



VFW Auxiliary Department Programs Frequently Asked Questions

We've been fielding a lot of great questions from VFW Auxiliary members like you who want to know more about their Department Programs. Here we've compiled a list of the most common inquiries and their answers for your convenience.

Q: Where does the money go?

A: As has always been the case, 100% of the net donations stay within the Department. This means your support of VFW Auxiliary Department Programs helps the struggling veterans, service members and their families in our state.

Your Department can provide more specifics on programs currently being funded.

Q: Why do you mail so much?

A: The frequency of our mailings has been thoroughly tested and proven to yield the revenue needed to support our programs. Ultimately, our mailing schedule must be aggressive because of dwindling response to program mailings. *Fewer than 8% of VFW Auxiliary members donate to their own Department Programs.* This only underscores the importance of your support of Department mailings.

Q: Why do you include so much "stuff" in the mailings?

A: You're referring to premiums. These are "extras" such as labels, notepads, calendars and other enclosures we often send out with the mailings. Again, the use of premiums has been tested over and over again. They increase the response to the mailings and also allow the VFW Auxiliary to show our appreciation for the generosity of our members.

Q: How can I reduce the volume of mail?

A: You can enroll in our monthly giving program, Partners in Patriotism, and receive only the mailings you desire. Through monthly giving, you are providing vital and reliable funding to the programs you care about. Learn more by calling VFW Donor Services toll-free at 1.833.VFW.GIVE (833.839.4483).

Q: Why does Sandi Kriebel sign the letters and not our Department President?

A: It's more cost effective when there are fewer variables in printing. So, having the same signature saves money compared to printing dozens of signatures for each Department President. As with the frequency of the mailings and the use of premiums, this has also been tested and proven to receive better response rates as compared to using the Department President's signature, which in turn helps to increase net revenue for our Department programs.

Q: I already volunteer. Isn't that enough?

A: Your role as a volunteer is a very important one. VFW Auxiliary volunteers put in thousands of hours of volunteer time each year! However, financial support is also critical to fund life-changing programs that help veterans on hard times and struggling military families. Please know how grateful we are that you share your time in service to America's heroes. But please also remember how important your contributions to Department Mailings are to all veterans and their families living in our state.