

Michigan Department VFW Auxiliary
HISTORIAN/MEDIA RELATIONS BULLETIN
January/February 2019
www.vfwauxmi.org

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

National Theme: BELIEVE... We Can Do It!

Department Theme: United We Stand

Happy New Year!!

I had to change the title to 2019!! Can you believe we are 18 years into the "new" century?

It is a time of resolutions and new hope!

So did you have any holiday parties for youth? Did you visit a VA Hospital or a nursing home? Maybe you donated to the National Home for Christmas. Perhaps your post marched in a Christmas parade? I'm sure you took some great photos. Did you post anything on Facebook?

Remember anything that might show folks what we do. Maybe they would say "That looks like something I would like to be involved with".

Did you post anything on Facebook? Perhaps you contacted the local paper?

That is great! Remember to report it on the website.

While posting things and trying to attract those who are just learning what we are about, we are also the Historian. It is our duty to record the Historical record for our auxiliaries. We are the keepers of what happened and the recorders of the great things we do for our Veterans every day.

I am excited about all the posting that has happened on Facebook and websites, but don't leave our history behind.

Another thing about our Media Relations role that is important is keeping our current members interested and involved.

I understand that mailing out newsletter could be expensive (especially if you have a larger auxiliary). So you could post things on your Facebook page.

For example: Are you having a dinner and need baked goods donated? Do you need a new Bingo caller? Are you starting a special fund raiser? Perhaps there is an artistic member out there who would be thrilled to make posters!

The MOST important thing is to keep it current! If I look at the Facebook page this week and I come back 2 weeks from now and it is the same I get bored and might not come back.

Don't forget Mid-Winter Conference in Kalamazoo January 24-27. I hope to see lots of you there!

Now it is **February!**

You might be having your Voice of Democracy and Patriot's Pen Banquets or awards ceremonies.

These are a great thing to promote!

They are a terrific way to lead in to the Young American Creative Arts Awards. Many people don't know that you don't have to be affiliated with a post or auxiliary in order to enter.

Seriously – who doesn't like FREE money??

The deadlines are:

- March 31: Student Entry Deadline to Local VFW Auxiliary*
- April 10: Local VFW Auxiliary and District Judging Complete.
- April 15: Local VFW Auxiliary and District Winners to Department (state) for Judging*
- May 5: VFW Auxiliary Department (state) Winners to VFW Auxiliary National Headquarters*

*Required deadlines

Remember to report all that you do on the Department Web Site. Also, remember to check in with all your other chairman. Media relations can promote **ALL** the chairmanships!!

Continue doing what you are doing – you are doing a great job!

Deb Hanes

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