

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

Michigan Department VFW Auxiliary Historian/Media Relations - Guide Sheet 2026-2027

www.vfwauxmi.org

Facebook Page: Historian/Media Relations - Michigan

National Theme: Serving America's Heroes

Department Theme: Leading With a Patriots Heart

This year the National Historian & Media Relations is focusing on preserving our memories in a way that will remain for generations. She said it best this program “keeps the Auxiliary history alive.” Your Auxiliary Historian, along with members, is the storyteller of your Auxiliary. In the past, they compiled photographs, memorabilia, and newspaper articles in scrapbooks and photo albums. As years go by those memories start to fade and deteriorate due to the old photo processing, photo album glue, temperature, and moisture. If not saved those memories will be lost forever. Now with modern technology, we can digitally store not only photos and news articles but, we are able to recreate our photo albums and scrapbooks pages. Last year we learned about reels. This year we will learn about technological advancements that can help us preserve our history and create last memories.

The second part of this program is Media Relations and is equally important as Historian. As Media Relations, you are also assisting in promoting events and projects that your Auxiliary participants in to show what you do and support the military and your community. The Auxiliary has 9 other programs the Historian/Media Relation chairmen along with member can assist in promoting and share information on social media platforms such as Facebook, X, Instagram, Snapchat, YouTube channel, or TikTok. Add hashtags and website links to social media posts to boost visibility for the event, project, cause, or VFW Auxiliary program you are promoting. Promote what your Auxiliary and this organization does for our Veterans, service members, their families and our community.

National Awards for Auxiliaries

- 1) 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.
 - Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions that creates 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

Entry form is required and available in Malta Member Resources. VFW Auxiliaries must send the required entry form to the Department Historian & Media Relations Chairman by March 31, 2027, for judging. Citations will be mailed directly to winning VFW Auxiliaries from National Headquarters and money will be deposited into the VFW Auxiliary account after the 2027 VFW Auxiliary National Convention.

Department Awards

- 1) 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. Must send required National entry form to Department Chairman. \$10 and Citation of Merit to Auxiliary in each membership category.

- 2) Best overall Historian & Media Relations Chairman training and/or education promoting how preserve the history of their VFW Auxiliary. \$10 and Citation of Merit to Auxiliary in each membership category.

- 3) Best Historian & Media Relations program. \$10 and Citation of Merit to the Auxiliary in each membership category.

MEMBERSHIP CATEGORIES

| | | | | |
|---------------------|---------------------|--------------------|--------------------|----------------------|
| #1 -10-36 | #2 -37-54 | #3 -55-70 | #4 – 71-94 | #5 – 95-124 |
| #6 – 125-150 | #7 – 151-195 | #8 -196-226 | #9 -227-299 | #10 -300-OVER |

| Achievements | Completed | Reported |
|---|------------------|-----------------|
| Create a unique digital record of your auxiliary history since being established and publish it to a digital platform for future members. | | |
| Provide training and/or education promoting how to preserve the history of your VFW Auxiliary | | |
| Provide training and/or education materials to members on how to use social media to promote events or projects. | | |
| Report if Auxiliary has social media accounts with or without Post | | |
| Report if Auxiliary has a website with or without Post | | |
| Communicate to all members by Newsletter, Email, Printed Mail, Text, or Phone Call. | | |
| Interview an Auxiliary member(s) about your Auxiliary’s history and incorporate it in your digital record | | |
| Promoted other Auxiliary program(s) on social media | | |
| 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 | | |

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