

# VETERANS NEED HELP NOW.

The VFW Needs You to Give.

## VFW Department Program Talking Points

*The short sound bites below will help you express the urgent need for donations in your own words. Please get familiar with these points so you can weave them into your remarks when you address your Department or Post.*

We continue to see more veterans who are struggling to care for themselves and their families.

**Respond as generously as possible to VFW Department mailings to help each veteran in need.**

The VFW's resources are stretched to the limit. Please give now.

Your donations stay here and help veterans, service members and their families in our state.

Thank you for having the back of your fellow veterans.

Be proud you make it possible for us to say **NO ONE DOES MORE FOR VETERANS.®**

### 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 in your remarks.
- Tie into coverage of veterans' issues in the media to emphasize need for VFW programs and the assistance we provide.
- Be grateful and appreciative; acknowledge their membership and support of veterans, service members and their families.

