



Michigan Department VFW Auxiliary Historian/Media Relations Bulletin February/March 2025

www.vfwauxmi.org

Facebook Page: Historian/Media Relations-Michigan

National Theme: *From Our Roots to Our Branches Extending Service to Our Veterans*
Department Theme: *Aspire to Inspire*

Historians, we are now into February and getting close to when the Auxiliary Scholarships and contest due dates are going to be coming, March 31, 2025. The ones coming due then are Continuing Education Scholarship, Young American Creative Patriotic Art Contest, 3-Dimensional Patriotic Art Contest (Scholarship Program) and the VFW Auxiliary National Illustrating America Art Contest (Youth Program). You need to be promoting all the VFW Auxiliary Programs on social media so members and the community can be aware of the many programs we are doing to help our veterans, youth and community. Remember, the Historian/Media Relations VFW Auxiliary National Award Form is also due March 31, 2025, to the Historian/Media Relations Department Chairman. The National Award is for the "Most Outstanding Promotion of Auxiliary Programs to the Community through Social Media". The form also qualifies your Auxiliary for the Department Auxiliary Award and the completion of the first goal on the Goal Sheet. Be sure to fill in that form and send it in. Your promotion of a program is unique to your Auxiliary and may be the one with the right touch!

When you have activities that are benefiting our veterans, youth scholarships and assisting a community organization you can promote them on social media along with other media platforms like newspapers, T.V., radio, flyers, magazines, newsletters, billboards and signs. Stay in contact with the people who can help you on these platforms, so they know who you are and what your mission is for the veterans and community. Soon they will be reaching out to you when they have a project that would benefit your Post or Auxiliary. It becomes a partnership. If your contact is unable to attend your Auxiliary event, you can send a Press Release to the contact. Print a copy of event photos and write up an article about the event (include the 5 W's) and send.

Before you contact anyone to cover an event your Auxiliary is hosting or participating in, answer the following questions:

- Are local people involved?
- Is the event happening in the near future?
- Will non-members be interested in attending or hearing about the event?
- Will the event help the community? And how?
- Is the activity or event unique?
- Does the activity or event promote a new idea or concept?

Remember to report your activities and events you put on social media and other media platforms showing members and community your achievements. Place the information and photos in your 2024-2025 Auxiliary scrapbook for memories, accomplishments and ideas for future years. Post on the Historian/Media Relations-Michigan Facebook page to show your ideas and help other Auxiliaries come up with ideas.

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