

Legislative Promotional August 2024

Attention CA Auxiliaries!

As the California State Legislative Chairman for the Veterans of Foreign Wars Auxiliary, I'm excited to announce the launch of our prestigious awards designed to recognize outstanding efforts in promoting our Legislative program. Your involvement is crucial in ensuring that our elected officials are well informed about the importance of VFW legislative goals and veterans' rights. Remember, it all starts locally, and your efforts make a significant impact!

🌟 Award Highlights 🌟

1. **\$25 VFW Store Gift Certificate**

Awarded to one Department Legislative Chairman in each of the 10 program divisions.

This award recognizes the best promotion of ensuring that elected officials are educated on the importance of VFW legislative goals and veterans' rights. It's a great opportunity to showcase your dedication and leadership in our legislative efforts.

2. **Outstanding Performance Award**

Recognizes the department with the highest overall impact in legislative promotion.

3. **Second-Place Outstanding Performance Award**

Honors the department with the second-highest overall impact.

To ensure that Veterans of Foreign Wars (VFW) Auxiliaries in California can effectively compete for the Outstanding Performance Awards, here are some strategies you can use to make a significant impact in legislative promotion:

1. Develop a Comprehensive Legislative Advocacy Plan

- **Set Clear Goals:** Identify specific legislative goals and issues that are most relevant to your community and veterans. Develop a plan to address these goals through local advocacy.
- **Create a Timeline:** Map out key dates for legislative sessions, meetings with lawmakers, and deadlines for submitting advocacy materials.

2. Engage with Elected Officials

- **Schedule Meetings:** Arrange regular meetings with local, state, and federal elected officials to discuss the VFW's legislative priorities and provide updates on veterans' needs.

- **Participate in Town Halls:** Attend and actively participate in town hall meetings where you can ask questions and raise awareness about veterans' issues.

3. Educate and Mobilize the Community

- **Host Informational Events:** Organize workshops, seminars, or town halls to educate members and the public about legislative issues affecting veterans.
- **Distribute Educational Materials:** Create and distribute flyers, newsletters, or social media posts to inform your community about key legislative issues and how they can help.

4. Use Media and Public Relations

- **Leverage social media:** Use platforms like Facebook, Twitter, and Instagram to share updates, promote events, and advocate for legislative changes. Engage with local media outlets to cover your initiatives.
- **Write Op-Eds and Letters to the Editor:** Publish articles and letters in local newspapers to highlight the importance of specific legislative issues and advocate for change.

5. Foster Partnerships and Collaborations

- **Work with Local Organizations:** Collaborate with other veteran service organizations, community groups, and non-profits to amplify your legislative advocacy efforts.
- **Build Relationships with Local Businesses:** Engage local businesses to support veteran-related causes and legislative initiatives.

6. Track and Report Your Activities

- **Document Your Efforts:** Keep detailed records of all legislative advocacy activities, including meetings, events, and communications with lawmakers.
- **Submit Reports:** Regularly report your activities on the department website.

7. Recognize and Celebrate Achievements

- **Acknowledge Contributions:** Recognize the efforts of members who have made significant contributions to legislative advocacy through awards or public acknowledgment.
- **Share Success Stories:** Highlight successful legislative outcomes or positive changes resulting from your advocacy efforts to inspire and motivate others.

8. Encourage Grassroots Advocacy

- **Mobilize Members:** Encourage all members of the auxiliary to get involved in advocacy efforts, whether through writing letters, making phone calls, or attending meetings.
- **Promote Grassroots Campaigns:** Organize grassroots campaigns to rally community support for specific legislative issues.

By implementing these strategies, VFW Auxiliaries in California can make a substantial impact in legislative promotion and enhance their chances of receiving the Outstanding Performance Awards.

Why This Matters:

Today's legislative landscape is ever-evolving, and our voices must be heard loud and clear. Our Legislative program is the backbone of our advocacy, and it starts with local chapters working diligently to educate and engage with elected officials. By participating in this program, you are not only contributing to the advancement of veterans' rights but also strengthening our collective impact on legislation that affects veterans nationwide.

We look forward to seeing the exceptional work of our departments and their chairpersons. Your commitment to advocacy and legislative excellence is what drives our success.

Let's work together to make a powerful difference!

Thank you for your dedication and hard work. Together, we can ensure that veterans' voices are heard, and their rights are upheld.

Warm regards,

Joyce Bilyeu, Legislative Chairman
Department of California
Veterans of Foreign Wars Auxiliary