



VFW Auxiliary Department Program

Talking Points

Donations are down significantly.
This will affect our programs.

When VFW Auxiliary Programs are struggling, so will the veterans, service members and their families who turn to us for help in hard times.

We need every VFW Auxiliary member to respond as generously as possible to our Department mailings.

As members, we must take action today.

Our responsibility as members means caring enough to take action and stand beside our heroes.

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

Thank you for all you do as a dedicated Auxiliary member.

Together we're standing strong for our heroes and their families 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.