

Membership & Recruitment Award for Auxiliaries No. 2

Criteria for Outstanding Fact Sheet or Brochure 2018-2019 Program Year

UNWAVERING SUPPORT



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Award No 2: \$50 to one Auxiliary in each Program Division with the most outstanding fact sheet or brochure used as a membership recruitment tool. One entry from each Department will be judged by the criteria on the guide sheet. Auxiliary entries are due to the Department Chairman by December 31, 2018. One entry from each Department is due to the National Membership Ambassador by January 31, 2019.

Requirements:

- No more than one (1 page)
- Must be typed
- Must list the Auxiliary Name, Number, City and State
- Must use the VFW Auxiliary emblem with tagline

Fact Sheets will be judged on the following:

- Does it say who we are and what we do?
- Does it include contact information (a name, phone number and email address)?
- Does it list a website or Facebook page?
- Is each National Program listed?
- Are prior year achievements/statistics provided for each National Program?
(ex: VFW Auxiliary 12345 helped 67 veterans in the Springfield area in 2017-2018)
- Does it include a testimonial?
- Is it visually appealing?
- Is the imagery (photos) relevant?
- Is there too little or too much text?

LOCAL AUXILIARES: Entries are due to Department Membership & Recruitment Chairman by December 31, 2018.

DEPARTMENT CHAIRMEN: Entries are due to Nicole Koutz, National Membership & Recruitment Ambassador, by January 31, 2019.