



Michigan Department VFW Auxiliary Historian/Media Relations Bulletin – August/ Sept. 2025

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

Hoping all Historian/Media Relations Chairmen at District and Auxiliary level were able to get onto the Department Website (vfwauxmi.org) and the National Website/Malta (vfwauxiliary.org/Malta). The information provided under the Historian/Media Relations Program will help you to be more effective as a chairman and help you educate other members to be an Auxiliary Storyteller (Goal – Training to educate members). A Storyteller is valuable for documenting events and activities done out in the community. Also, promoting what we do for our Veterans. Collecting and organizing the documentation will make a reference for future Auxiliary Members on how the Auxiliary was able to continue the “Good Work” (Scrapbook). It also allows those who participated in the memories to look back on and remember.

The Storyteller needs to continue to tell the Auxiliary's story to the community by various Media Resources (Goal – Maintain Facebook Page). If we “Promote” what we do for our Veterans, the community will learn the importance of our Veterans and how the community can also help and support them. The Historian/Media Relations Chairman also “Promotes” Auxiliary Programs, so members and the community are aware of our many endeavors (Goal – Promote Programs)

We also need to “Promote” activities and events to those members who cannot make our meetings, so they can see what is being accomplished and what may be coming up on the agenda, so they may participate. Media Resources also include Newsletters, Quarterly letters, Messenger, Emails, and Websites (Goal – Communicate Quarterly). If more members along with the community are aware of functions it could increase participation of members and a bonus of more membership. Remember, Membership is also a Program to be “Promoted”.

We can always learn from each other. Attending your District meetings (Goal – Attend District Meeting) allows you to talk with other auxiliaries and listen to speakers who “have been there, done that”. You can learn from their mistakes and their successes. You can also learn new ways to accomplish achievements, do activities and promote awareness. The more we learn the better we are for our Veterans. The Department Conferences, Fall and Mid-Winter, are also a wealth of information, attend the School of Instructions (Goal – Attend School of Instruction). The conferences have a joint meeting on the first day with the VFW Members which help Auxiliary Members better understand the VFW Programs and community involvement. Always try to work with your post, combine activities and events to further help our Veterans. Promote “how” you help Veterans and bring awareness to problems many of our Veterans live with day to day.” Promote “why” we are here, why we do what we do and why we are there for our Veterans. Our Post VFW Members are our Veterans!

As a Veteran, Combat and Non-Combat, as an Auxiliary Member, as a Family Member and as an American, "Promote" everything you do, need and wish for our Veterans. Brag about our Veterans! Brag about what they need! Brag about what they did! Promoting activities, events, fund raisers, helping a Veteran at our Auxiliary, District, Department and National level brings the awareness our Veterans need and deserve. So, continue to use all media resources to get this done.

Tell your stories on how you are "Promoting" and "Bragging".

REPORT! REPORT! REPORT! REPORT! REPORT! REPORT! REPORT!

Clarification:

The line in the Historian/Media Relations Reporting Achievements (Goals), "Volunteer or partner with another organization not affiliated with the VFW or VFW Auxiliary...", does not belong to Historian, it belongs to Auxiliary Outreach. It is a glitch. Do not report in that achievement.

There is not an Achievement to report you promoting our programs on social media, which is one of the Dept. Awards. Please report under the Promotion of Auxiliary in action using Facebook Reels and post the Facebook posting on our Department Facebook Program page, Historian/Media Relations-Michigan. I will sort Reel and Facebook postings that are reported. Thank You!

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