

VETERANS OF FOREIGN WARS DEPARTMENT OF CALIFORNIA



“Change Begins With Us”

Service – Advocacy - Respect

ALL-STATE PROGRAM 2021-2022

**Dawn “Dusty” Napier
State Commander**

June 30, 2021

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July 1, 2021

Greetings Comrades,

The last year has been an unprecedented challenge for all of us – at our Posts, Districts, Department and in our personal lives. Despite the struggles, we remained relevant and continued to conduct business and provide service. Your efforts did not go unnoticed, thank you.

This year's All-State Program focus will be on having an increased impact in our communities and in how we are marketing ourselves. Recruiting and retention will still play an important part with respect to Membership, but you will only be required to make 100% plus 1. More is perfectly okay and will earn you bonus points, positioning you for a higher ranking in earning All-State Honors.

Along with marketing I am asking you to evaluate the culture within your Posts/Districts. What are you doing or not doing that impacts whether a potential member walking into your Post decides to join you? Are you welcoming them or just watching them walk back out the door? First impressions mean everything. Change begins with us – Welcome it!

The pandemic thrust us into the virtual world and that is now here to stay. Offer an option of Zoom or some other phone or video conferencing to your members who are homebound, Snowbirds, or no longer living in the area so they can participate with you.

Lastly, there are 163,344 women veterans in California. Granted they may not all be eligible for the VFW, but we need to work that market. You can earn All State bonus points for recruiting women. It is important to note most women do not join because of the culture in our Posts, so refer to paragraph three above. Fix the culture.

I look forward to this year together, so let us roll up our sleeves and get to work doing what we do best!

In comradeship,

Dusty Napier
State Commander

Membership Mission

The 2021-2022 Membership program is designed to recruit and retain a committed membership base to help support the Veterans of Foreign Wars' (VFW) mission. To develop a membership that is educated in organizational procedures and policies and actively engaged in all levels of the Department and in their local communities. To embrace all generations of veterans and develop strong leadership and community involvement in our Posts.

Introduction

The VFW, Department of California's success lays in our ability to retain our current members, recover previous members, and recruit new members into our ranks. This is dependent upon our ability to communicate effectively at all levels of the organization. We need to utilize all methods to deliver information and training to our membership. We need the ability to address our members needs and concerns. As an organization, we need to focus on the tenets of the VFW: take care of our members, their families, and the veteran community.

Membership Goals

The VFW, Department of California's goals are to build a resilient organization through consistent growth and training. This growth and training should result in the Department ending the year with 65,000 members attached to 267 Posts or at-large. And to,

1. Attain 100%+ membership for the Department of California.
2. Conduct two (2) Membership Recruiting events.

Membership Objectives

1. Recruit new and reinstate previous members.
2. Retain and mentor existing membership.
3. Revitalize struggling Posts.
4. Involve veterans of all ages in all levels of the VFW.

All-State Criteria

The All-State program exists to recognize ***exceptional*** leadership and teamwork, to acknowledge accomplishments in membership growth and VFW core programs.

All-State Post Criteria

The 2021-2022 All-State Program for Posts is designed to reward Posts based on the factors listed below.

- ***Post must be in Good Standing***

- The Post-Election Report for 2021-2022 must be received at Department and National HQ prior to June 1, 2021.
- Post Quartermaster and /or all accountable officers must be bonded no later than August 31, 2021.
- Post information sheet must be completed by September 30, 2021.
- Post Commander, Quartermaster, and AT LEAST two (2) Trustees must complete the School of Instruction/Department Training before December 31, 2021.
- Post's proof of filing or proof of extension of IRS 990/990n and CA Form 199/199n must be received at Department prior to December 31, 2021.
- All Trustees' Report of Audit must be signed and received at Department within 30 days following the end of the observed quarter.
- Post Commanders and/or their representatives (Sr Vice or Jr Vice Commanders only) shall attend all District meetings.
- Delegate dues for State Convention shall be paid no later than June 1, 2022.
- The Post shall have no arrearages with Department, National or District as of June 1, 2022.
- All deficiencies noted on the Post Inspection Report shall be corrected NLT June 1, 2022.
- Post Service Officer must attend a Post Service Officer Training session prior to December 31, 2021.
- Post must have a 10% increase in total impact for Community Service. Baseline

will be established by the KPI tools on the National Dashboard (\$ Donated plus Hours = Total Impact)

- ***Post must participate in Buddy Poppy program***

- Post must purchase ten (10) poppies per member, based upon the Post membership as of June 30, 2021 + 500 poppies.
- The Post must conduct a minimum of one Buddy Poppy drive and report it via the Department online reporting system.

- ***Post Must Participate in the Mandatory Programs***

- Submit minimum one Voice of Democracy entry to your respective District for judging.
- Submit minimum one Patriot's Pen entry to your respective District for judging.
- Submit minimum one Teacher of the Year (any category) entry to your respective District for judging.
- Submit minimum one Law Enforcement/Firefighter and/or EMT of the Year entry to your respective District for judging.
- Post must make the minimum donations:
 - Divisions 1-4 minimum \$125 donation, Divisions 5-11 minimum \$75 donation to support Service Department reserves.
 - Divisions 1-4 minimum \$125 donation, Divisions 5-11 minimum \$75 donation to the Department Foundation for Programs reserves.
- Report **two** (2) Veterans Assistance Events **per quarter** via the Department online reporting system. At least one of those events during the year should be in partnership with another VSO or non-profit organization (another VFW Post does not count).
 - Q1 – 7/1/2021 to 9/30/2021
 - Q2 – 10/1/2021 to 12/31/2021
 - Q3 – 1/1/2022 to 3/31/2022
 - Q4 – 4/1/2022 to 6/5/2022

- Report **two** (2) Community Service Events **per quarter** via the Department online reporting system. At least one of those events during the year should be in partnership with another VSO or non-profit organization (another VFW Post does not count).
 - Q1 – 7/1/2021 to 9/30/2021
 - Q2 – 10/1/2021 to 12/31/2021
 - Q3 – 1/1/2022 to 3/31/2022
 - Q4 – 4/1/2022 to 6/5/2022
- Post must report through the online reporting system, under Legislative Advocacy, five (5) new Action Corps sign ups (members or non-members).
- Establish, at a minimum, or maintain an existing public (apolitical) Post Facebook page/group that contains a good balance of information, i.e., District and Post activities/events in your communities, National HQ news, general information important to the veteran community, “in action” photos, etc. Use of multiple platforms is encouraged, i.e., Instagram, Twitter, Twitch, MeWe, live streaming, Podcasts, etc.
 - The page name should clearly identify your Post, i.e., VFWCA Post Name and/or number (VFWCA Johnny Be Good Post 1234, VFWCA Post 1234).
 - Link must be provided to the Department and the Department AQ or his/her assistant should be made a designated administrator of the page/group.
- ***Post Must Participate in Membership***
 - Post must provide, to their District Commander and the State Adjutant, a Membership/Recruiting Plan by August 31, 2021. (See appendix, includes a Project Plan for your use in planning event).
 - Post must conduct at least two (2) membership drives/recruiting events [Personal contact, Mail, E-Mail, Telephone, and/or Recruiting Booth campaigns] by May 1, 2022 and report the results to the Department, using the Recruiting Event Report. (See appendix)

- Post must achieve its membership goal by June 30, 2022, per the following table:

- **Membership Goal by Division**

Division	Membership size	Goal
1	951 and up	100% PLUS 1
2	750-950	100% PLUS 1
3	356-749	100% PLUS 1
4	246-355	100% PLUS 1
5	185-245	100% PLUS 1
6	143-184	100% PLUS 1
7	112-142	100% PLUS 1
8	88-111	100% PLUS 1
9	68-87	100% PLUS 1
10	51-67	100% PLUS 1
11	1-50	100% PLUS 1

- ***District Commander Recommendation***

- While it is understood that this is under the District Commander's purview, one guideline that must be met is if a Post is going to make "All-State" they must have representation (Post Commander, Sr Vice or Jr Vice only) at every District Meeting. District Commanders must factor that into their decision for recommendation.
- The intent is that Posts **should** be participating in VFW Programs. Upon recommendation of the District Commander, the State Commander may consider waiver of participation in **up to two mandatory programs**. In that event, the Post may qualify for All-State by paying \$100.00 for each missing program requirement.

All-State Post Award

- The top (3) Posts in each Division by close of business on April 15, 2022, provided they meet all "All-State" requirements shall receive:
 - Post Commanders will receive an "All-State" Commander's Cap, Pin and All-State Streamer for the Post flag.
 - Post Quartermasters will receive their choice of an "All-State" Quartermaster's Cap or a \$60.00 gift certificate from the VFW Emblem & Supply Department.

- All other Posts qualifying for All-State may purchase, on their own, an All-State cap. (See the Post All-State Application form in the appendix.)
- NOTE: The closing date for the All-State Program shall be the close of business on April 15, 2022, to receive “All-State” Caps for presentation at the State Convention. Any post earning All-State status between April 16 and June 30, 2022, can place an order for their awards in July and upon receipt will be forwarded to District Commanders for appropriate presentation in a timely manner.

All-State District Criteria

The 2021-2022 All-State Program for Districts is designed to reward Districts based on the factors listed below.

- **District must be in Good Standing**
 - The District Election Report must be received at Department and National HQ prior to June 1, 2021.
 - District Quartermaster must be bonded no later than August 31, 2021.
 - District Audits must be signed and received at Department within 30 days following the end of the observed quarter.
 - District meeting minutes for 2021-2022 must be received by Department HQ within 30 days following the actual District meeting, with the final meeting minutes received no later than June 1, 2022.
 - All Post Inspections must be completed by December 31, 2021.
 - Must provide one or more District School of Instruction by December 31, 2021.
 - District Commanders or representative (Sr Vice or Jr Vice only) shall attend all Department Council of Administration meetings.
 - The District shall have no arrearages with Department and National as of June 1, 2022.
 - District must make the minimum donations:
 - Divisions 1-3 minimum \$200 donation, Divisions 4-6 minimum \$150 donation to support Service Department reserves.

- Divisions 1-3 minimum \$300 donation, Divisions 4-6 minimum \$150 donation to the Department Foundation for Programs reserves.
 - Must be recommended by the Department Commander.
- **District Must Participate in the Mandatory Programs**
 - Submit one Voice of Democracy entry to Department for judging accompanied by the District Post Participation report.
 - Submit one Patriot's Pen entry to Department for judging accompanied by the District Post Participation report.
 - Submit minimum one Teacher of the Year (any category) entry to Department for judging accompanied by the District Post Participation report.
 - Submit minimum one Law Enforcement/Firefighter and/or EMT of the Year entry to Department for judging accompanied by the District Post Participation report.
 - Establish, at a minimum, or maintain an existing public (apolitical) District Facebook page/group that contains a good balance of information, i.e., District and Post activities/events in your communities, National HQ news, general information important to the veteran community, "in action" photos, etc. Use of multiple platforms is encouraged, i.e., Instagram, Twitter, Twitch, MeWe, live streaming, Podcasts, etc.
 - The page name should clearly identify your District, i.e., VFWCA District number (VFWCA District 24)
 - Link must be provided to the Department and the Department AQ or his/her assistant should be made a designated administrator of the page/group.
- **District Membership Goals**
 - District must complete a Recruiting Plan and submit it to the Department Adjutant no later than August 31, 2021.
 - District must achieve its membership goal by June 30, 2022, per the following table:

▪ **District Membership Divisions:**

Division	Membership size	Minimum %
1	5000 to 14000	100%
2	3282 to 4999	100%
3	2172 to 3281	100%
4	1447 to 2171	100%
5	906 to 1446	100%
6	1 to 905	100%

- **Conduct Membership Drive or Recruiting Event:** You must report via the online reporting system **at least** one (1) membership drive and/or recruiting event:

Follow the steps outlined in National's recruiting guide. [4 steps]

- Step #1 – Select and organize a membership committee.
- Step #2 – Develop a recruiting plan.
- Step #3 – Set realistic goals.
- Step #4 – Plan your activities.

Types of qualifying drives/campaigns/events

- Personal contact
 - Door to Door
 - Membership recruiting booth.
- Mail (Communicate using the tools and information below)
 - Unpaid (by Zip code) member at large lists
 - Dues notices
 - Post newsletters
 - Benefits information
- Conduct a Telephone/E-mail campaign
 - Contact unpaid members.
 - Reach out to prior years lapsed members.
 - Obtain unpaid members (by Zip Code) at large lists from Department.
- Request Department recruiting training or event assistance.

All-State District Award

To be considered as an All-State District Commander you must demonstrate outstanding, positive leadership qualities. You must share communications from the Department to your Posts. Your communications, to the Posts in your District, should be such that they understand the purpose of and are encouraged to participate in the programs and goals of the VFW. All District Commanders can earn this distinct honor and one (1) Captain will be chosen based on the best overall performance at the discretion of the State Line Officers.

- District Commanders will receive an “All-State” Commander’s Cap, Pin and an All-State Streamer for the District flag.
- District Quartermasters will receive their choice of an “All-State” Quartermasters Cap or a \$60.00 gift certificate from the VFW Emblem & Supply Department.
- NOTE: The closing date for the All-State Program shall be the close of business on April 15, 2022, to receive “All-State” Caps for presentation at the State Convention. Any District earning All-State status between April 16 and June 30, 2022, will have their awards ordered in July and upon receipt will be awarded at the next Council of Administration meeting.

Important Notes

Reporting Tip. To save time and effort, it is recommended you input repetitive event reports monthly rather than for individual events if appropriate. For example, for honor guards you can enter: The number of hours volunteered, the number of members who participated, and the number of miles driven. The narrative may say, *“The Honor Guard performed 33 services during March 2021.”* Reporting is to be completed via the online reporting system on the State Website. Regular VFW business, i.e., Post and District meetings, committee meetings, Schools of Instruction, etc..., are not community service and shall not be reported.

NOTE: Events shall be reported only once in the online reporting system. Posts shall not report the same event in multiple categories. For example, if a post awards a grant of \$500 to a deserving veteran; the post cannot report the \$500 grant in Community Assistance and \$500 in Veterans Assistance.

All-State Monetary Program Donations. Reporting for this section will be via the Monetary Donation Form. **It is NOT necessary to make a report on this via the department website.**

School of Instruction (SOI). Commander, Quartermaster, and at least two (2) trustees must attend the SOI/Department training for the post to be given credit. SOI will be held by the Districts and there is no set limit as to how many SOI's you may have. The Department may offer webinar training for the Quartermaster and Trustees. This training will qualify as a substitute for the District SOI. You must report via the check in sheet, and it must be verified and signed by both the District Commander and District Instructor. Sign in sheet must be legible for individuals and posts to get credit. **SOI is not required to be reported via the department website.**

Post Service Officer Training: The Post Service Officer must attend one regional or webinar training session provided by the Department and the State Service Officer. Your attendance shall be verified by the Department or the instructor.

APPENDIX

BONUS POINTS FOR ALL-STATE

You will receive one point for meeting each mandatory requirement. You may earn additional points by attaining any of the following that will rank you higher in your All-State standing.

Item	Points
100%+ - Will receive 1 point for every full percentage point over 100% by 4/15/22. For example: if you have 101.38% you will receive 1 point, 103.45% will receive 3 points.	1 For every % point over
Receive points for every female veteran recruited by 4/15/22.	2
Extra points for the number of new/reinstated life members you have been credited for on National MEMSTATS from 7/1/21 – 4/15/22	1
Extra points for the number of new Bronze Legacy members as reported on National MEMSTATS 7/1/21-4/15/22	2
Extra points for the number of new Silver Legacy members as reported on National MEMSTATS 7/1/21-4/15/22	3
Extra points for the number of new Gold Legacy members as reported on National MEMSTATS 7/1/21-4/15/22	4
Evaluate the way your Post does business. Spend time looking at how you operate, what can be done better and what needs to be done for the future. Include the Auxiliary, Pup Tents and Riders Groups if you have them. Submit a written report to Department HQ, at info@vfwca.org , detailing the results of your assessment.	5

RECRUITING EVENT PROJECT PLAN

Project Summary

Membership/Event Team Liaison:

Phone Number:

Email:

Event Date:	Project Name:	Prepared by:

Status Summary

Plans for Recruiting Event 21/22

Project Overview

Task	% Done	Due Date	Responsibility	Notes
Select/lock in location				
Determine Needs				
Day of Event Scheduling				

Budget Overview

Category	Spent	% of total	On track (Y/N)	Notes
Materials				
Giveaways				
Food?				

Risk and Issue History

Issue	Assigned To	Date
Food Handler Permit?		

Conclusion/Recommendations

(Attach additional sheet if necessary)

District/Post Recruiting Event Report

*Complete for each event held and submit by email to info@vfwca.org or mail to VFW Dept of CA, 9136 Elk Grove Blvd, Ste 100, Elk Grove, CA 95624 **NLT May 1, 2022***

District:

Post:

Date of Event:

Event Location:

Name/Title of Reporting Official:

Number of District/Post Attendees:

Number of Contacts Made During Event:

Did Auxiliary Participate in the Event: Yes _____ No _____

Number Recruited: VFW _____ Auxiliary _____

Provide description of event and reasons identified by those who chose not to join below.

2021-2022 All-State Post Application

WORKSHEET

Post Number/District:

Post Address:

Commander's Name:

Phone Number:

Cap Size:

Life Member:

Legacy Life (level):

Quartermaster's Name:

Phone Number:

Cap Size:

Life Member:

Legacy Life (level):

Or QM Prefers \$60.00 gift
certificate to VFW Store:

Y N

Mandatory Yearly Business Requirements

- | | | |
|---|---|---|
| 1. All quarterly Audits (4) submitted on time and accepted by Department | Y | N |
| 2. Copy of IRS 990 and State 199 (current year) on file at Department | Y | N |
| 3. Current bond(s) on file at Department | Y | N |
| 4. Election Report filed online to National/Department by June 1, 2021 | Y | N |
| 5. Paid National, Department, and District Dues | Y | N |
| 6. Post has paid any arrearages owed to Department & District | Y | N |
| 7. Post inspected and deficiencies corrected | Y | N |
| 8. Commander, Quartermaster and 2 Trustees attend School of Instruction | Y | N |
| 9. Commander, Senior or Junior Vice attended <u>ALL</u> District Meetings | Y | N |
| 10. Service Officer attended Service Officer Training | Y | N |
| 11. Membership Recruiting Plan on file at Department | Y | N |
| 12. Sign up five (5) new Action Corp Members | Y | N |
| 13. Establish or maintain an existing Facebook page as directed | Y | N |

Mandatory Core Programs

- | | | |
|--|---|---|
| 1. Membership percentage of 100% +1 attained | Y | N |
| 2. Patriot's Pen – Minimum one (1) entry to District | Y | N |
| 3. Voice of Democracy – Minimum of one (1) entry to District | Y | N |
| 4. Teacher of the Year – Minimum of one (1) entry to District | Y | N |
| 5. Law Enforcement/Firefighter/EMT – Minimum of one (1) entry to District | Y | N |
| 6. Buddy Poppies – Purchased minimum required number of Poppies | Y | N |
| 7. Buddy Poppy Drive – Complete a minimum of one (1) drive | Y | N |
| 8. Service Department Reserves – Division 1-4 minimum donation of \$125.00.
Divisions 5-11 minimum donation of \$75.00 to Department | Y | N |
| 9. VFWCA Foundation – Division 1-4 minimum donation of \$125.00.
Divisions 5-11 minimum donation of \$75.00 for Department Program Reserves | Y | N |
| 10. Completed and reported two (2) Membership Recruiting Event | Y | N |
| 11. Completed and reported two (2) Veteran Assistance events per quarter | Y | N |
| 12. Completed and reported two (2) Community Assistance events per quarter | Y | N |

Only the top three (3) in each Membership Division will receive the All-State cover (or choice of a \$60 gift certificate for the Quartermaster) at no charge. If your Post is not in the top three (3) of your Membership Division, but you have met All-State requirements, you may send payment to the Department Quartermaster and a cover will be ordered to be presented to you at the State Convention or by the District Commander if you do not meet the requirement by the first cutoff date.

\$75.00 Commander's All State Cover

\$25.00 All State Lapel Pin

\$75.00 Quartermaster's All State Cover

\$25.00 All State Lapel Pin

District Commander's Signature

State Adjutant's Signature

2021-2022 All-State District Application

WORKSHEET

District Name/Number:

District Address:

Commander's Name:

Phone Number:

Cap Size:

Life Member:

Legacy Life (level):

Quartermaster's Name:

Phone Number:

Cap Size:

Life Member:

Legacy Life (level):

Or QM Prefers \$60.00 gift
certificate to VFW Store:

Y N

Mandatory Yearly Business Requirements

- | | | |
|---|---|---|
| 1. All quarterly Audits (4) submitted on time and accepted by Department | Y | N |
| 2. Current bond(s) on file at Department | Y | N |
| 3. Election Report filed online to National/Department | Y | N |
| 4. District has paid any arrearages owed to Department | Y | N |
| 5. Conducted a minimum of one (1) School of Instruction | Y | N |
| 6. District inspected and deficiencies corrected | Y | N |
| 7. Commander, Quartermaster and 2 Trustees attend School of Instruction | Y | N |
| 8. Commander, Senior or Junior Vice attended ALL Council of Administration Meetings | Y | N |
| 9. Service Officer attended Service Officer Training | Y | N |
| 10. Membership Recruiting Plan on file at Department | Y | N |
| 11. Establish or maintain an existing Facebook page as directed | Y | N |

Mandatory Core Programs

- | | | |
|---|---|---|
| 1. Membership percentage of 100% attained | Y | N |
| 2. Attained membership percentage of 99%+, met all other requirements, and has
Department Commander Endorsement | Y | N |
| 3. Patriot's Pen – Minimum one (1) entry to Department | Y | N |
| 4. Voice of Democracy – Minimum of one (1) entry to Department | Y | N |
| 5. Teacher of the Year – Minimum of one (1) entry to Department | Y | N |
| 6. Law Enforcement/Firefighter/EMT – Minimum of one (1) entry to Department | Y | N |
| 7. Service Department Reserves – Division 1-3 minimum donation of \$200.00.
Divisions 4-6 minimum donations of \$150.00 | Y | N |
| 8. VFWCA Foundation – Division 1-3 minimum donation of \$300.00.
Divisions 5-11 minimum donation of \$150.00 for Department Program Reserves | Y | N |
| 9. Completed and reported one (1) Membership Recruiting Campaign | Y | N |
| 10. Completed and reported one (1) Community Assistance Event | Y | N |

State Commander's Signature