



# HISTORIAN & MEDIA RELATIONS PROGRAM

## Telling Our Story in March

### Keeping in touch with your members...

One of the points that our National Ambassador wants reported from each department is how frequently we communicate with our members. Hopefully your Auxiliary is making contact by newsletter, emails, Facebook messages, or even phone calls through the year at each quarter.

Too often, only our members attending meetings and volunteering at events are kept informed. We can't forget the importance of our *card-carriers* who give the VFW Auxiliary its "strength in numbers" to get legislation passed to help veterans and their families. Communicate in March with everyone.

*Cathy Gistedt*  
Department Chairman

### Historian = Recruiter

Of course, Historians are storytellers. But do you believe that they are our best recruiters? Who better to promote the VFW Auxiliary than our Historians!

Storytelling is a fundamental skill needed by every organization to grow interest in working for your group. That interest helps in recruiting new members. Studies show that Historians publicizing the purpose of their group's work hold the key to recruiting, retaining, and inspiring a younger generation of new members. Catching the spirit of the VFW Auxiliary, our Historians can be our best membership recruiters.

Why am I stressing this as our 2024-2025 program year comes to an end? As elections are held in April, auxiliaries will form their rosters for the upcoming year. The appointed position of Historian isn't filled with the urgency of Secretary. In fact, auxiliaries with a small band of faithful members attending meetings often leave the office of Historian vacant. Don't go without your Auxiliary Historian.

*Storytelling = Recruiting!*



### They're Telling Our Story

For March our salute goes to **Beverly Ramsey-Simpson** at Aberdeen Memorial Auxiliary 10028. **Beverly** sends monthly reports detailing the story of her Auxiliary. Events at Aberdeen are shared with their members and the community using Facebook, their website, and the Post marquis. Training on using MALTA was also offered to members. Thank you, **Beverly Ramsey-Simpson**, for a job well done!



### We Know This Because....

#### Historians Told the Story!



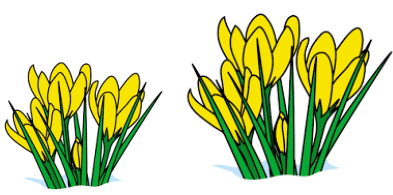
Ever wonder why steins have those decorative lids? Beer steins are the ancestor of today's beer mugs. The lids on the steins were originally important medically. Steins originated back in the years of epidemics in the 1300's when millions of people died of the black plague. By the 1500's, Central Europe was swarming with deadly mosquitos. As a result, a law was passed requiring that all food and drinks (including beer) must be covered to protect people from the dangerous insects attracted to their beverages.

That's how the flip-lid on our beer steins came about. And how do we know this? Because historians told the story. Tell the story of your Auxiliary so future members know your history.

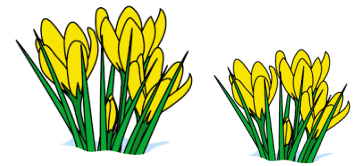


### THE CHALLENGE

Are you asking your Legacy Members to share their stories of your auxiliary's history? Besides keeping those stories *alive*, it lets your "senior" members know you still value their participation. For two bonus points, include in a report by April 15<sup>th</sup> one of the stories that was shared at your meeting. I fondly remember hearing Ms. Mamie's stories of giving new mothers at meetings silver spoons for their new babies. So many young members then!



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## WHY CARE ABOUT YOUR HISTORY? Part 2

Why? Why should each Auxiliary have a Historian? Here is Part 2 of the article from the Wisconsin Historical Society on *Why Your Nonprofit Should Record Its History*.

Your organization's institutional memory may be valuable in the following ways:

- ❖ Insights and information from your organization's history can help you find ways to raise money.
- ❖ Information about your organization's past can help you avoid repeating mistakes.
- ❖ Stories from your organization's past can make excellent web content that draws more visitors to your meetings. The new visitors could become members, donors, sponsors, or partners in future projects.



## From National Historian Tela Harbold

*A successful Auxiliary uses all forms of media to promote and educate others about our Programs, our scholarships, our service to veterans, their families, our youth and our communities.*



## National's Fun Day

The VFW National Auxiliary is looking for your photos of our members just having fun together. They call it **SUNDAY FUNDAY!** Each week on Sunday, new photos will be posted on the VFWA's Facebook page – smiling at the beach, eating at a backyard barbecue, and even enjoying a costume gathering. Sunday Funday posts are meant to showcase enjoyable Auxiliary activities. Let's show how Maryland has fun together! Email your fun photos to [info@vfwauxiliary.org](mailto:info@vfwauxiliary.org) with the subject line "Sunday Funday." Tell your story.

## Creating Your Collage of Memories

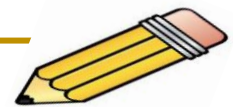
The word this month is **ENOUGH**. It's time to gather the photos that you have taken. By May, will you have **ENOUGH** photos to cover your backing or fill in your picture frame? Lay out the photos that you have to determine if the area will be filled. Will you have to make the hard decision of eliminating some of your photos? Or are there spaces that aren't covered because you need more or larger photos?

There are still two months to tell your Auxiliary's entire story for the 2024 – 2025 program year. Use all your resources to have **ENOUGH**. Members who have taken photos can also be a great resource for additional photos when more are needed. By planning ahead, your *Collage of Memories* will be shared for many years to come.

Remember to bring your collage to our Department Convention to proudly share with other auxiliaries. There are so many stories to be told!



## Pencil This In



**15<sup>th</sup>** – Council of Administration meeting at Post 7464 Grasonville at 1 pm.

Commander & President's Testimonial at E.E. Street Memorial Post 5118 in Easton.

**17<sup>th</sup>** – *Happy St. Patrick's Day!*

**22<sup>nd</sup>** – Look for Secretary Libby Dalla Tezza's ZOOM meeting to help you end your year smoothly.

**31<sup>st</sup>** – National Award #1 for the Historian & Media Relations Program is due to Cathy Gistedt.

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