

VETERANS OF FOREIGN WAR DEPARTMENT OF CALIFORNIA



California

All-State Membership Program
2026 - 2027



Paula Jansen State Commander
Going Over & Above Together

June 30, 2026

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Introduction

The VFW Department of California's success depends on our ability to retain our current members, recover previous members, and recruit new members into our organization. These actions are dependent upon our ability to communicate effectively at all levels. We need to utilize all available methods to deliver information and training to our membership. The ability to solicit, meet and address our members' needs and concerns are a priority. As an organization, we need to focus on the tenants of the VFW: take care of our members, their families, and the veteran community. This will allow us to be successful in conducting the mission of the Veterans of Foreign Wars, thus keeping us positioned as a primary voice and resource for the Veteran community.

Membership Mission

The 2026 – 2027 Membership Program is designed to recruit, reinstate and retain a committed membership base to help support the Veterans of Foreign Wars' (VFW) mission. A committed membership is a participative group. Participation among members results in a thriving and growing post environment. To develop a membership that is educated in organizational procedures and policies and actively engages in all levels of the Department and in their local communities will ensure the Veteran voice is heard. To embrace all generations of veterans and develop strong leadership and community involvement in our Posts. This will be done by:

- Increasing membership and participation in VFW programs.
- Increasing our presence in our communities through VFW events and programs.
- Developing community organization partnerships.
- Remaining a vital and valuable presence in our local, State and National Legislatures.

Membership Goals and Objectives

- To increase the number of new and reinstated members to reach 100% + 1 member of last year's membership. This will be based on membership numbers ending 06/30/26.
- For every member to recruit at least one new member and then mentor that member.
- Reinstate previous members.
- To increase and participate in the number of memberships drives in our communities.
- Develop new Posts and/or revitalize existing Posts.
- To increase our Life Membership and Legacy Life Memberships.
- To RETAIN existing membership in addition to recruiting new members.

Membership Chairman

The Membership Chairman will oversee the program and will work directly with members of the Post and District Membership Teams. His contact information is:

- Michael Croy Phone: 760.488.3931 Email: mcroy2@gmail.com

All-State Criteria by Level

Each year, the State Commander sets criteria to recognize exceptional leadership and teamwork, acknowledge accomplishments in membership growth and VFW core programs for Posts and Districts to achieve All-State status.

All-State Post Criteria

The 2026 – 2027 All-State Program for Posts is designed to reward Posts based on the following:

- **Post must be in Good Standing.**
- **The Good Standing requirements are:**
 - The Post Election Report for 2026 – 2027 must be received at Department and National HQ no later than (NLT) June 1, 2026.
 - Post Quartermaster and/or all accountable officers must be bonded no later than August 31, 2026.
 - The **Post Commander, Quartermaster, Adjutant** and **AT LEAST two Trustee's** must complete the District School of Instruction/Department Training before April 1, 2027. Highly recommended for **Senior Vice Commander & Junior Vice Commanders**.
 - All posts must be inspected NLT December 1, 2026.
 - All deficiencies noted on the Post Inspection Report shall be corrected NLT June 30, 2027.
 - All properly signed and **correct** Trustee's Report of Audit must be received at the Department within 30 days following the end of the observed quarter.
- **Post must participate in the Buddy Poppy Program.**
 - The Post must purchase a minimum of **five poppies per member**, additional may be purchased. **See Department Dashboard for your posts number.**
 - The Post must conduct two Buddy Poppy drives and report it via the Department online reporting system.
- **Post must, at minimum, participate in the following VFW Programs.**

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- Submit at least one Voice of Democracy entry through Scholars App (only) to your respective District for judging NLT November 15th, 2026. **Note 1**
 - Submit at least one Patriot's Pen entry through Scholars App (only) to your respective District for judging NLT November 15th, 2026. **Note 1**
 - Submit at least one Teacher of the Year (any category) entry and/or submit at least one Public Servant, (Law Enforcement, Firefighter, EMT, Dispatcher, EOD) of the Year entry to your respective District for judging NLT November 15th, 2026.
 - **Post must make the minimum Department monetary donations.**
 - Divisions 1 – 3: minimum \$300 donation and Divisions 4 – 11: minimum \$150 donation. Donations will be used for programs. **Donations made to National Programs or to the National Home do not count for credit in this category.**
 - **Post must report at least one Community Service Event quarterly via the Department online reporting system.**
 - **Post must report at least one Veteran Assistance Event quarterly via the Department online reporting system.**
 - **Post Membership Goals**
 - Post must conduct **at least three (3)** membership drives/recruiting events [personal contact, mail, e-mail, telephone, and/or Recruiting Booth campaigns] by June 1, 2027, and report the results via the Department online reporting system.
 - Post must achieve the membership goal of 100% + 1 member by June 30, 2027.
 - Post must provide their District Commander and State Adjutant with a Membership/Recruiting plan by September 30, 2026. The form can be found on the Department website under: Resources/Forms/Post/District Membership Recruiting Plan.
 - **Other**
 - Post Commanders and/or their representative shall attend all District meetings.
 - Posts must submit their delegate election report to Department NLT June 1, 2027.
 - Delegate dues for State Convention shall be paid NLT May 31, 2027. **Note 2**
 - District dues (paid to the District) for the District Convention shall be paid NLT the date stated in the District By-Laws.
 - The Post shall have no arrearages with District, Department, or National as of May 31, 2027.
- Note 2**

Note 1: District may choose to accept paper entries for VOD/PP, but must enter them into Scholars App for the post. Winners must be in Scholars App, no paper entries will be accepted.

Note 2: This date is to facilitate Department Staff to have adequate time to process before convention. Dues/arrearages paid after May 31st, will have voting rights at convention.

Post Divisions by Membership Chart

Division	Membership size
1	501 and up
2	351-500
3	246-350
4	190-245
5	150-189
6	125-149
7	105-124
8	90-104
9	70-89
10	50-69
11	10-49

- *The Department Commander may grant a post recommendation for All State at their discretion.*
- The intent is that Posts should be participating in VFW Programs. Upon recommendation of the District Commander, the State Commander may consider a “waiver” of participation in up to **one mandatory program**. In that event, the Post may qualify for All-State by paying \$150.00 for each of the missing program requirements, payable to VFW Department Quartermaster.
- **All-State Post Award**
The Posts meeting all the “All-State” requirements shall receive:
 - Post Commanders will receive an “All-State” Commander’s Cap and Pin.
 - Post Quartermasters will receive their choice of an “All-State” Quartermasters Cap or a \$75.00 gift certificate from the VFW Emblem & Supply Department and Pin.
 - Post Adjutant will receive an “All-State” Adjutant’s Cap.
- ❖ **NOTE:** The closing date for the All-State Program shall be the close of business on April 15, 2027, to receive “All-State” Caps & Pins for presentation at the State Convention. Any Post earning All-State status between April 16, 2027 – June 30, 2027, will have their awards ordered in July and upon receipt will be forwarded to the District Commanders for appropriate presentation in a timely manner.

All-State District Criteria

The 2026 – 2027 All-State Program for Districts is designed to reward Districts based on the following:

- **District must be in Good Standing.**
- **The Good Standing requirements are:**
 - The District Election Report for 2026 – 2027 must be received at Department and National HQ prior to June 1, 2026.
 - Provide proof of eligibility to Department Adjutant for District Commander, Senior &, Junior Vice Commanders.
 - District Quartermaster and/or all accountable officers must be bonded no later than August 31, 2026.
 - The District must provide at least 1 School of Instruction (SOI) by April 1, 2027.
 - All properly signed and **correct** Trustee's Report of Audit must be received at the Department within 30 days following the end of the quarter.
 - District Inspection must be completed by December 1, 2026.
 - All deficiencies noted on the District Inspection Report shall be corrected NLT June 30, 2027.
 - District must make the minimum Department program donations: ▪ Divisions 1-3 minimum \$500 donation, Divisions 4-6 minimum \$300 donation which will be used for programs.
 - Must be recommended by the Department Commander.
- **District must, at minimum, participate in the following VFW Programs.**
 - Submit at least one Voice of Democracy entry in Scholars App (only) to Department for judging accompanied by the District Post Participation report NLT December 15th, 2026. **Note 1**
 - Submit one Patriot's Pen entry in Scholar's App (only) to Department for judging accompanied by the District Post Participation report NLT December 15th, 2026. **Note 1**
 - Submit at least one Teacher of the Year (any category) entry and/or submit at least one Public Servant (Law Enforcement, Firefighter, EMT, Dispatcher and or EOD) of the Year entry to Department for judging accompanied by the District Post Participation report NLT January 1st, 2027. **(Note teacher of the year is a requirement for All American for 26-27 year).**
- **District Membership Goals**
 - District must conduct **at least three (3)** membership drives/recruiting events [personal contact, mail, e-mail, telephone, and/or Recruiting Booth campaigns] by June 1, 2027, and report the results via the Department online reporting system. For purposes of reporting, the District is considered **Post "0"**.
 - District must achieve the membership goal of 100% + 1 member by June 30, 2027.
 - District must provide, to the State Adjutant, a Membership/Recruiting Plan by September 30, 2026. The form can be found on the department website under: Resources/Forms/Post/District Membership Recruiting Plan.

District Divisions by Membership Chart:

Division	Membership size
1	2,400 and up
2	1,680-2,399
3	1,290-1,679
4	880-1,289
5	600-879
6	10-599

All-State District Award

To be considered an All-State District Commander, you must demonstrate outstanding, positive leadership qualities. You shall provide quality communication skills to the Posts in your District to ensure they participate in the programs and goals of the VFW.

- District Commanders will receive an “All-State” Commander’s Cap and Pin.
- District Quartermasters will receive their choice of an “All-State” Quartermasters Cap or a \$75.00 gift certificate from the VFW Emblem & Supply Department and a Pin.
- District Adjutant will receive an “All-State” Adjutant’s Cap.
- **NOTE:** The closing date for the All-State Program shall be the close of business on April 15, 2027, to receive “All-State” Caps & Pins for presentation at the State Convention. Any District earning All-State status between April 16, 2027 – June 30, 2027, will have their awards ordered in July and upon receipt will be awarded at the next Council of Administration meeting.

Other:

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- District Commanders or their representatives (SVC or JVC’s only) shall attend all Department Council of Administration meetings.
 - The District shall have no posts with arrearages owed to Department or National as of June 1, 2027.
 - The District shall have no arrearages with Department and National as of May 31, 2027. **Note 2**
 - District meeting minutes for 2026 - 2027 year must be received by Department HQ no later than 45 days following each District meeting.

Important Program Information

The Community Service Chairman will provide guidance to Posts and Districts throughout the year regarding reporting. Please review the department website for additional information and instructions.

Rene Macias 323-332-7517

Email: Renmacias@gmail.com

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. Refer to Reporting Tips and Flowchart located under Members Only on VFWCA.org

Conduct Veterans Assistance Events: Posts must report at least one (1) separate event via the online reporting system quarterly to receive credit.

- VFW Mental Wellness
- Sport Clips Help a Hero Scholarship submission.
- Military & Veterans Support
- Chaplaincy Services
- Claims & Benefits Assistance (DO NOT report member name or specific issues)

Conduct Community Service Events: Posts must report at least one (1) separate event via the online reporting system quarterly to receive credit. The following events qualify:

- Citizenship/Americanism (Parades, Holiday events, Ceremonies, etc)
- Honor Guard/ Color Guard (no names)
- Flag Etiquette/Retirement/Flag Day
- POW/MIA/ Memorial/Veterans Day Ceremony (required)
- VA Volunteer Services (hospital/clinic)
- Disaster Relief / Donation
- Stand Down Participation
- Public Servant Recognition (LE/FF/EMT/EOD/DISPATCH)
- Teacher of the Year
- Safety Recognition
- National Home
- Unmet Needs/Relief (Ensure you report the specific reason for the relief)
- VOD Voice of Democracy
- Patriots Pen
- Scouting
- JRTOC/Sea Cadets
- Student Scholarships
- Legislative State
- Legislative National (national team only)
- Legislative Other/Local

Buddy Poppy Drives: Posts must conduct two (2) Buddy Poppy drives during the year and report it via the online reporting system. To qualify as a Buddy Poppy drive, you must set up a booth, table, etc., in an area to specifically disperse poppies and related materials. Handing out poppies at a dinner, funeral, post meeting, etc.... does not qualify as a “drive”.

Non-Reportable Events: Attending a Post or District meeting or attending a weekly or monthly dinner is not community service or reportable. The money you raised is reportable when you donate it to a specific cause. Special event dinners where the Post provides a free meal to needy veterans, their families or their community members is a reportable community service event. Must state FREE in the report notes.

Conduct Membership Drive or Recruiting Event(s): You must report at least three (3) separate membership drives and/or recruiting events via the online reporting system. Follow the steps outlined in National’s recruiting guide.

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

Types of drives/campaigns/events:

- Personal contact
 - Door to Door
 - Membership Recruiting Booth
- Mail
 - 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 Department 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): Attendance is mandatory for the Commander, Quartermaster, Adjutant and at least two (2) trustees. All listed training modules must be attended to receive credit. SOI will be held by the Department, Districts as well as LMS, there is no set limit as to how many may be conducted.

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SOI can be offered “in person” or by video conferencing such as Zoom, Microsoft teams, and etc. There will be training sessions offered, in person at the VFWCA State Convention and the remaining via Zoom. Dates and times will be posted on the Department calendar at vfwca.org.

You must report all attendance on the Department website Training Module to receive credit. The District Commander will designate one representative to log all training via the Training Attendance Module. Training should be logged at the time of training. The members will submit their membership numbers to receive credit for all SOI training. Officers will be verified by their Post Election Reports to receive credit for attendance.

The training modules are located on the department website under: Resources/Training/School of Instruction.

- ❖ *SOI is only reported via Training Module by designated representative.*
- ❖ *SOI is to be completed by April 1, 2027*

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Training Module	District & Post Attendance
Commander Training	Commander Required Senior Vice Commander recommended Junior Vice Commander recommended
Quartermaster/Trustee Training	Commander Required Senior Vice Commander recommended Junior Vice Commander recommended Quartermaster Required Two (2) Trustees Required
Adjutant Training	Commander Required Senior Vice Commander recommended Junior Vice Commander recommended Adjutant Required
Parliamentary Procedure	Commander Required Senior Vice Commander recommended Junior Vice Commander recommended Quartermaster recommended Adjutant recommended

Returning/Repeat selected District/Post officers may be afforded alternative training to meet the SOI requirement. Selection criteria will be at a minimum, the District/Post having achieved All State & All American in the prior year.

Department Program Incentives

The size of Post/District membership will be calculated by official numbers from National HQ on June 30, 2026

Department

The Department Commander and the Department Membership Team will conduct membership drives at events across the State of California as available and directed throughout the VFW year.

District

District Commanders are required to appoint a Membership Chair and provide that name to the Department Membership Chair.

The District Commander and their respective Chair will organize a minimum of three (3) District-wide recruiting events. The recruiting event will be reported in the online Department Reporting System.

Post

The Post Commander is responsible for their Post's membership program and will report directly to the District Membership Chair.

Member Incentives

- Annual members will be offered ½ off life membership, first come first served until all allocated funds are exhausted. **(date to be announced)**

Post Incentives

Division 8, 9, 10, 11 Any Post that reaches 100% + 1 member by 1/31/2027 shall receive \$200.00.

Division 7, 6 Any Post that reaches 100% + 1 member by 1/31/2027 shall receive \$300.00.

Division 4, 5 Any Post that reaches 100% + 1 member by 1/31/2027 shall receive \$400.00.

Division 3 Any Post that reaches 100% + 1 member by 1/31/2027 shall receive \$500.00.

Division 2 Any Post that reaches 100% + 1 member by 1/31/27 shall receive \$600.00.

Division 1 Any Post that reaches 100% + 1 member by 1/31/27 shall receive \$700.00.

Member Recruiting Incentives

- 75 – 99 New or Reinstated members by 3/30/27 will receive State Cdrs Shirt + Coin
- 100 - 199 New or Reinstated members by 3/30/27 will receive State Cdrs Shirt + Coin
- 200+ New or Reinstated members by 3/30/27 will receive State Cdrs Shirt + Coin

Community Service:

The leader by value per quarter will receive a monetary award. Figured 14 days after the end of the quarter, from the All-Program Report on vfwca.org.

Division 1-4 \$150.00

Division 5-11 \$150.00

Buddy Poppy Program:

The Buddy Poppy display entries at state convention, will be judged and the winner of each of the three categories will receive \$150.00. The winning post must have purchased poppies this VFW year.

***Veterans of Foreign Wars Department of California— we are one family, bound by purpose, driven by service, and committed to making a difference. Together, let's move forward with strength, pride, and an unwavering spirit of hope. The best is yet to come! ***

“We will Go Over and Above Together”