

VFW Auxiliary Department of South Dakota
Historian & Media Relations Guide Sheet 2024-2025
National Theme: From Our Roots to Our Branches
Extending Service to Our Veterans

Department Theme: United in Service for Veterans

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When you think of a Historian, you think of a memory keeper – a collector of history. This is the same for an Auxiliary Historian. Keeping memories of the great things your Auxiliary has done in the community, promoting patriotism, helping our veterans & their families, providing hospital visits, working with our youth and most of all everything we do for our veterans, which is the reason we do what we do.

The Media Relations side is how we communicate what we do, letting the public know about the lives that are changed and those we serve. Communicating through the Media platforms helps spread our good work and can encourage others to join our cause.

Some sources of communication are:

Newspapers	Facebook	Email	Signs
Radio	Flyers	Magazines	Instagram
Television	Website	Newsletters	Billboards
You Tube	Twitter	Snapchat	Pinterest

A great place for resources to assist us in using Media is MALTA Member Resources. There are tools to help with publicity and press releases to share the auxiliary story. The VFW Auxiliary Publicity Guide includes lots of information and the VFW Auxiliary Talking Points helps introduce others to our great work.

National Award for Auxiliaries:

1. Citation and \$25 to one Auxiliary in each of the 10 Program Divisions with the most outstanding promotion of the VFW Auxiliary Programs to the community through social media sources.

Entry form required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form to the Department Americanism Chairman by March 31, 2025. Citations will be mailed directly to the winning VFW Auxiliaries from National Headquarters and money will be deposited into the winning VFW Auxiliary account after the 2025 VFW Auxiliary National Convention.

Please use the following checklist throughout the 2024-2025 year to track your Auxiliary's Historian/Media Relations progress.

Membership Categories:

#1: 10-50 members, #2: 51-110 members, #3: 111-225 members, and #4: 226 & above

Achievements	Completed	Reported
Promote VFW Auxiliary Programs to the community through social media.		
Quarterly communication (newsletter/bulletin) to all members. (Please indicate if it was printed & mailed or sent electronically.)		
Maintain a Facebook page, either jointly or separately from the Post. Indicate if joint or separate.		
Attend a School of Instruction - District and/or Dept. Fall conference meeting.		
Create a Historian's Book documenting the Auxiliary's year (scrapbook or digital).		