

## **La Verne Wilson, September 2020-2021 Promotion**

### **Department of California "Buddy"® Poppy/VFW National Home for Children Chairman**

As we continue our "Three Program Goals": "Buddy"® Poppy National Display Contest, "Buddy"® Poppy Education and Community Outreach and VFW National Home Education and Community Outreach, we are six weeks into the program year. How have you reached out to the VFW Auxiliaries, Post, and the community about this wonderful "Buddy"® Poppy/VFW National Home for Children Chairman program that we are promoting?

- As District Chairmen are you keeping your Auxiliaries and Post informed and excited about this program and information as you receive it?
- Are you reaching out to the community and letting them know about this program?
- Are you in contact with other organizations, churches, schools, and other outreach programs about the "Buddy"® Poppy/VFW National Home for Children program and who to contact for more information?

Due to the COVID-19 we all have been affected in difference ways and keeping safe as much as possible. However, there are so many ways to share the information about this wonderful program to the community and our membership and not leave home:

- **Share the video:** "The Veterans Behind the Poppy" video on your page or other social media.
- **Visit the VFW Store-vfwstore.org:** There are many "Buddy"® Poppy items that you can purchase for projects, programs, and events.
- **National Home Video:** Watch the three-and-a-half-minute video about the National Home. You can view the campus and much more and be able to share the information when you are promoting the National Home for Education and Community Outreach program.

Department, District, VFW Auxiliary and Post Chairmen, we must help to spread the word about our amazing "Buddy"® Poppy & National Home for Children programs that support our nation's military, veterans and their families and the communities that we service. Working together we can make a difference in so many lives.

#### **The following are a few reminders about "Buddy"® Poppy distribution Tips:**

- Contact your city/town clerks to see if a permit is required for your distribution event.
- Get permission from the desired distribution location(s) store manager/owners prior to promoting your event.
- Make sure all Auxiliary members know the time, day, and place of your distribution event.
- Share information about your event with your local paper and on social media.
- Ask your team and all volunteers to wear Auxiliary and/or VFW clothing. If they do not have either, wear red or navy blue.
- Remind volunteers they are NOT SELLING "Buddy"® Poppy but DISTRIBUTING them for donations.
- Never refuse someone a Poppy because they are unable to donate. A "Buddy"® Poppy honors all veterans.

#### **The following are reminders about VFW National Home Education and Community Outreach.**

- **National Life Member:** One of my goals this year is promoting becoming a National Home Life Member.
- Everyone that is a VFW and VFW Auxiliary member is eligible to become a Life member of the National Home. The cost of becoming a Life member is a one-time fee of \$50.00 and includes a membership certificate, a wallet card, and a Life Member pin.

- (1)VFW and VFW Auxiliary members and organizations are eligible to become Life Members. Life Members may vote for the trustees who represent their National Home District and approve any proposed changes to our bylaws and articles of incorporation.  
2) Any individual or organization wishing to support the National Home’s mission can become an Associate Life Member. Associate Life Members do not have voting privileges. Both member types receive a membership certificate and wallet card. Life Memberships can be purchased by using Visa, Mastercard or Discover Card.
- The Auxiliary that promote and sells the most Life Memberships, will receive a special gift from me at the convention or by mail...

**The following are a few suggestions from our National “Buddy”® Poppy/VFW National Home for Children Ambassador Dana Fogner:**

1. Distribute “Buddy”® Poppies when hosting for donation drives.
2. Create table centerpieces that can be raffled off at a post, Auxiliary or community event.
3. Create a wall of remembrance at the Post Home or another community location. “Buddy”® Poppies can be distributed anytime, not just at Veterans and Memorial Day. Such as: Patriot Day September 11, Air Force Birthday September 18, National POW/MIA Recognition September 18, Gold Star Mother’s, and Family’s Day September 27. If you cannot host a distribution, think of ways to acknowledge these special days with a “Buddy”® Poppy display.

**Ways to support the National Home includes:**

1. Gifts of 10 cents per member to the Auxiliary Health & Happiness Fund. The Health & Happiness Fund supports Christmas gifts, graduation gifts, maintenance of Auxiliary-sponsored buildings, and emergency repairs and renovations at the National Home.
2. Purchase Life Memberships for \$50.00 each. Life Memberships can be given as gifts or to reward members that go above and beyond.
3. Donations of any amount can be made online: <https://www.vfwnationalhome.org/donate>.
4. Host a fundraiser. Read about successful fundraisers for the National Home you can implement in your community: <https://www.vfwnationalhome.org/ideas>. The VFW National Home for children gets NO government funding and is reliant on donations from the VFW Posts, VFW Auxiliaries, and community members.

**Thank you for your continued support of these life-changing Programs! Dana Fogner, Ambassador...**

**In closing**, I am looking forward to working with all of you throughout the 2020-2021 year and your VFW Auxiliary detailed written reports, **“Honoring our Mission to Serve Veterans”**. As we are **“Soaring with Service to our Veterans”** remember to email or mail all reports to me and your District Chairman as well, on all activities for **“Our Children, Families and Communities”**. I will be looking forward to receiving them.

**Loyally,**

**La Verne Wilson**

**Department of California**

**“Buddy”® Poppy & VFW National Home for Children 2020-2021**

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