



Michigan Department VFW Auxiliary Historian/Media Relations – Guide Sheet 2025-2026

www.vfwauxmi.org

Facebook Page: Historian/Media Relations-Michigan

National Theme: *From Sea to Shining Sea Honoring Veterans Who Keep Us Free*
Department Theme: *We Don't Know Them All, But We Owe Them All*

The Auxiliary, District and Department Historian is the one who tells our story to our communities. They take photos that capture the fleeting moment, they tell the story to evoke emotion and invite viewers to connect with our program narrative. We want to create images that linger in the minds of our audience.

Storytelling with photos serves many purposes:

1. Emotional Connection: It resonates with the viewer, allowing them to feel the emotions behind the scenes.
2. Narrative Depth: A story with photos engages the viewer, taking them on a journey rather than a statement that vanishes after it is read.
3. Cultural Preservation: Photos can document traditions, places, and events, preserving them for future generations.
4. Perspective: Storytelling with photos lets the community see our perspective.

Whether it's a single image or a cohesive series, storytelling with photos invites viewers to look beyond the frame and into the heart of the event. It lets them see and experience how we feel at that moment.

Auxiliary and District Historian/Media Relations Chairmen are the ones who get out the message to our communities, informing them of our activities, events and information about our programs. They also collect the documents, photos, awards, and information on our Auxiliary's special events and put them into a Memory Book (paper or digital).

Remember to communicate with your members, keep them informed as to what is happening or going to happen in the Auxiliary. Put out Newsletters quarterly, keep your Facebook updated and celebrate your members. Recognize birthdays, anniversaries, volunteer work and groups working with the Auxiliary. We want every member to feel included.

National Historian/Media Relations Ambassador, Kristin Digiacomio, would like to see Auxiliaries utilize Reels as a way of communicating with our community and presenting our programs. Use Malta> Member Resources> Historian/Media Relations to read about how to create "Reels".

National Awards for Auxiliaries

1. Most outstanding social media reel highlighting the VFW Auxiliary in action.
 - Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions with the most outstanding social media reel highlighting their VFW Auxiliary in action

Entry form is required and available in Malta Member Resources.

VFW Auxiliaries must send the required entry form and the social media reel to the Department Historian/Media Relations Chairman by March 31, 2026, for judging. Instructions on how to make a social media reel is in Malta Member Resources under Historian/Media Relations, Websites & Social Media Websites, How to Create a Facebook Reel. Citations will be mailed directly to winning VFW Auxiliaries from National Headquarters and money will be deposited into the VFW Auxiliary account after the 2026 VFW Auxiliary National Convention.

Department Awards

- Most outstanding social media reel highlighting the VFW Auxiliary in action. Must send required National entry form to Department Chairman. \$10 and Citation of Merit to Auxiliary.
- Best Historian/Media Relations program in each membership category. \$10 and Citation of Merit to Auxiliary.
- Best Overall Media Relations to educate and train members on how to use Media Sources. \$10 and Citation of Merit to Auxiliary.

MEMBERSHIP CATEGORIES

#1 -10-36	#2 -37-50	#3 -51-68	#4 - 69-84	#5 - 85-98
#6 - 99-115	#7 - 116-139	#8 -140-166	#9 -167-237	#10 -238-OVER

Achievements	Completed	Reported
Promotion of Auxiliary in action using Facebook Reels		
Hold Media Relations training to educate members on using Media Sources and Social Media postings.		
Report if Auxiliary has a Facebook page with or without Post		
Report if Auxiliary has a website with or without Post		
Communicate Quarterly to all members by Newsletter, Email. Printed Mail, Text, or Phone Call.		
Attend and register at a School of Instruction – District Meeting, Fall Conference or Mid-Winter Conference		
Attend and register at own District Meeting		
Report every quarter	<input type="checkbox"/>	<input type="checkbox"/>

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