

# VETERANS NEED HELP NOW.

## The VFW Needs You to Give.

### VFW Department Programs — Frequently Asked Questions

We've been fielding a lot of great questions from VFW members like you who want to know more about their Department programs. Below you will find some of the most common questions and their answers for your convenience.

**Q: Where does the money go when I donate to Department mailings?**

**A:** As has always been the case, 100% of the net donations to the Department mailings stays within the Department. This means your support of VFW Department programs helps veterans in need in our state. If you would like more details on specific programs, please contact the Department.

**Q: Why do you mail so much?**

**A:** The frequency of mailings has been thoroughly tested and proven to produce the amount of revenue needed to support vital VFW programs. Ultimately, our mailing schedule must be aggressive because of dwindling response to program mailings. Fewer than 9% of VFW members donate to their own Department programs. This is why it's important you give in support of Department mailings.

**Q: Is there any way to reduce the volume of mail?**

**A:** If you enroll in the VFW's monthly giving program, Partners in Patriotism, then you'll only receive a quarterly newsletter and year-end tax statement. To receive other mailings after you enroll, you must specifically ask for them. Through monthly giving, you provide vital and reliable funding for VFW programs you care about in a way that's convenient for you. Learn more by calling VFW Donor Services toll-free at 1.833.VFW.GIVE (1.833.839.4483). You may also contact your Department Leadership and request a Partners in Patriotism Monthly Giving Form or the Mailing Preference Form. (Please note these forms are found at [heroes.vfw.org/vfwtools](https://heroes.vfw.org/vfwtools) and may be downloaded and emailed to members. Members can fill them out and follow directions for mailing their submissions).

**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 items we send out with the mailings. As with frequency of mailings, the use of premiums has been tested extensively. They increase the response to the mailings and also allow the VFW to show our gratitude for the generosity of our members.

**Q: Why does Dan West sign the letters and not our Department Commander?**

**A:** It's much more cost effective when there are fewer variables in printing. By using the same signature, we save money compared to printing with 52 signatures for each Department Commander. Also, this has been tested and proven to receive better response rates as compared to using the Department Commander's signature. With increased response, we have more net revenue to fund our Department programs which serve veterans, service members and their families.

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

**A:** Your role as a volunteer is an extremely important one. VFW volunteers put in thousands of hours of volunteer time each year. However, financial support is also critical to fund the VFW's life-changing programs. Please know that we're incredibly grateful you give of your time in service to your fellow veterans. But please also remember how critical your contributions to Department mailings are to help veterans living in our state. Thank you very much for serving and giving.

