

# ***VFW PROGRAMS***

**“The Public Impact of the VFW”**



# Recognizing the Value of Programs



**Properly executed,  
VFW Programs should:**

- 1. Aid in the recruitment and retention of new members.**
- 2. Broaden the VFW's public appeal.**
- 3. Enhance the VFW brand.**

# Youth Activities



- 1. Attract young veterans and their families.**
- 1. Provide a workforce to perform Post duties.**
- 2. Establish relationships that result in members.**
- 3. Enhance the Post's positive presence in the community.**

# Youth Activities



- **Boy Scouts of America (BSA)**
- **Girl Scouts of America (GSA)**
- **JROTC**
- **Young Marines**
- **Sons of the VFW**

# Buddy Poppy



- **Public demand is growing.**
- **New ways of meeting that demand must be pursued.**
- **Assembly facilities must increase.**
- **Increase public awareness.**

# Safety & Recognition



- **Federal Emergency Management (FEMA) & Department of Homeland Security (DHS)**
- **Greater use of awards & citations.**

# VFW Mentoring



MENTORING  
**VFW**  
SURVIVAL

**VFW**  
VETERANS OF FOREIGN WARS

**The VFW will not survive unless we can enhance and perpetuate the values upon which this organization was established.**

# The Value of Mentoring



- **Retention of members through involvement.**
- **Identification of new future leaders.**
- **Revitalization of existing programs.**

# Community Activities



- **Better and more accurate reporting.**
- **More recognition for community service.**
- **Consider VFW National Teacher Awards as a community activity.**

# **VFW Scholarship Programs**



## **Voice of Democracy**

**“Is There Pride in Serving in Our  
Military?”**

## **Patriot’s Pen**

**“Are You Proud of Your Country?”**