

NATIONAL HEADQUARTERS BULLETIN



VETERANS OF FOREIGN WARS OF THE U.S.

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G O D C O U N T R Y V E T E R A N S

VFW FOUNDATION:

CARSTAR Auto Body Repair and VFW Foundation partner to support the troops

The VFW Foundation is pleased to announce that we have partnered with CARSTAR Auto Body Repair Experts for a “Return the Favor” fundraising campaign during the month of November.

CARSTAR, the nation’s largest chain of collision centers, will soon be notifying their 260 locally owned and operated stores of the program and recommending that they contact their local VFW posts to begin arranging mutually beneficial programs in your communities.

During the month of November, each participating CARSTAR location will promote the “Return the Favor” fundraising campaign that will raise funds for the VFW Foundation and your local posts.

Donations collected will be split 50% to the VFW Foundation and 50% to the local posts.

We sincerely hope that the combined mission of these two great organizations can raise some much needed awareness and funds to support the mission of the VFW and its Foundation.

For information on the “Return the Favor” campaign, please call the VFW Foundation at 816-968-1128 or visit our website at www.returnthefavor.org.

For additional information on CARSTAR, please visit www.CARSTAR.com.

If you are not approached by your local CARSTAR location and are interested in participating, please call Geoff Ulrich at 704-237-9166.

Burger King Supports Unmet Needs for the Fourth Year

From November 1 – November 30, 2010, Burger King franchisee restaurants in 23 states are again launching a month-long VFW “Unmet Needs” campaign. Customers will be asked to donate a dollar and sign a support pledge that will be proudly displayed inside each restaurant.

Mobilize your members, their families and friends to patronize your local Burger King. Stop in, have a meal and be sure and thank the restaurant manager for their commitment. Ask him/her how you might be able to help.

Also, do everything you can to publicize the Burger King franchisee campaign. Mention Burger King on your website or newsletter, send an editorial letter to your city newspaper, organize a night-out to eat at a Burger King, etc.

Isn't this the least we can do for the Burger King franchisee owners who have done so much to ensure that our military families are not forgotten?

VFW Foundation launches its Return the Favor campaign

In November, the VFW Foundation will kick off a month-long fundraising push to support its Return the Favor campaign to honor, celebrate and support active-duty and retired military and their families. Return the Favor is a cause marketing campaign, sponsored by the VFW Foundation, that encourages the public to "return the favor" to our military by donating to help support programs and services provided by the VFW and the Foundation. The following programs and services are supported by the Return the Favor campaign:

- Salute to Military Families
- Operation Uplink
- Unmet Needs
- Military Assistance Program
- National Veterans Services

As a 501(c)3 not-for-profit organization, the Foundation is uniquely positioned to engage corporate sponsors and drive consumer support around the Return the Favor campaign through a marketing effort involving sports partnerships, online/digital activities, traditional media outreach and social media implementation.

We are excited to announce the launch of several new social media sites as a part of this campaign, which make it **easy for you to get involved and encourage your friends and family to show their support too**. With these pages, it is easy to connect, share content and partner with the Foundation and support the Return the Favor initiative in November.

Please take a moment to [Like](#), [Follow](#) and [Subscribe](#) to the VFW Foundation's Return the Favor campaign online and encourage your friends and family to do the same. With your help, we can spread the Return the Favor message and help raise the necessary funds to sustain programs and services that make military personnel and their families feel appreciated for their service to our country ... because they've earned it.

Facebook.com

What you can do:

- Become a fan by "Liking" the VFW Foundation fan page – <http://www.facebook.com/VFWFoundation>
- Join the "Return the Favor: VFW Foundation" Facebook Cause, recruit members and donate to support our troops – <http://www.causes.com/VFWFoundation>
- Create a Facebook Causes Birthday Wish – <http://www.causes.com/VFWFoundation/birthdays>
You can "donate" your birthday to the Return the Favor campaign by asking your friends to donate via Facebook Causes to the VFW Foundation. A gift on your behalf could provide free calls home or emergency financial assistance to soldiers' families while they are deployed.

Twitter.com

What you can do:

- Follow @VFWFoundation – <http://twitter.com/vfwfoundation>
- Use the #ReturntheFavor hashtag in your tweets to raise campaign awareness

YouTube.com

What you can do:

- Subscribe to the VFW Foundation's YouTube channel – <http://www.youtube.com/user/VFWFoundation>
- Watch and share videos that tell the VFW Foundation story

We thank you for your continued support for the VFW Foundation and our cause to provide assistance to those who deserve it most. We look forward to connecting with you online!

To learn more about the Return the Favor campaign, visit www.returnthefavor.org

NATIONAL LEGISLATIVE SERVICE/ACTION CORPS:

Host a Get out the Vote - Town Hall Meeting

With the 2010 mid-term elections fast approaching, now is a great time to host a VFW Get out the Vote Drive to ensure VFW and Auxiliary members, families, friends, and supporters' turnout to vote in a visible manner.

Why not consider hosting a "Meet Your Candidates for Congress Forum" and/or a Town Hall Meeting to discuss critical veterans issues.

Coordinate election events with the Posts and the Auxiliaries in your Department. Provide them with the tools they need to elect pro-veteran candidates. Be educated on the issues, ask key questions about VA health care services, benefits and veterans employment. The key to electing pro-veteran candidates is through education and grassroots activism at the local level. We can affect real change by getting all veterans advocates to the polls to ensure that those elected share our concerns for America's veterans, active duty military and Guard and Reserve members. Together we can make a difference!

PROGRAMS:

DISPLAYING MILITARY SERVICE SYMBOLS. Military Service flags, insignias, etc., should be displayed in the following order (Left to Right as you face the flags): Army, Marine Corps, Navy, Air Force and then Coast Guard. For Military flags, click here <http://www.vfwstore.org/detail.aspx?ID=22300>.

VETERANS IN THE CLASSROOM MONTH IN NOVEMBER. VFW and Ladies Auxiliary VFW members are encouraged to volunteer in their schools to talk about their military and home front experiences to students. Invite your local military recruiter to join you to talk about military service today. Additional information can be found in the 2010–2011 VFW Community Activities VFW Chairman's Manual, which can be accessed on www.vfw.org or www.vfwdepartmentresources.org. *Participate in this activity as part of "National Veterans Awareness" week, November 7-13, as designated by Congress.*

VFW SPECIAL PROJECT PROGRAM. This program was put in place to recognize VFW units for creating and completing unique and extraordinary community service projects.

Record book entry nominations that are found to be complete and well-substantiated should be endorsed by the Department Adjutant or VFW Department Community Activities Chairman and forwarded to National Programs Department. Deadline for entries is April 30 of each year.

Every Post Special Project receiving the Award of Excellence in the December judging will be entered in the Fred C. Hall Memorial Outstanding Post Special Project Competition. Complete information can be found in the 2010 – 2011 VFW Community Activities Chairman's Manual. Entries must be submitted with the clear endorsement of the Department Leadership.

CONDUCT A VETERANS DAY PROGRAM ON NOVEMBER 11. Organize a community event on Veterans Day honoring all veterans. For a ceremonial procedure, refer to the VFW Community Activities Chairman's Manual. You may view this on www.vfwdepartmentresources.org and clicking on the VFW Cross of Malta beside Programs Information. If you should need a Veterans Day speech, please contact the National Communications and Public Affairs department at 816-756-3390. Click here for Veterans Day merchandise <http://www.vfwstore.org/SearchResult.aspx?CategoryID=238>.

To support Veterans Day activities in your local middle schools, high schools and colleges, order the CD-ROM, A CENTURY OF OVERSEAS SERVICE, from VFW Emblem and Supply Department <http://www.vfwstore.org/detail.aspx?ID=22720> (product 4138, was \$19.95, now on clearance for \$5.00 plus shipping, MacIntosh and Windows compatible). Describes events in our military history from the Spanish American War to Bosnia through reprints of articles and maps from the VFW magazine.

COMMUNITY SERVICE GENERAL GUIDELINES FOR REPORTING. Recent conclusion of the twelve-month Community Service reporting period seems to have revealed that too many Posts are not clear on the manner in which community service hours and dollars should be reported.

Twice each year, in December and June, VFW Departments file a report with the VFW Programs office regarding community service activities listed by Post.

When the Post reports to the Department, they should list the hours of community service performed by the Post, affiliated Cootie Scratch, Ladies Auxiliary, Sons of the VFW, Men's Auxiliary and Junior Girls for that reporting period. Only volunteer service hours benefiting the community are to be reported. Volunteer hours committed to projects and activities benefiting the Post and the affiliated units listed above cannot be reported.

The money that should be reported are the dollars donated or expended in the performance of the community service hours reported, plus \$.14 per mile for each mile driven by the volunteers.

Posts should not report any figures derived from the value of hours worked.

HALF-STAFF U.S. FLAG ON DECEMBER 7: Public Law 103-308, passed in 1994, designates December 7th as "National Pearl Harbor Remembrance Day" and requests the flag of the United States to be flown at half-staff (sunrise to sunset) in honor of the individuals who lost their lives on that day. To order a flag, go to <http://www.vfwstore.org/SearchResult.aspx?CategoryID=100>.

VFW PROMOTES NATIONAL GROUNDHOG JOB SHADOW DAY, FEBRUARY 2. Over one million students across America will experience first-hand how academic skills they learn in the classroom are put into action in the workplace by shadowing a workplace mentor in a normal day on the job. The program is spearheaded by America's Promise Alliance.

Post members should inform their employers about this program and have them contact their local high school or Junior Achievement to participate.

For further information, the Groundhog Job Shadow coalition has a website www.jobshadow.org that lists individual state contact information. You're encouraged to use this website and learn how the program works.

POW/MIA FLAG - OFFICIAL DISPLAY DAYS. Public Law 105-85 (November 16, 1997) indicates the days that federal agencies, military installations, and U.S. post offices are required to display the POW/MIA flag. The days are: Armed Forces Day, May 21 (third Saturday in May); Memorial Day, May 30 (last Monday in May); Flag Day, June 14; National POW/MIA Day, September 16, (third Friday in September); and Veterans Day, November 11. To purchase a POW/MIA flag, click here <http://www.vfwstore.org/detail.aspx?ID=22305> .

BUDDY POPPY:

POST ANNIVERSARY COMMEMORATION. Commemorate your Post's anniversary in Buddy Poppy style! As your Post celebrates 25, 50 or 75 years, order special silver-, gold-, or diamond-colored Poppies for distribution throughout this monumental year.

Remember: With Buddy Poppy, every day is Veterans Day.

- No extra cost for the commemorative poppies.
- Designate part of your regular poppy order as anniversary poppies.
- Different sizes of ads can be found at www.vfwdepartmentresources.com. Click on the VFW Cross of Malta beside Buddy Poppy option.

Contact information: nclifton@vfw.org (816) 968-1148. For Buddy Poppy merchandise go to <http://www.vfwstore.org/SearchResults.aspx?CategoryID=128>.

QUARTERMASTER GENERAL, OPERATIONS

VFW Sponsored Funeral Program

VFW National Headquarters is a proud sponsor of The Dignity Memorial® Network of funeral homes and cemeteries. Dignity Memorial providers serve more veterans than any other funeral service provider, and their staff of professionals are knowledgeable in veterans' burial benefits provided by the U.S. Department of Veterans Affairs.

In addition to expertise, Dignity® providers support veterans through programs such as the Dignity Memorial Vietnam Wall and the Dignity Memorial Homeless Veterans Burial Program. Special pricing and Free Veterans Planning Guides are offered to VFW members. For more information or to request your Veterans Planning Guide, visit www.DignityVeteransVFW.com.

VetJobs.Com

VetJobs.Com has thousands of current job postings; www.VetJobs.Com has an Employment Assistance section with many helpful tips on how to write your resume and how to interview effectively. State job board information and niche Web site listings make it easy to find the right job.

VetJobs, owned in part and exclusively sponsored by VFW, is available to assist all those in the military as well as transitioning military, reservists, veterans, spouses, eligible former spouses, widows, widowers and dependents and DoD civilians.

Visit www.VetJobs.com for more information, or call 1-877-VET-JOBS (1-877-838-5627).

21st Century Auto Insurance

VFW National Headquarters endorses 21st Century Auto Insurance. The program includes member preferred rates and coverage for VFW members and their families.

VFW-Sponsored Auto Insurance offers both savings when you buy your policy and security when you get behind the wheel of your car.

Additional benefits at no cost include:

- 24-Hour Roadside Assistance
- Identity Theft Restoration Service
- Emergency Travel & Medical Assistance

Call 1-800-354-0181 for a no-obligation rate quotation or request a quote online at <http://vfw.21st.com>

Simplified Issue Term Insurance

With the **VFW- Sponsored Simplified Issue Term Life** plan, planning ahead for your family's financial security doesn't have to be a major headache. It's pure term protection with no fancy investment features that can drive up the cost. Coverage is guaranteed renewable and protection is guaranteed convertible.

Select pure term life insurance of \$100,000, \$75,000 or \$50,000. Call 1-800-749-6983 for more information or visit www.vfwinsurance.com.

VFW Insurance

For information about various insurance plans that are sponsored by National, please visit www.vfwinsurance.com

DEVELOPMENT DEPARTMENT:

Make a Note on Your 2010 VFW Calendar – It's not too late to lend your support to veterans in need through the 2011 VFW Calendar Program. Your support of this important effort helps your VFW Department serve veterans in need throughout the year. If you haven't done so already, please send as generous a gift as you can. Veterans in your Department are counting on you!

Show Your Patriotism – Demonstrate your support of veterans and the VFW by using your exclusive VFW Member Tote Bag which is mailing the first week of November. Please consider a donation to the VFW to help those comrades most in need of assistance – your donations are greatly appreciated and will be put to work immediately right in your own VFW Department.

Send a Message of Joy and Remembrance – Festive 2010 VFW Christmas cards have recently arrived in mailboxes across the country. Use your VFW Christmas cards to show your friends and family how much you support America and the VFW. During this holiday season, please try to set aside some time to visit a hospitalized veteran or even a veteran you may know in your community, to let them know they have not been forgotten. And remember, your support of this important program helps assist needy veterans throughout the year right in your own Department.

As the 2010 Holiday Season Approaches – Please remember you can help raise money for veterans by using www.goodsearch.com and www.goodshop.com this holiday season and every day of the year. To help VFW raise money, all you have to do is go to www.goodsearch.com and choose Veterans of Foreign Wars – VFW (Kansas City) as the organization you “GoodSearch” for, and search away! Every search you perform raises money for VFW! GoodShop by GoodSearch works the same way. For every item purchased through GoodShop, VFW will get a portion of the purchase price as a donation. Check it out today!

Have you heard about VFW’s Partners in Patriotism? – It is a realization that not everyone wants to receive our mailings but would still like to support the VFW’s programs. This is why we developed Partners in Patriotism. Partners in Patriotism is a planned giving program that lets you support VFW programs on a monthly basis, reduce expenses and eliminate unwanted mail. As a member of Partners in Patriotism, you choose a set dollar amount for your donation (minimum amount of \$10) on a monthly, quarterly, or yearly basis that is either charged to your credit card, or set up as an Electronic Funds Transfer (EFT) from your bank account. If you are interested in this option, please contact VFW Development Department at 816-756-3390, ext. 6318, or email us at vfwfundraising@vfw.org with “Partners in Patriotism Application” in the subject line.

Department Resources – All the same great resources are still available for your Department to use and are now found at www.vfw.org. You need only go to www.vfw.org and Log In. You will find “Department Resources” under the “How to Get Involved” heading. The latest program information, ideas and promotional tools from the Development Department will be found here. Download ad slicks, press releases, banner ads and buttons for your department publications and/or website. Recent mailings and mailing schedules are also posted on a regular basis. Use the Department Resources tools to help strengthen your department programs. Check it out today!

Friends of Freedom – If you are not yet a member of VFW’s online community, please visit www.vfw.org to sign up! Find the section on the home page that says “Keep up with VFW” and enter your information. This will get you signed up for **Friends of Freedom**. It is open to everyone. There is no cost or obligation to join – and you can opt-out at any time. **Friends of Freedom** members stay “in the know” about the work VFW does to serve all our heroes. Join today, and you will receive periodic e-mails containing inspiring stories from the home front and the front line, key legislative updates, special “insider information” and so much more.

VFW STORE/EMBLEM & SUPPLY:

VETERANS DAY – NOVEMBER 11, 2010 Show Your Pride and Patriotism. **ORDER TODAY!**
<http://www.vfwstore.org/SearchResult.aspx?CategoryID=238>

BUDDY POPPY – order now to receive in time for Veterans Day events
<http://www.vfwstore.org/SearchResult.aspx?CategoryID=128>

DON’T SEE WHAT YOU NEED? Contact Sonja Cutright at 816.968.1161 or scutright@vfw.org
We buy direct from many companies, so we can get the lowest possible price to pass on to you. Our sourcing opportunities are endless, allowing you to choose from a wide range of merchandise, from apparel to gift items, fundraisers, and more! With our comprehensive network of companies, we are able to find virtually any product to meet your needs and price point.

Order VOD <http://www.vfwstore.org/SearchResult.aspx?CategoryID=132> and **Patriot’s Pen** <http://www.vfwstore.org/SearchResult.aspx?CategoryID=133> merchandise for participants and winners.

HAVE YOU ORDERED YOUR TENT? <http://www.vfwstore.org/detail.aspx?ID=29458>

MEMBERSHIP:

Just a reminder, the Dues Notice tapes are created on the last Friday of every month.

To prevent dues notices from being sent to those who have already paid, all membership transmittals must be received in the Dues Processing Department no later than noon on the following closing dates:

TRANSMITTAL DEADLINES FOR THE 2010 - 2011 YEAR:

<u>MONTH</u>	<u>DEADLINE DATE (DAY)</u>	
NOVEMBER	November 26	(Friday)
DECEMBER	December 31	(Friday)
JANUARY	January 28	(Friday)
FEBRUARY	February 25	(Friday)
MARCH	March 25	(Friday)
APRIL	April 29	(Friday)
MAY	May 27	(Friday)
JUNE	June 30	<u>(THURSDAY - MUST BE RECEIVED IN DUES PROCESSING BY NOON FOR YEAR END CLOSING)</u>

Your continued support and cooperation in ensuring that all cards are received in a timely fashion will be greatly appreciated.

ADDITIONAL REMINDERS:

- **Leadership Reference Guide:** The 2010-2011 National Membership program is listed in the Leadership Reference guide. This can be viewed online via E-Membership.
- **Post Commander Award:** The top ten Post Commanders in each Division that report the most new and reinstated members as of December 31, 2010 will be awarded a VFW Blanket.
******NOTE: A minimum of 20 new and reinstated members is needed to qualify.***
- **Recruiting Materials:** All requests for recruiting supplies should be directed to your Department Headquarters. In the event that the Department is out of stock, orders may then be submitted to the National Membership department. Be advised that requests from National are processed in the order received. You will need to submit your order no later than one week prior to the date needed. Shipping charges for rush orders will be billed to the Post, District or Department officer placing the order.
- **Membership Campaigns:** The 2010-2011 Vietnam Veteran campaign mailing dropped on October 27, 2010. This mailing will go out to approximately 200,000 potential members.
- **Recruiting:** There are several Posts currently participating in the “Adopt-a-Unit” program. This is an excellent way to get in touch with and build relationships with our Servicemen and women. As you connect with these service members, you also build recognition of the organization, therefore increasing the probability of them joining upon their return. Do not let this opportunity pass you by. Adopt a Unit today!

CONGRATULATIONS TO “OPERATION FIRST STRIKE” WINNERS:

TRACY POLLARD, COMMANDER
HOWARD-PARRISH POST 9834 – DEPT. OF ARKANSAS
Group 1

JAMES RODGERS, COMMANDER
WILLIAM C AMUNDSON MEMORIAL POST 12075 – DEPT. OF TEXAS
Group 2

NATIONAL MILITARY SERVICES (NMS):

You've done the work....Let NMS know!

Last year through the NMS programs, the VFW provided support to over 1.4 million service members, veterans and their families. We know your support at the local level goes far beyond what is reported. If you are supporting a local unit and are not participating in the Adopt-A-Unit (AAU) program, consider adopting the unit to strengthen the interaction with the unit. The AAU form is available on www.vfw.org/assistance/national-military-services.

Help us let the general public know the impact the VFW has on military families and veterans by reporting your events to your NMS chairman.

It takes weeks of planning to put together an event, but only minutes to let us know. Please contact your NMS chairman to share your local efforts. Call 816-756-3390 ext. 261, or email NationalMilitaryServices@vfw.org with any questions.

MEMBER BENEFITS:

LifeLock – Identity Theft Protection

Protect Your Identity with LifeLock – the VFW sponsored program that guards against identity theft. Last year, identity theft increased 22% for a five-year high of nearly 10 million victims at a cost of \$48 million. That's an identity stolen every three seconds. But you don't have to be next. VFW has partnered with LifeLock to provide you a special savings on LifeLock's industry-leading identity theft protection service. Don't wait until it's too late. Enroll today and you'll receive a limited-time discount of 10% of the regular membership price. Help protect yourself now. Visit www.lifelock.com or call 1-800-LIFELOCK (543-3562). Use promo code "VFW".

Glow Parking LLC – Nationwide Airport Parking Network

Glow Parking, LLC, a Service Disabled Veteran Owned business, is proud to announce the VFW Foundation as its primary charity. www.vfwparking.com extends Glow Parking's nationwide airport parking network to members of the VFW and their families. Originally developed for the Federal government, www.vfwparking.com offers the same best value rates, and you never pay any booking fees. The reservation system to book your airport parking is quick, simple, secure, and best of all – guaranteed! You have easy access to your reservation history; therefore, you never need to worry about losing a receipt again. Visit www.vfwparking.com, or call 1-877-891-GLOW (4569).

Veterans Travel Service, Inc., – a VFW member benefit worth remembering!

If you are planning a trip, whether it is for business or personal, one of the member benefits is just a phone call away. Veterans Travel Service, Inc. has been working with VFW members since 1986 and can handle all your travel needs. They are experienced in every area of travel. It could be for a tour, cruise or vacation package. You receive a VFW rebate when booking with Veterans Travel Service. If you need help with airline tickets, their expertise might be the ticket you need; although they charge service fees, the savings will usually far outweigh the cost of the fee. So if you're travelling soon, call them at (800) 325-9377. They are located in the Veterans of Foreign Wars Headquarters, and their personal service is something to be appreciated these days!

Save with Sprint!

Switch to Sprint cellular service and save! Sprint has joined with the VFW to offer members, employees and their families several incentives with the purchase of a new wireless device and subscription through this exclusive program. Not only will you receive a 15% monthly discount on your cell phone service, but you will also receive additional gift cards or accessories with your order.

Already a Sprint customer? Refer another member who signs up for new service and receive a \$25 prepaid debit card. These offers are only valid at: www.sprint.com/vfw or 1-866-869-6686.

Hotel Discounts – Wyndham Worldwide Family of Hotels

As a member of the VFW, you will receive up to 20% off the "Best Available Rates" at participating locations every time you travel. Give agent special discount ID number 62615 at time of booking to receive the discount. Whether you are looking for an upscale hotel, an all-inclusive resort or something more cost-effective, we have the right hotel for you...and at the right price. So start saving now. Call our special member benefits hotline and reserve your room today at one of Wyndham's fine hotels.

Call 1-877-670-7088 to book your reservation.

Car Rental Discounts

Whether it is business or pleasure, receive discounts for car rentals from Hertz, Avis, Alamo, Budget and National:

- Hertz: Call 1-800-654-2200 VFW identification number: CDP164126
- Avis: Call 1-800-331-1212 VFW identification number: A9935000
- Budget: Call 1-800527-0700 VFW identification number: V026800
- Alamo: Call 1-800-732-3232 VFW Identification number: 42592
- National: Call 1-800-227-7368 and request VFW Contract ID 5180005.

Medical Air Services Association (MASA Assist)

Emergency assistance transportation to private or VA hospitals at your discretion. To learn more call: 1-800-423-3226 or visit www.masaassist.com/vfw. Don't forget to mention you are a VFW member.

Veterans Care Plus (VCP)

Hearing Aid Program, Diabetes Care Management, Drug Savings Program and US Vision Plan. To find out more call: 1-877-252-0970 or visit www.veteranscareplus.com. Don't forget to mention you are a VFW member.

Dell Computer Discounts

To order by phone, members call 1-800-695-8133 and mention ID# PS30482412. For Posts, call 1-800-695-8133 and mention ID# PS76832215.