



CATHOLIC WAR VETERANS

OF THE UNITED STATES OF AMERICA, INC.

National Headquarters

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TO: Commanders & Second Vice Commanders at ALL Echelons

**FROM: Marvin C. McFeaters, National Second Vice
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SUBJECT: NATIONAL SECOND VICE COMMANDER PROGRAM

The responsibility of the Second Vice Commander at all levels is to plan and carry out programs to retain present members and recruit new ones. All veterans' organizations have seen a declining membership and we are no exception. Our new database provides us with new and up-to-date information. Now is the time to use this information to maintain and increase our membership.

The National 2nd Vice Commander's Program will consist of the following

- 1) Every Post that brings in a minimum of ten (10) new members before June 1, 2017 over the total membership count on October 1, 2016 will be awarded \$100.00.
- 2) For each new Post that is chartered, the National Department will present the new Post with a Post Procedural Kit containing all the items needed for altar set-up and Commander's Station.
- 3) The best membership programs at the Department, Chapter, and Post levels for the 2016-2017 year will be recognized with a plaque for first place and certificates for second and third place at each echelon level. The deadline for submitting the program information is June 1, 2017
- 4) The best article promoting membership in the Catholic War Veterans published in an Archdiocese newspaper or Catholic magazine (hard-copy or electronic) will be awarded a plaque. Second and third place will be awarded a certificate. Publication must take place between October 1, 2016 and May 30, 2017. Copies must be provided to National by June 1, 2017 showing the date published.
- 5) The best article published in *The Catholic War Veteran* magazine promoting the activities of a Department, Chapter, or Post will receive a plaque for first place and certificates for second and third place at each level. The activities will be graded on the following topics: serving the military, our faith, and/or our country. Pictures of the specific activities (i.e. protesting in front of a Congressman's office, feeding the poor, handing out goodies at the VA hospital, reviewing folders for veteran's claims, participating in Welcome Home or send-offs for departing soldiers at airports or armories, Bingo parties, etc.) will be graded higher than pictures of the Post Officers. Editing your articles will be provided before publication and will not affect your grade. We will evaluate the finished product nly. Publication must occur before the National Convnention of 2017.

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National Recruitment Week

This year, our nationwide recruitment effort will be held the **week of October 29, 2016 - November 6, 2016**. An informational letter has been sent to all Post Commanders and Auxiliary Presidents. Auxiliary recruitment is included during this week. Ask your Commander for copies of the Recruitment Week program that was sent, or you can find this information on our National Website – <http://cwv.org>.

This effort has potential to get our name out in front of the public, attract new members to both the Catholic War Veterans and our Auxiliary. Use the program helps and get involved! I'd like this to become a yearly project.

Some easy ways to promote our organization:

- Wear your CWV baseball cap, jacket, or polo shirt on holidays and other significant days, such as Flag Day, Election Day, President's day, Armed Forces Day, etc.
- Encourage new members join CWV to pay for multiple years – some suggestions:
 - o Members who join for two (2) years dues **could be given a \$5.00** discount for one or both of those years.
 - o New members who join the CWV and pay three (3) years dues **could receive a \$10.00** discount for one or all of those years.

Your Post, Chapter, or Department could offer these discounts by waiving your Echelon's part of the Per Capita payment or by offering to kick in the \$5.00 or \$10.00 towards the National \$20.00 Per Capita payment. As an example – the Department of Ohio offers a "Buy One, Get One" (BOGO) program where the Department pays the \$20.00 National Per Capita fee in the second year for any new members who pay for their first year of dues. (120 new members last year!)

- When sending out membership cards to paid members, include a membership application with a note to have them invite a friend to join. (putting a stamp on the return portion helps, too!)
- Always carry a membership application or two with you, in your wallet or in your glovebox.

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Second Vice Commanders should send a copy of their report **directly to ALL higher Echelon 2nd Vice Commanders** (Chapter, Department and National) for each Reporting Period. Reports can be sent either by US Mail or as an attachment to an email.

Please time your reports to arrive at each higher Echelon 2nd Vice Commander as follows:

First Report (covers June 16 - Dec 31)

- Post 2nd Vice CDR Report to Chapter 2nd Vice CDRs by January 1st
- Post and Chapter 2nd Vice CDR Reports to Department 2nd Vice CDR by January 10th
- Post, Chapter, and Department 2nd Vice CDR Reports to the National 2nd Vice CDR no later than January 15th.

Second Report (covers January 1 - June 15)

- Post 2nd Vice CDR Report to Chapter 2nd Vice CDRs by June 1st
- Post and Chapter 2nd Vice CDR Reports to Department 2nd Vice CDR by June 10th
- Post, Chapter, and Department 2nd Vice CDR Reports to the National 2nd Vice CDR no later than June 15th