WINNERS MUST MAKE AN IMMEDIATE DECISION ON THEIR ATTENDANCE AT THE NATIONAL CONVENTION OR THERE WILL BE ANOTHER DRAWING.***

May 27, 2012 OFFICERS' MEMBERSHIP CONTEST INFORMATION

There will be one (1) Post selected within each of the three (3) Categories by drawing from the pool of eligible Posts. A total of 3 Posts will be selected.

The Posts will be placed in 1 of 3 Post size Categories. Each size Category will be based upon the Post's June 30, 2011 (**PRIOR YEAR**) standings as determined by the National VFW Office's "MEMSTATS" Post membership listing (June 30, 2011).

CATEGORY I = Posts with membership size of 300 or less (on June 30, 2011)

CATEGORY II = Posts with membership size of 301 to 799 (on June 30, 2011)

CATEGORY III = Post with membership size of 800 or more (on June 30, 2011)

POST MEMBERSHIP CONTEST DEADLINE:

DEADLINE: May 27, 2012.

Membership shall be determined by MEMSTATS as of May 27, 2012

<u>CATEGORY</u> <u>6/30/11 Post Size</u>	<u>GOAL</u> <u>Total Post Membership %</u>
<i>CAT. I (300 or less)</i>	100%
<i>CAT. II (301 to 799)</i>	100%
<i>CAT. III (800 or more)</i>	100%

2011-2012 District Officers' May 27, 2012 Membership Contest

All District Commanders, District Sr. Vice Commanders and District Jr. Vice Commanders that qualify will receive a \$500 award to attend the 2012 National VFW Convention in Reno, NV July 21 – 26, 2012.

REQUIREMENT: Each winning District Officer winner must attend the 2012 National VFW Convention to be eligible to receive the \$500 award. Each officer must have recruited 3 New/Reinstated Members.

May 27, 2012 District Officers' Contest Deadline:

DEADLINE: MAY 27, 2012

Membership shall be determined by MEMSTATS as of May 27, 2012

District Membership Standings on MEMSTATS on May 27, 2012

District Membership %

<i>Cmdr.</i>	<i>Sr-Vice</i>	<i>Jr-Vice</i>
99%	99.25%	99.50%

2011-2012 ALL-STATE POST COMMANDER POINT SYSTEM

Up to Twenty (20) Department of Minnesota All-State Post Commanders will be selected. Each will receive a special lapel pin, All-State Post Commander's WHITE hat and a \$25 check toward State Convention expenses. (The check is issued only if in attendance at the joint awards session of the State Convention.)

Judging of the All-State Team of Post Commanders will be based on points earned in the following categories: Membership, Community Activities and Recordbook, Poppies, Voice of Democracy, Meeting Attendance, Past Performance, Legislative, Loyalty Day and Hospital Program.

MEMBERSHIP

Points for reaching 100% based on (go to www.vfw.org) MEMSTATS' "Prior Year" total are as follows:

Post Size	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Bonus Pct for 100%+
("Prior Year" members)									
Category I (25-75)	12	10	8	6	4	3	2	1	9.00
Category II (76-175)	13	10	8	6	5	3	2	1	4.00
Category III (176-400)	14	11	9	7	6	4	3	2	2.00
Category IV (401-700)	15	12	10	8	7	5	4	3	1.25
Category V (701-1000)	16	13	11	9	8	6	5	4	1.00
Category VI (Over 1000)	17	15	13	11	9	8	7	6	0.50

How to determine points from chart above

2011 "Prior Year" totals can be found on VFW National Web Page (www.vfw.org) "Memstats"

A Post with 320 "Prior Year" members for 2011, that reaches 100% by January 31, 2012, will earn 6 points. A Post with 120 "Prior Year" members that reaches 100% by November 30, 2011, will earn 8 points. NOTE: Posts with less than 25 "Prior Year" members who exceed their 2011 membership total by 200% will receive the points listed for Category I.

*******A Post Representative must attend all scheduled District Meetings.*******

BONUS PERCENTAGE POINTS (MUST MAKE 100%+)– Bonus Percentage Points may be earned by exceeding the **prior years** membership as follows: Three (3) points will be earned for exceeding "**Prior Year**" plus the Bonus Percentage from the chart. Example 1-A...Post with 62 "Prior Year" members that reaches 127% will earn 9 Bonus Percentage Points (3 points for each 9% over 100%). Example 2-A...Post with 530 "Prior Year" members that reaches 102.50% will earn 6 Bonus Percentage Points (3 points for each 1.25% over 100%). Example 3-A... Post with 160 "Prior Year" members, that reaches 107% will earn 6 Bonus Percentage points. (3 points for the first 4% over 100% and 3 points for the next 3% because it is greater than one-half of the minimum required percentage of 4%.)

PAST PERFORMANCE POINTS - Add five (5) points for exceeding 2011's "**Prior Year**" membership if 2010 membership exceeded 2009's membership (three years of consecutive membership growth). Add one (1) additional point for each 5 years of consecutive membership growth. For example, a Post with 15 years of consecutive membership growth will earn 3 points.

COMMUNITY ACTIVITIES AND RECORDBOOKS

STATE REPORTING - One (1) point may be earned each month (from April to March) in which a creditable Community Activities Report is received **ON TIME**, from the Post or Auxiliary. A bonus of three (3) points may be earned if a Post or Auxiliary completes all twelve (12) reports. A Post may earn three (3) points for being credited from Department V.F.W. Headquarters in Americanism, three (3) points for being credited in Safety, and three (3) points for being credited in Youth Activities.

RECORDBOOK - A Post will earn five (5) points for submitting a Community Activities Recordbook in the State Community Activities Recordbook contest. The first place book will receive an extra five (5) points; second place will receive four (4) points; third place will receive three (3) points; fourth place will receive two (2) points; and fifth through tenth place will receive one (1) extra point. (As Scored Overall)

VOICE OF DEMOCRACY/PATRIOT'S PEN

A Post may earn three (3) points by submitting one (1) Voice of Democracy **tape and completed entry materials** into the District Voice of Democracy competition. A Post may also earn three (3) points by submitting one (1) Patriot's Pen **Essay and completed entry materials** into the District Patriot's Pen competition.

TEACHER OF THE YEAR

A Post may earn three (3) points by submitting one (1) complete Teacher of the Year entry into the District Teacher of the Year competition.

MILITARY SERVICES

A Post may earn three (3) points for making a donation to the National Military Services program. (Needs to be documented with a copy of a cancelled check.)

POPPY PROGRAM

Eight (8) points may be earned by ordering poppies in 2012 at least equal to the average purchase over the last 3 years. Two (2) points may be earned for purchasing poppies in excess of last year's purchase. (250 Poppies over) One (1) point may also be earned for entering the District Poppy Display Contest. Ten (10) additional points may be earned for ordering at least ten (10) Buddy Poppies per Post member.

LEGISLATIVE

Three (3) points may be earned by sending introductory letters to your U.S. Representative, two (2) U.S. Senators, State Representative and State Senator. Send copies of each letter to the Department Headquarters.

POST SERVICES

Three (3) points may be earned by appointing a Post Service Officer and reporting it on your Election Report.

HOSPITAL PROGRAM

One (1) point will be awarded for submitting five (5) Hospital reports on the Community Service Report form.

MEETING ATTENDANCE

Three (3) points may be earned for attending the State Fall Conference. Three (3) points may be earned for attending the State Midwinter Conference. Five (5) points may be earned for attending ALL your District Meetings. **Post Commanders or Representative MUST attend all scheduled District meetings to be eligible for All-State Honors. (THIS MUST BE DOCUMENTED BY THE SIGN-IN SHEETS PROVIDED AT ABOVE MENTIONED CONFERENCES AND MEETINGS!)**

COMMANDER'S PROJECT

Donate to the Commander's Project and receive five (5) points toward All-State honors.

NO EXCEPTIONS

Absolute requirement to be considered for the All-State Team of Post Commanders. Post Commanders or **Representative MUST attend all scheduled District meetings** to be eligible for All-State Honors. You will need 100% based on "Prior Year's" Membership by April, 2012 **Five (5) Hospital Reports, a copy of "Proof of Eligibility" and receipt of the following pages from your 2011-12 Leadership Guide CD: "Officers Information" (page 2), "Welcome" (pages 3-8), "Early Planning and Calendars" (pages 10-23)** when requested and a completed All-State Post Commander's Questionnaire. (The Questionnaire will be sent only to Post Commanders obtaining 100% based on "Prior Year's" membership.) **DO NOT SEND SCRAPBOOKS!!!**

*******EACH COMMANDER MUST RECRUIT THREE (3) New/Reinstate members to qualify******

POINT SYSTEM

Up to Twenty (20) Quartermasters will be selected by the Department of Minnesota, V.F.W. and honored along with the All State Team of Post Commanders at the Department Convention. Each honored Quartermaster will receive his/her **choice of cap or pin** and a check for \$25.00 toward his/her Convention expenses. This check will only be awarded if he/she is in attendance at the Joint Session of the Convention.

Post Quartermasters must attend at least two District Meetings.

The following points will be tabulated in the judging of the All State Team of Post Quartermasters. You must qualify in all the following categories.

POINTS FOR REACHING 100% OF "**PRIOR YEAR**" MEMBERSHIP IN THE MONTH AND CATEGORY ARE LISTED BELOW:

Category	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR
I (25 - 75)	12	11	10	9	7	5	4	2
II (76 - 175)	13	12	11	10	8	6	5	3
III (176 - 400)	14	13	12	11	9	7	6	4
IV (401 - 700)	15	14	13	12	10	8	7	5
V (701 - 1000)	16	15	14	13	11	9	8	6
VI (1001 - 1500)	18	16	15	14	13	12	9	7
VII (1501 and over)	20	18	17	16	14	13	10	8

NOTE: To receive the above points, you must make 100% of "**Prior Year**" membership by the end of the listed months. As a Post Quartermaster, you can access your "Prior Year" total on MEMSTATS (www.vfw.org) after September 1, 2011--- or contact Department Headquarters.

PERFORMANCE POINTS:

New and Reinstates - There will be one point awarded for every New and Reinstated member **AFTER** Post achieves **100% of "Prior Year" Membership**. These points will be awarded from September to April only.

Audits - There will be ten (10) points for Post Trustees Report of Audit turned into Department Headquarters within thirty (30) days of the close of the quarter. (This will only apply to the quarters ending in September, December and March.) There will be five points (5) for Audits turned in to Department Headquarters within forty-five (45) days of the close of the quarter. Exceptions will be made to those Posts that are unable to meet deadlines because of special bookkeeping procedures ... but will have to be verified by all three Post Trustees and the Post Commander in writing.

Meeting Attendance - Three (3) points may be earned for attending the State Fall Conference. Three (3) points may be earned for attending the State Midwinter Conference. Five (5) points may be earned for attending ALL your District Meetings. (Post Quartermasters or Post Representative **MUST** attend all District meetings to be eligible for ASPQM.) **(THIS MUST BE DOCUMENTED BY THE SIGN-IN SHEETS PROVIDED AT ABOVE MENTIONED CONFERENCES, MEETINGS AND PICK-UPS!!!)**

Additional Points - There will be additional points, **maximum of TEN**, for overall performance throughout the year. These points are as follows:
Three (3) points for paying your Hospital/Campership within 90 days of July 1st. One (1) point if your Hospital/Campership is paid before December 30th.
Three (3) points if your Quartermaster/officer Bond payment reached or was recorded at Department Headquarters before October 15th.

Four points will be added to your score after the judging of the All State Team of Post Commanders ... if YOUR Commander is selected to that Team.

Tie-Breakers - All ties will be broken by reviewing your All State Post Quartermaster Questionnaire and your consistency of reporting throughout the preceding year.

In April you will receive a letter and questionnaire. This letter will only be sent to those Posts achieving **100% of "Prior Year" Membership!!!**