

**Michigan Department VFW Auxiliary**  
**HISTORIAN/ MEDIA RELATIONS BULLETIN**  
**July/August 2021**  
[www.vfwauxmi.org](http://www.vfwauxmi.org)

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

*National Theme: Soaring Above & Beyond*

*Department Theme: Tell Our Story of Service*

This year is off to a running start! The Department Convention was a success. I want to pass along Congratulations to the Officers who elected. I also want to thank everyone who was able to come out to the Gateway Center in Flint. It was wonderful to see so many of you!

Newsletters, Websites, and Facebook Pages:

Please continue promoting your Auxiliaries and our mission through your newsletters, websites, and Facebook pages. Congratulations to Auxiliaries to added to numbers of those who have Facebook pages. For those that are still thinking about whether to create a Facebook Page for your Auxiliary, or a joint one with your Post, look at the "Top Ten Reasons to Have and Auxiliary or Department Facebook Page" available for download at [vfwauxmi.org](http://vfwauxmi.org) under the Historian/Media Relations Tab.

A word of caution: We cannot deny that we are in a digital age. Social media is taking over how disseminate our information to the public at large. However, we cannot ignore print materials. The best way to get our information out to the most people is to find a happy medium. That way when your auxiliary is promoting your reaching the most people you can and having a greater chance at bringing in volunteers, possible members, scholarship entries and more.

Historian Reminders/Tips

Remember to find your method of organizing early and keep every chronological. Whether you decide to use an online service such a Shutterfly, a 3-ring binder, photo-album, or a scrapbook the key is to stay organized. Regardless of the method you choose, I suggest you download your pictures to your chosen storage device or print your pictures when you get home and write the summaries that day, if possible, while it is fresh in your mind.

Include the 5 W's so you can avoid that moment we all have when we look back at old family photo albums wishing we knew who those people were and what was happening. This is going to be a part of your auxiliary's history and history more than just a pretty photo. History is remembered by the stories we tell, the words we use. After we, the ones who were there to witness are gone we need more than just the photos to tell that story so make sure to leave good descriptions to tell your story.

Reporting

Thank you for getting the early start on your reports! Please keep them coming. As you send them in, please keep these few tips in mind.

Many are reporting that you have posted to your pages but have yet to at least indicate whether these are your personal Facebook pages or the Auxiliary, or joint VFW/Auxiliary Facebook pages. If it is an Auxiliary or joint VFW/Auxiliary page, please indicate in your report and get a gold star next to the program goal! Anyone can enter a report, but please remember to enter the name of the chairman.

If you have questions about reporting or are experiencing an issue with the website, please do not hesitate to contact me.

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