

**VFW Department of California
Membership Program 2023 - 2024**

As we begin our 2023 - 2024 membership year, we should be reminded we are not only here to sustain the VFW institution but grow our organization.

Together as we move forward with our VFW 2023-2024 year we will come together as a Department to accomplish our VFW mission of serving our Veterans, the community and advocate on behalf of all Veterans. To complete our mission, membership needs to be at the forefront. Without membership and a solid footprint, we will fall short of our goals, not only with our Veterans, but with our community. This year marks the first in the VFW for a membership goal of 102%.

Mission

- To increase membership and participation in the VFW programs.
- To increase our presence in our communities through VFW Programs.
- To remain a vital and viable presence in our State and National Legislatures.

Goals

- To increase the number of new and reinstated members to reach 102%
- To increase our life membership
- To maintain an average of 85% retention for posts in California

Membership Chairman

The Membership Chairman, Doug Scholl, will oversee the program and will work directly with members of the District Membership Teams. All members of the VFW are recruiters, you are the grass roots.

The size of post/district membership will be calculated by official numbers from National on July 10, 2023.

Department

The Department Commander and 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 will be required to appoint a Membership Chairperson and provide that name to the Department Membership Chair.

The District Commander and their respective Chairperson will organize a minimum of 2 district wide recruiting events. The recruiting event will be reported in the online Department Reporting System located at <https://vfwca.org/di/vfw/v2/default.asp?nid=10&cmr=CACSR#c>.

Post

The Post Commander will be responsible for their Post's Membership Program and will report directly to the District Chair.

VFWCA Membership Program Incentives

Members

- New and Annual members will be offered ½ off life membership starting August 1, 2023, until all allocated funds are exhausted. This incentive will be on a "first come, first served" basis.
- Current conflict veterans (post 9/11) and Purple Heart recipients will be offered their first-year membership for free until funds are exhausted.
- Annual members who are Purple Heart recipients will be placed in a monthly drawing for a life membership until funds are exhausted.

Post Incentives

Category 1 Post with 100 members or less.

- Any Post that reaches 102% by 10/31/23 shall receive \$200.00.
- Any Post that reaches 102% by 1/31/24 shall receive \$150.00.
- Any Post that reaches 102% by 4/15/24 shall receive \$100.00.

Category 2 Post with 101 to 175 members.

- Any Post that reaches 102% by 10/31/23 shall receive \$300.00.
- Any Post that reaches 102% by 1/31/24 shall receive \$200.00.
- Any Post that reaches 102% by 4/15/24 shall receive \$175.00.

Category 3 Post with 176 to 250 members.

- Any Post that reaches 102% by 10/31/23 shall receive \$500.00.
- Any Post that reaches 102% by 1/31/24 shall receive \$300.00.
- Any Post that reaches 102% by 4/15/24 shall receive \$200.00.

Category 4 Post with 251 to 400 members.

- Any Post that reaches 102% by 10/31/23 shall receive \$700.00.
- Any Post that reaches 102% by 1/31/24 shall receive \$500.00.
- Any Post that reaches 102% by 4/15/24 shall receive \$200.00.

Category 5 Post with membership over 401 members.

- Any Post that reaches 102% by 10/31/23 shall receive \$900.00.
- Any Post that reaches 102% by 1/31/24 shall receive \$600.00.
- Any Post that reaches 102% by 4/15/24 shall receive \$300.00.

District Incentives

Districts- (July-Dec 31st)

Category A Districts under 1000 members – 8, 14, & 15

- Any District reaching 102% in membership by December 31, 2023, shall receive \$1000.00.

Category B Districts with membership between 1000 - 2000 – 6, 9, 10, 11, & 16

- Any District reaching 102% in membership by December 31, 2023, shall receive \$1000.00.

Category C Districts with over 2000 members – 1, 2, 3, 4, 5, 7, 12, 13, & 17

- Any District reaching 102% in membership by December 31, 2023, shall receive \$1000.00.

Districts- (Jan-June 30th)

Category A Districts under 1000 members – 8, 14, & 15

- Any District reaching 102% in membership by June 30, 2024, shall receive \$500.00.

Category B Districts with membership between 1000 - 2000 – 6, 9, 10, 11, & 16

- Any District reaching 102% in membership by June 30, 2024, shall receive \$500.00

Category C Districts with over 2000 members - 1, 2, 3, 4, 5, 7, 12, 13, & 17

- Any District reaching 102% in membership by June 30, 2024, shall receive \$500.00

Additional District Membership Incentives

District 90%-100% PayOut

- Districts will be paid .35 cents per member over 90% until they hit 100% by November 1st.
- Districts will be paid \$5 per member from 101% to 102%

Recruiters

- 25+ New or Reinstated members by December 31, 2023 – You will receive a State Commander's Shirt
- 50+ New or Reinstated members by March 31, 2024 – You will receive a \$75 check presented at State Convention.
- 75+ New or Reinstated members by March 31, 2024 - You will receive a \$100 check presented at State Convention.
- 100+ New or Reinstated members by March 31, 2024 – You will receive a \$175 check presented at State Convention.
- 200+ New or Reinstated members by March 31, 2024 – You will receive a \$275 check presented at State Convention.