



VETERANS OF FOREIGN WARS AUXILIARY
Dept. of WI – March 2019
HISTORIAN/MEDIA RELATIONS

Remember to send me any stories/pictures etc. of President Laurel Ann's travels, visits, etc. so I can put them in her digital photo frame. I will have a personal gift for the Auxiliary member who submits something to me. If more than one person gives me photos a drawing will take place at June convention.

Media Relations has a new program. It is "Community Outreach Project". For the month of March, members are encouraged to speak to as many groups in their community as possible. Many have heard of the VFW Auxiliary, but do they really know what we do within our communities. This sharing of information has many benefits to include:

- ❖ Increase the visibility of the VFW Auxiliary and our mission.
- ❖ Raise awareness about veterans and veterans' issues.
- ❖ Define our purpose, clear up misconceptions and educate the public about our services.
- ❖ Form relationships and partnerships with other organizations, groups and business.
- ❖ Recruit new members and volunteers

You can find everything you need at www.vfwauxiliary.org/resources VFW Auxiliary Community Outreach Tool Kit:

- Complete Guidelines
- Suggestions for forming a Community Outreach Team
- How to Plan and Prepare your presentation
- Tips for speakers
- Sample contact letter
- Awards for Auxiliaries

If we don't tell our story.....who will? Get the word out about what your Auxiliary does to help our veterans, their families and our communities.

"Believe....We Can Do It" as we are "Reaching for the Stars for Veterans"

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