



Michigan Department VFW Auxiliary Historian/Media Relations Bulletin – October/November, 2024

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*

Auxiliaries, Districts, Departments and National have all completed their elections, installations and had their official first meetings under the newly elected officers. Let the 2024 – 2025 year begin. All the Historian/Media Relations Chairmen should be now collecting photos, copies of news articles about the Auxiliary, information about Auxiliary events and activities that **you have done** so far, this 2024 – 2025 year. The information collected should have been or should be shared on social media, put in the Auxiliary Historian Books, put in your newsletters and emails to members and in local newspapers. Brag about what you do for veterans and the community. Get started collecting now and file the information so you don't have to hunt it down when you need it, like for your Historian Book or for Department and National Awards you will be applying for. The Auxiliary is a TEAM so ask others for photos and information they may have from the activities and events they attended.

☑ DONE!



Sharing all you do helps you to be part of your community. Showing what **you can do**, working with them, helping with community events (Outreach) and reaching out to veterans and their families (Veteran and Family Support) in the community to help with their needs are great examples. You have a lot to offer youth (Youth Activities), donating funds for education (Voice of Democracy, Patriot's Pen) and other contest awards (Scholarships), involving them in patriotic events and learning about America and the American flag (Americanism). Share going into hospitals to volunteer (Hospital) and what you do for the veterans there. Draw attention to the legislative process (Legislation), Priority Goals and promote legislation for veteran's needs.

Remember to share events and activities you **will be doing**. Right now, you should be promoting the Post and Auxiliary Voice of Democracy, Patriot's Pen and Teacher of the Year programs. Show how community youth can benefit from the great scholarships offered, the patriotic thought process writing the essays, and the Auxiliary giving back to the community. By promoting upcoming activities and events to your community, you provide an opportunity for the community to join you promoting patriotism, working with veterans at care facilities or hospitals, providing meals to veterans, helping or enjoying youth activities and joining you for social events at your VFW Post. This also provides opportunities to recruit (Membership) those who are eligible to join.

What Will You Be Doing?

You work the Programs in all your activities. So, get out there and share what you have done, what you can do and what you will do.

Another way to get your message out is by using the resources available to you. Learn the names of reporters who cover stories like yours and collect a list of media contacts. Send information to these contacts on a regular basis so they become familiar with you and look forward to your activities. You can send photos and information to your contacts if they are unable to attend your events. Your contacts can be in newspapers, radio, Facebook, community newsletters, social groups, schools and churches. Consider these questions when getting in touch with your contacts.

- ✓ Does it involve local people?
- ✓ Does it interest non-members?
- ✓ Does it help the community?
- ✓ Is it unique and new?

There is a lot of information in Malta Member Resources to help you with media relations.

vfwauxiliary.org > Malta > member resources > media relations

1. The VFW Auxiliary Publicity Guide includes information and ideas to help promote your Auxiliary.
2. The VFW Auxiliary Elevator Speech/What we do that summarizes who we are, what we do and how we describe ourselves as an organization to the media.
3. Website and social media information – There are a lot of resources here, everything from the basics to setting up a Facebook page for your Auxiliary.

NOW GET OUT THERE AND SHOW OFF!

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