



Michigan Department VFW Auxiliary Historian/Media Relations Bulletin - June/July, 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***

Congratulations on becoming the Historian / Media Relations Chairman. You are the person who will collect your Auxiliary's photos, awards and activity documentation. You are the Historian of the Auxiliary. These items will be put together to make a Historian Book of your President's year and help promote your Auxiliary. The Historian Book is one of the Achievement Goals and everything that you collect through the year will also help with the other goals. Get familiar with Malta Historian / Media Relations information and tools, then educate members of your Auxiliary what is available and where to find the tools to help you. When you attend the School of Instruction at your District Meeting, Fall Conference, or Mid-Winter Conference you get credit for attending plus pick up on ideas you may have not considered. Everything we do for our Veterans, Auxiliary, Post and Community are promotional events to get us out in the public and member's eye to get them to want to be more involved with our mission, OUR VETERANS!

Let's Get Acquainted:

Malta is located under the National VFW Auxiliary website: vfwauxiliary.org
If you have not activated your account yet, please do so. When you are in the website: sign in => Member Resources => Historian / Media Relations. Explore all the options and get acquainted with everything that is available. You won't use all, but you will know where to find what you might use.

The Department of Michigan VFW Auxiliary website also has a lot of Malta's information plus additional information: vfwauxmi.org

When you are into the website: Tap Programs=>Historian / Media Relations. Explore all the options so your familiar with what is offered.

Media:

Make sure everyone knows what your Auxiliary is all about. Promote what you do! The more we show, the more people will want to join us. Be the messenger! Our Facebook pages and websites are great places to get that message out. Post and take pride in your efforts, take the credit. We work hard to help our Veterans and we want everyone to know about our Veterans. We are benefitting our Veterans by promoting our Auxiliary, showing the work we do with our community and youth, and showing people how they can help with legislation.



Include in Your Message:

When putting out your message always tell your audience “What” Activity and “Who” was involved, then your “Where” location and “When” you did it, and most of all the “Why”! If the 5W’s are included the complete story is told. Working with the community gets us out in the public eye. Getting seen brings questions like “What does your group do?” Let us educate those who do not know us. When working with other organizations we always want to give credit to those who help us with our cause and those we help with their cause. No one knows us and what we do unless we tell them. Communicate, Communicate, and Communicate.

Enjoy all your Auxiliary and Post events and make sure everyone else does also through your postings. You hold the keys to what others know about us.

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