



Veterans of Foreign Wars Auxiliary
Department of Maryland

HISTORIAN & MEDIA RELATIONS PROGRAM

Telling Our Story in December



What do you know about your Auxiliary?

Do you know how your Auxiliary was named? What were your members doing to raise funds for projects 30 years ago? How did they help our hospitalized veterans? *Tell your story!* Share your Auxiliary's past history.....build pride. And, always share your Auxiliary's history with your community to develop respect and appreciation for all you do.

Tap into your Legacy Members' stories of their work for your Auxiliary. Find those old mementos to display in your Post. SHARE. What would have happened if Moses received the 10 Commandments but never shared them? Proudly tell your story.

Cathy Gistedt
Department Chairman

Setting Up a Facebook Page For Your Auxiliary

Looking at your monthly reports, quite a few of our Auxiliaries do not have a Facebook page of their own or even share one with their VFW Post. Setting up a Facebook page is not as difficult as you may fear.

Our National Auxiliary website offers Facebook *how to's* that can help your Auxiliary set up a Facebook page or improve your current page. Check out these topics:

- "How to Set Up Your Auxiliary Facebook Page"
- "How to Post Your Auxiliary Facebook Page"
- "How to Add or Remove an Administrator on Your Facebook Page"
- "How to Edit or Delete Posts on Your Auxiliary Facebook Page"
- "Best Practices for Your Auxiliary or Department Facebook Page"

Facebook pages are powerful tools to promote information and to achieve your goals with social media, especially with our younger members.



They're Telling Our Story

Kudos to **Beverly Ramsey-Simpson** reporting for Aberdeen Memorial Auxiliary 10028 in District 5. Beverly has reported every month. 10028 is communicating with their members in print and with emails. They are using MALTA Resources and always complete that most important information at the top of the report form. Doing a fantastic job Aberdeen!



A Great Media Resource... YOU!

One of the best media resources we can use to tell others what our VFW Auxiliary is all about as an organization dedicated to helping veterans is for each of us to just tell them. When you're out in your communities, share your auxiliary projects and talk about the wonderful donations that your Auxiliary is making to help veterans and our communities. Carry with you one of your Auxiliary's brochures, your Fact Sheet, or the Maryland VFWA Fact Sheet available on the Department website. Those details speak loudly of the good work we did just last year.

Let them know who we are. Be proud of the work we do. We should all be VFWA of Maryland storytellers.



THE CHALLENGE

Membership is the key to strengthening our organization. New members can bring increased energy and new ideas to every auxiliary.

This month, hold a Membership Drive on your Facebook page. Use social media to recruit. Post an attractive flyer or just the information needed to become a member of your auxiliary. Send me the link to your auxiliary's Facebook page so I can see it and earn 2 bonus points. With social media advertising, we can reach 100% plus this year!

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Make Your Messages Meaningful

Whether sent through Facebook or an Auxiliary Newsletter mailed to your members, make every article meaningful to your readers. Don't forget to tell people **WHY** as you tell your story. Understanding what the VFW Auxiliary does may be easy but understanding **WHY** we do it is crucial.

WHY could be a veteran's family assisted after a storm damages their house while the veteran is deployed. **WHY** could be handing out Valentines Day cards to VA patients who never get visitors.

Sharing our **WHY** will show our communities the volunteer spirit at the VFW Auxiliary. Make your messages meaningful.

Creating Your Collage of Memories

The word this month is **DIGITAL**. If you are not intimidated by the **DIGITAL** Age and are comfortable working on a computer, creating your Auxiliary's *Collage of Memories* online may be your preference. But **DIGITAL** may mean more decisions than you think. Your choices are many!

You can go basic and use a **DIGITAL** template to help you organize your photos online. Etsy and Zazzle are just two sites offering photographic aides. Other companies will use your photos online to create collages ranging in size.

Walgreens will create a **DIGITAL** collage for up to 30 photos for prices from about \$15 to \$40. Office Depot constructs collages 36" X 48" to 40" X 60" using the photos you upload. Shutterfly creates **DIGITAL** collages in a variety of shapes and designs for up to 28 pictures. You can even jazz up your collage with backings of fleece and a canvas-like material using Zazzle in sizes from 30" X 40" to 60" X 80". Being creative as you tell your Auxiliary's story with a *Collage of Memories* is easy with the many **DIGITAL** choices you can make.



Sunday Fun Day

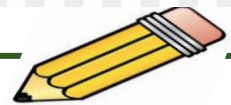
This new social media initiative needs Auxiliary photos. Tell your story! Our National VFW Auxiliary wants to see photos of our members - your Auxiliary friends – just having fun. Photos of Legacy Members at one of your Sunday dinners. That fun-group singing Karaoke in your Canteen. Your Pool League proudly posing after a win. Just having fun.

Email these snapshots to info@vfwauxiliary.org with the subject line "Sunday Fun Day" and National may feature you in their social media.



Send Christmas cards to your Legacy Members who can't always make your meetings. Let them know that they are not forgotten during this season of giving.

Pencil This In



15th – Christmas Conference

Join us at Cecil County Memorial Auxiliary 6027 for a great afternoon with friends from across our department. Doors open at 9am and lunch will be served. Bring a holiday centerpiece for your table and your creativity could win you a prize!

25th – Merry Christmas

31st – New Year's Eve

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We Know This Because.....

Historians Told the Story!



High heels were originally a men's shoe style. Around the 10th century, someone involved in the horse-riding culture of the times figured out that your foot would stay more firmly in the stirrups if your shoe had a bit of a raised heel. This simple innovation spread quickly and soon whole armies of men were riding into battle wearing pumps. Sorry ladies. Not our creation.

Remember to Use *SNAP*

Photographs are one of the best ways to keep your auxiliary's history. If pictures are worth "a thousand words," our scrapbooks and collages will be talking volumes to our future members. Many photo opportunities are available during the holidays, especially with children's Christmas parties being held by many VFW's. Photos today are easily taken on cell phones, but some precautions must be taken.

Be sure your auxiliary photographers use **SNAP** – **Stop Now Ask Permission**. A photo release form is available in MALTA resources giving permission to print a person's photo. The release will protect the photographer and also the person being photographed.....especially children.

Hold Your "How To" Training

Our National Ambassador Tela is encouraging each Auxiliary to hold "how to" training. (Reporting your training is a question at the bottom of your report form.) Why not offer training on how to use MALTA. New members to the VFW Auxiliary and members new to computers would appreciate this help. And, a world of information will be opened when they enter our National Organization's world of MALTA.

Invite all your members (not just those attending meetings) to a training session before one of your meetings....offering refreshments always helps. Using the *Online Auxiliary Academy*, show the 13-minute video "MALTA Membership System Training." The video gives information on:

- activating your account
- paying your dues online
- converting to a Life Membership
- accessing your membership card

You may want to go slowly and only show the members attending how to get on MALTA and how to pay their dues online for the first session.

When you are sure that everyone has activated their MALTA account and is comfortable getting on and off, close the training by sharing a few of the resources that are now available to them as they enjoy those refreshments. Don't forget to report this training on your next Historian & Media Relations report.



From National Historian Tela Harbold

The member responsible for Historian & Media Relations is a memory keeper. These individuals compile and chronicle memories and events in written and digital formats, including photographs, memorabilia, print news, audio and/or video clips and social media posts.

