

VETERANS OF FOREIGN WARS DEPARTMENT OF INDIANA



MEMBERSHIP PROGRAM

2024-2025

PREPARED BY:

CORY MAHAN, STATE COMMANDER

EDIE TOLL SEILER, MEMBERSHIP DIRECTOR

MEMBERSHIP PROGRAM

Membership recruitment is one of the toughest jobs there is in the VFW. Membership starts at the Post level, and it is a Post Program. We need to ensure that we involve our members in recruiting and retention. We have too many members who do not renew their membership.

Encourage members when they sign up or renew their membership to become Life Members. Members can pay the entire Life Members' dues at once or use the 12-month payment plan. There is also the option to utilize the 2-year membership as well. We are only as strong as our membership.

1. Membership Objectives

- Achieve 102% in Membership
- For everyone to recruit at least one new member and then mentor that member.
- Increase membership drives and/or events.
- Develop new Posts and/or revitalize existing Posts.
- Increase Life Membership and Legacy Life Membership

2. Membership Resources

In order to assist our Posts, Districts, and Departments in meeting the goals set out by the Commander-in-Chief in this membership program, the National Headquarters has a wealth of resources at your disposal. Many of those are available free of charge to our members.

- Membership materials ranging from applications, recruiting brochures, posters, and benefits brochures can be ordered directly from the Membership Department using the Membership Order Form, located under Membership Quick Links once you log into vfw.org.
- Resources for Post Development, Membership Campaigns, and Mentorship such as training guides, videos, and webinars are available in the Training & Support section on vfw.org.
- Promotional tools such as radio spots, sample advertisements, public service announcements, and media kits are all available through the Media Room on vfw.org.

3. Membership Team:

- Membership Director Edie Toll Seiler
- Districts 1 & 2 Dan Petersen
- Districts 3 & 4 Danny Gann
- Districts 5, 9 & 10 Judy King, Rebecca Murphy
- District 6 Edie Toll Seiler
- Districts 7 & 8 Ed Shoultz, Paul Glover
- District 11 Russell Pryor, Richard Ellis

“OPEN TO ALL MEMBERS”

RECRUITER INCENTIVES

All members in good standing are eligible for Department Recruiter Awards. Recruited members must be Department of Indiana members. Award deadline is June 1, 2025. Recruiters will receive their awards and be recognized at the State Convention.

- 1-New or reinstated member will receive a custom VFW RED T-Shirt.
- 1-New or reinstated member will be eligible for a drawing for \$100 at State functions.
- 1-New or reinstated member- After a Post achieves 102% in membership, the Commander, Quartermaster and all members of that post who recruited at least 1 new or reinstated member will receive a 102% Membership Pin.
- 3-New or reinstated members will receive a Special Recruiter Pin.
- 5-New or reinstated members will receive a Commander's Coin.
- 15-New or reinstated members will receive \$100.
- 25-New or reinstated members will receive \$150
- 50-New or reinstated members will receive \$250.
- 75-New or reinstated members will receive \$350
- 100-New or reinstated members will receive \$500.

These awards are cumulative and will be presented at the very next Department meeting after the level is met. In summary, if you recruit 100 new or reinstated members for the Department of Indiana you will receive all the awards listed above, a cash total of \$1350.

All-State Post Criteria

- ✓ Must have 101% or greater in Membership by **close of business June 30th 2025**.
- ✓ Must have all four (4) Quarterly Audits submitted.
- ✓ Post Quartermaster **MUST** be Bonded.
- ✓ Must have submitted Quarterly Community Service Reports via www.vfwin.org.
- ✓ Must have participated in the Voice of Democracy Program (Entry).
- ✓ Must have participated in the Patriot Pen Program (Entry).
- ✓ Post must have participated in the State Commanders Special Project by donating \$100.

All State Post Commander Award

Post Commander achieving All-State will receive the following:

- All State Post Commander's Cap or \$75 Prize.
- All State Post Commander's Lapel pin.
- All State Certificate.
- Department All State Gift.

Post who achieve All-State before April 15, 2025 will be presented their items at the State Convention.

All State Post Quartermaster's Award

Post Quartermaster achieving All-State will receive the following:

- All State Quartermaster Cap or \$75 Prize.
- All State Quartermaster Lapel Pin.
- All State Certificate.
- Department All State Gift.

Post Quartermasters who achieve All-State before April 15, 2025 will be presented their items at the 2025 State Convention.

All State District Criteria

- Must have 101% or greater in Membership by **close of business June 30th 2025**.
 - Must have all four (4) Quarterly Audits submitted.
 - District Quartermaster **MUST** be bonded.
 - All Posts in District **MUST** be Inspected by March 31, 2025.
 - Must have a Voice of Democracy District entry submitted to Department.
 - Must have a Patriots Pen entry submitted to Department.
 - District must have participated in the State Commanders Special Project by donating \$100.
-

District Commander's Award

District Commander achieving All-State will receive the following:

- All State District Commander's Cap or \$75 Prize.
- All State District Commander's Lapel Pin.
- All State Certificate.
- Department All State Gift.

District Commanders who achieve All-State before April 15, 2025 will be presented their items at the 2025 State Convention.

District Quartermaster's Award

District Quartermaster achieving All-State will receive the following:

- All State District Quartermaster's Cap or \$75 Prize.
- All State District Quartermaster's Lapel Pin.
- All State Certificate.
- Department All State Gift.

District Quartermasters who achieve All-State before April 15, 2025 will be presented their items at the 2025 State Convention.

MEMBER INCENTIVES

Early Dues Payment Incentives

All Data Must be Confirmed in VFW National Memstats

Life Member-Any member who joins as a Life member, converts to a Life member or a reinstate member who converts to Life member will be placed in a drawing. If paying on an installment plan, the plan must be completely paid to be eligible. The drawing will be held at the State Convention.

- 1st name drawn - \$150
- 2nd name drawn- \$100

Legacy Life-Any member who becomes a Legacy Life member or advances a level (Bronze to Silver or Silver to Gold) will be placed in a drawing. If paying on installment plan, the plan must be completely paid to be eligible. If a Legacy Life member advance multiple levels, they will have an entry for each level they advance. The drawing will be held at the State Convention.

- 1st name drawn - \$250
- 2nd name drawn- \$200

POST INCENTIVES

Highest Percentage in Membership

The Post having the highest percentage in membership on October, 1, 2024, will receive \$100.00, two banquet tickets for the Spring Banquet and will be recognized at the Spring Conference.

The Post having the highest percentage in membership on December 1, 2024, will receive \$100.00, two banquet tickets for the Spring Banquet and will be recognized at the Spring Conference.

The Post having the highest percentage in membership on February 1, 2025, will receive \$100.00, two banquet tickets for the Spring Banquet and will be recognized at the Spring Conference.

The Post having the highest percentage in membership on April 1, 2025, will receive \$100.00, two banquet tickets for the State Convention and will be recognized at the State Convention.

102% In Membership

Post achieving 102% in membership prior to December 29, 2024 will be put in a drawing for \$300.00 and will be recognized at the Spring Conference.

All Posts achieving 102% in membership prior to December 29, 2024 will receive two banquet tickets for the Spring Banquet and will be recognized at the Spring Conference.

The leading Post by Division whose Post has at least 10 new or reinstated members and has 102% membership by June 1, 2025, will receive \$200.00 and will be formally recognized at the State Convention.

Post Quartermaster Awards

The Team Captain of the All-State Post Quartermasters will receive the Orval B Holycross Award.

DISTRICT INCENTIVES

District Incentive-Any District that has every post recruit at least one new or reinstated member by December 1, 2024, will receive \$1,000 to their district funds. If achieved after January 1, 2025, and before May 1, 2025, the District will receive \$500 to their district funds.

Highest Percentage in Membership

Any District with at least 90% by December 15, 2024, will receive \$200.00, four banquet tickets for the Spring Banquet and will be recognized at the Spring Conference.

District Commanders Awards

District Commanders who attain 102% in membership by June 1, 2025 and had a School of Instruction by October 1, 2024 will receive a \$200.00 award.

For a District Commander to be a Round Robin Commander, all posts must be 101% in membership. If they achieve this by May 31st, 2025 they will be recognized at the State Convention. If a District Commander becomes Round Robin after May 31st, 2025, they will receive their awards later.

*Final decision will be at the State Commander's discretion.

All-State Post Application

Post Number: _____ Post Name: _____

Post Commander Name: _____

Choose one: \$75 / Cap – Size _____ Phone Number: _____

Post Quartermaster Name: _____

Choose one: \$75 / Cap – Size _____ Phone Number: _____

Unless otherwise specified initial next to all criteria you have met.

1. Membership at 101% or higher. _____
2. All Quarterly Audits submitted and reflected on All-State Dashboard _____
3. Post Quartermaster bonded and noted on inspection form _____
4. Quarterly Community Service Reports submitted and reflected on All-State Dashboard _____
5. Participated in Voice of Democracy and reflected on National Dashboard _____
6. Participated in Patriot Pen Program and reflected on National Dashboard _____
7. Special Project Donation: Date submitted to State _____ Amount _____

Upon my true honor as a comrade, I certify the above.

Date Submitted: _____ Signed: _____

All-State District Application

District Number: _____

District Commander Name: _____

Choose one: \$75 / Cap – Size _____ Phone Number: _____

District Quartermaster Name: _____

Choose one: \$75 / Cap – Size _____ Phone Number: _____

Unless otherwise specified initial next to all criteria you have met.

1. Membership at 101% or higher. _____
2. All Quarterly Audits submitted and reflected on All-State Dashboard _____
3. District Quartermaster bonded and noted on inspection form _____
4. All Posts must be inspected, submitted and reflected on All-State Dashboard _____
5. Participated in Voice of Democracy and reflected on National Dashboard _____
6. Participated in Patriot Pen Program and reflected on National Dashboard _____
7. Special Project Donation: Date submitted to State _____ Amount _____

Upon my true honor as a comrade, I certify the above.

Date Submitted: _____ Signed: _____