

**Michigan Department VFW Auxiliary
Historian & Media Relations - BULLETIN
October & November 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

October

MALTA offers a variety of Historian & Media Relations resources designed to help Auxiliaries. The Historian & Media Relations Chairman can use the resources under **Member Resources > Historian & Media Relations** to effectively document, promote, and share the Auxiliary's achievements throughout the year.

Resources such as the Historian & Media Relations Auxiliary Award, Participation Citation, and Communications Recognition Certificate recognize outstanding efforts, while brochures and fact sheets provide valuable tools for community outreach and member engagement.

Media, photography, social media, and public speaking resources help chairmen increase the Auxiliary's visibility and tell its story more effectively. The Publicity Guide, Media release templates, photography tips, Facebook and website resources, sample speeches, and talking points provide practical tools for promoting events, recruiting members, and building community awareness. These are great tools to help with one of Department Awards, "Best overall Historian & Media Relations Chairman training and/or education promoting how preserve the history of their VFW Auxiliary".

October 31st is the last day to report for this quarter. Remember, the description is one of the most important sections of your report. Clearly explain what was done, who benefited, where and when the activity took place, and how it supported the program's goals. Include specific details about community impact, partnerships, special recognition received, media coverage, social media engagement, and any measurable outcomes. Complete, detailed reporting helps showcase the Auxiliary's accomplishments and helps with Department and National Awards in March.

Looking forward to seeing you at the School of Instructions at Fall Conference.

November

As Michigan's weather begins to change and we head into the winter months, it's a great time to focus on preserving your Auxiliary's history. For some Auxiliaries, organizing and digitizing years of photographs, albums, and historical records may seem like a daunting, overwhelming, and time-consuming task. However, taking small steps now can help protect your Auxiliary's legacy for future generations. Use the Photo Preservation Checklist below as a guide to help you get started and make the process more manageable.

- Collect and organize photos, albums, scrapbooks, and historical documents.
- Scan photos and documents, saving high-quality digital copies.
- Label files with dates, event names, and member information when available.
- Store digital files in multiple locations, including cloud storage (OneDrive, Google Drive, or Dropbox).
- Create digital photo albums, slideshows, or PDF archives to preserve Auxiliary history.
- Share historical photos through Facebook, Auxiliary websites, newsletters, and presentations.
- Identify people, places, and events in photos to preserve important historical details.
- Update the archive regularly by adding current photos and activities.

Remember: Every photo tells part of your Auxiliary's story. Preserving and digitizing these memories today helps protect your Auxiliary's legacy for future generations

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