

Veterans of Foreign Wars Auxiliary Department of Wisconsin
Historian/Media Relations 2024-25 Kickoff
July 13th, 2024 – Onalaska

Hello everyone, as you probably know by now my name is Nikki David, returning as your Historian/Media Relations Chairperson for the 2024-25 year! Thank you, President Cheryl, for asking me to continue with this Chairmanship.

Are we preserving the history of our Auxiliaries? Does your Auxiliary use social media to let the community and members know who we are and what we do? Social media is the best tool an Auxiliary has to share Auxiliary news, events and projects and for keeping our members and community in the know about what we do and how we help our veterans, their families, our youth and our communities.

A picture may be worth a thousand words but remember the five Ws: Who-What-When-Where-Why, tell the story behind the picture. Everything our members do to support our veterans and Programs becomes part of our history. By preserving these memories, we ensure that future generations understand our patriotic traditions as well as who we are and why we do what we do.

Social media platforms are continually evolving, and new platforms are constantly popping up. The more we utilize these forms of media, the more people we make aware of the work we do, the lives we change and the veterans we serve. 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.

Communication through traditional media is still important, so continue reaching out to the community through traditional media such as: Television, Radio, Door Hangers, Magazines, Newspapers, and Newsletters. However, using digital media, we will reach a broader audience that includes the younger generations. For some, social media may be intimidating, but don't let that stop you from learning how to use it. Find a tech-savvy member of your Auxiliary, a family member or student who can help you learn to navigate and apply these forms of media. Be open-minded and willing to learn. You don't need to utilize all social media options; however, email and Facebook are vital skills for all Auxiliary Historian & Media Relations Chairmen.

Don't forget, a great place to start is MALTA Member Resources. There you will find:

- The VFW Auxiliary Publicity Guide that includes lots of valuable information and ideas to promote your Auxiliary.
- The VFW Auxiliary Elevator Speech/What We Do that summarizes who we are, what we do and how we describe ourselves as an organization to the media.
- Website and social media information – like the basics to setting up a Facebook page for your Auxiliary.

It is important to keep written reports and photos of our history at all levels of the organization. Think about how interesting it is to read about and see what took place in your Auxiliary or District years ago. There are various ways to keep records and photos:

- Digital photobook
- Digital scrapbook
- Traditional photo album
- Traditional scrapbook
- Three-ring binder

Include newsletters, event flyers, menus, thank-you notes and other mementos. Your method and design don't need to be fancy, but the records need to be in chronological order. It is also so important to document names and dates either on the back of or under the photos you take. When you do,

you're helping our future members know who the Auxiliary members were and what they did in our organization's history.

Our Auxiliaries are doing amazing things; let's get that out there and share it! Then everyone can see what the VFW Auxiliary has to offer through our programs for our veterans and our communities. So we can grow and keep Extending Service to our Veterans.

And lastly, as always, be sure to send the pictures of your events, visits and promotions to me!

Nikki David
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HISTORIAN/MEDIA RELATION AWARDS

NATIONAL AWARDS FOR AUXILIARIES

- Most outstanding promotion of VFW Auxiliary Programs to the community through social media sources.
- Entry form is required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form to me by March 31, 2025, for judging.
- Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions with the most outstanding promotion of the VFW Auxiliary Programs to the community through social media sources.
 - I then sign and send a copy of the Department-winning entry to the National Historian & Media Relations Ambassador by April 30, 2025, for judging.
 - Citations will be mailed directly to winning Auxiliaries from National Headquarters and money will be deposited into Auxiliary account after National Convention.

DEPARTMENT AWARDS

At the 2025 Department convention I will give out 4 awards of \$5 each. Two for Sending Pictures to me throughout the year and 2 for Auxiliaries that submit entries for the National Award.

National is not requiring me to submit a Powerpoint this year but I will still be putting one together to show at the Department Convention and to gift to Cheryl as a "scrap book" of her year. All photos need to be to me by April 30, 2025.