

BULLETIN – NOVEMBER 2023



MARY SPINDLER
HISTORIAN

How many of you have visited the National VFW Auxiliary Malta site to view all the resources available to Historians? ***If you haven't done so, you are really missing out!*** All you need to do is sign into MALTA (you will need to create an account if you don't have one). After you do so, please let me know that you have visited the site and report to me if you have utilized any of the ideas or graphics. **This will give you credit for Historian and Media Relations.**



Promoting your Auxiliary in the community is an essential component of the Historian Program. Here are a few tips for sharing your work:

- **Utilize newspapers, radio, television, fliers, and social media** (Facebook/Twitter/Instagram, etc.).
- **Make your articles newsworthy!** Most people don't really care about the everyday happenings in your Auxiliary, so focus on sharing media that will inspire others to become involved, such as upcoming community events or unique projects that might interest the public.
- **Promote your good works in the community.** *Did your Auxiliary host events at a VA or other facility? Decorate graves on Memorial or Veterans Day? Assist those who have suffered a National disaster?* Let the public know what you are doing to help in your community!
- **Focus on what your Auxiliary is doing** – remember that the VFW and the Auxiliary are two separate organizations!

BUILDING COMMUNITY RELATIONSHIPS



Building a great relationship with your local media is the key to getting your articles and photos published. Here are some ideas to help get this accomplished:

- ❖ Submit news releases on a monthly or quarterly basis. Appoint someone to do this!
- ❖ Share your events via email with TV stations, newspapers, or other publications. Be excited!

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- ❖ As always, remember the **WHO – WHAT – WHEN – WHERE – WHY?**
- ❖ Send thank you notes to the person who covered your activity or event.



SUGGESTION: Create your own Hashtag or use any of the ones listed below. **Hashtags are a powerful tool that can help your Auxiliary increase its social media presence and reach their target audience.** A hashtag begins with the pound sign followed by a keyword or phrase intended to be used for describing a topic or theme.

All you need to do is include the Hashtag at the beginning of your Post (**don't forget the #symbol**). Here are some examples of hashtags that would work well for our organization:

#VFWAuxiliary, #AuxiliarySWAP or #AuxiliariesInAction.

Then add your post under the hashtag, as shown below in the following example.

Example: #AuxiliariesInAction

The VFW Auxiliary is one of the nation's oldest veterans' service organizations and our members are the relatives of those who served in a location of foreign conflict. We have nearly 470,000 members representing all 50 states who volunteer millions of hours and give millions of dollars to support veterans, military service personnel and their families. We are a voice for veterans on Capitol Hill and are instrumental in assisting the VFW pass or block legislation that impacts veterans and their families. We are one of the top 10 providers of volunteer hours in the VA medical system. Every year, members fundraise millions of dollars for charitable projects that benefit veterans and their families. We also provide hundreds of thousands of dollars in scholarships for our nation's youth. With more than 3,600 Auxiliaries, there is likely one in your area working to improve the lives of America's uncommon heroes. Learn more at www.vfwauxiliary.org

Other resources that can be found on Malta under the Historian Program are the youth permission form, sample press releases, and helpful information on building websites and Facebook pages, as well as tips for posting on social media. Check out the sample speeches for patriotic holidays! If you want to acknowledge an individual who has done a great job, you can also download the fillable "Good Job Award" certificate (which is under the Extension resources). **All the above helps build great relationships within your community.**

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VIDEO INTERVIEW REMINDER!!!



Colette has posted the instructions for the video interview on our Department website. Here is the direct link:

<https://vfwauxiliaryil.org/wp-content/uploads/2023/09/Historian-Power-Point-Presentation-with-explanation-of-slides-for-Council-Meeting-small.pdf>

It includes other helpful information, so just scroll to see all the slides relating to the Power Point that was given at the last Council meeting. I am looking forward to receiving them!