

**Michigan Department VFW Auxiliary
Historian & Media Relations - BULLETIN
June & July 2026**

www.vfwauxmi.org

[Facebook Page: Historian & Media Relation-Michigan](#)

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

National Theme: Serving America's Heroes

Department Theme: Leading with a Patriot's Heart

Auxiliary Historians are the story tellers of their Auxiliary, preserving the history of their Auxiliary for generations. I remember at family gatherings we would sit down and page through photo albums filled with sitting down and go through family albums filled with pictures of our grandparents, parents, aunts, uncles, cousins, and siblings growing up. We would listen to the stories behind each photograph, laugh at the good times, and reminisce about loved ones who are no longer with us. Many Auxiliaries have photo albums and scrapbooks filled with memories of their history. But how often do we take the time to sit down with members and share the stories behind those pictures? As the years pass, photographs fade from hot, humid summers and damp, cold winters, and many are discoloring from the adhesives used in older albums. When the photos fade, the stories risk fading too.

As technology has advanced digital devices and social media platforms have helped preserve and share photos. There are external drives, thumb drives, and the cloud to store unlimited amounts of photos. Social Media platforms also provide digital photo albums for users to store and share events and special moments with friends, followers, and members. Digital photo albums are a wonderful way to preserve and share memories from photo albums.

Along with preserving the history, the Historian & Media Relation chairman also helps communicate the current and future events of their Auxiliary as well as the other programs and causes of the National Auxiliary. One way is to do this is using Social Media platforms to share upcoming event information, monthly meeting notifications, newsletters, or helping another chairman post information about their program. As your Auxiliaries Media Relations Chairman, you are supported by a team committed to communicating news, events, and stories to Auxiliary members, Post members, and the community you serve. For the month of June post on social media outlets a picture of your Auxiliaries newly installed officers, Pictures from Department Convention, the theme for this year's VFW Patriotic Pen and Voice of Democracy Scholarship program, or flag etiquette information on Flag Day, June 14.

July Bulletin

July is here and we are now one month in our new program year. By now Historian & Media Relation Chairmen should have gone over the guild sheet and noted what achievements your Auxiliary can complete this year. I recommend selecting a minimum of four achievements to complete one a quarter. This helps make quarterly reporting easier while breaking the work into more manageable and achievable tasks.

The National award is the most unique digital record of their VFW Auxiliary history since being established and publishes it to a digital platform for future members of their VFW Auxiliary. For Auxiliaries established for 20, 50, 75 or more years, creating a digital record is best accomplished as a team effort. Consider hosting scanning parties and focus on one to two albums at a time. These sessions provide a wonderful opportunity for seasoned members to share their memories with newer members while spending two to three hours preserving photographs together. To enhance your digital record further, consider recording the stories behind the photos so that both the images and their history are preserved for future generations.

July 31st is the last day to report for this quarter. Did you know you can report projects you have done since April 21st? Did you know that any member can report on any program? Select "other" if your project does not fall under one of the prepopulated achievements. Make sure to note the hours it took, miles starting from your home, and if any youth helped. You can also report multiple events in one report. In the comments, you need to break up each project and provide specific dates and information on each.

Now is a perfect time to provide training to members on how to use social media to promote the VFW Auxiliary programs and events. Providing training will make members that rarely use or have never used a social medial platform more comfortable posting content as well as encourage members to share, like and use #hashtags for VFW and VFW Auxiliary content. Not everyone has multiple social media platforms, create a team that is able to post and promote on different platforms. This will also allow your Auxiliary to reach a wider and diverse audience.

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