

# VETERANS NEED HELP NOW.

We Need You to Give.

## VFW AUXILIARY DEPARTMENT PROGRAM TALKING POINTS

With the level of crisis in these times, there are veterans struggling to care for themselves and their families.

Veterans, service members and their families who already faced difficulties now have urgent needs.

**Respond as generously as possible to Department mailings to help each veteran and family who needs us.**

VFW Auxiliary programs are stretched to the limit. Please give now.

Your donations stay here and help our heroes and their families in our state.

Thank you for everything you do as a committed VFW Auxiliary member.

**Remember our motto: *Unwavering Support For Uncommon Heroes.***

Your heart for our veterans and their families means so much. Together, we're making a difference in our state.

### TIPS:

- These are guidelines, not a speech to be memorized and recited. Use your own words and speak naturally.
- If there's a program you're particularly passionate about, use that to illustrate the broader work of the VFW Auxiliary in your remarks.
- Tie into coverage of veterans' issues and other program-related news in the media to emphasize need for VFW Auxiliary programs and the assistance we provide.
- Be grateful and appreciative; acknowledge their membership and support of veterans, service members and their families.

