

Membership Plan  
Department of SD VFW  
SVC Glynis Collier  
2024-2025

I. Membership Goals

- A. The State Membership Goal is 102% per National Headquarters Guidelines to be reached no later than June 30, 2025.
  - 1. Post commanders will be asked to lead their VFW posts to reach the goal of 102% with at least 80% of life members and no more than 20% annual members within the first quarter. Posts that accomplish this mission will receive a \$25.00 cash award.
  - 2. An increase of 5% in life members and decrease of 5% in annual members through transfer to life and the recruitment of new life members in each subsequent quarter to reach the final goal of 95% life membership and 5% annual membership in each post located in the state of South Dakota by June 30, 2025. Posts that reach this mission will receive a \$50.00 cash award.
  - 3. This will result in a District and State Membership Ratio of the same proportions described in I.A.2.

II. Membership Plan

- 1. The State Commander will guide each District Commander to instill this membership plan through mentoring, coaching and teaching strategies that the District Commanders will be able to share with their post commanders and post members respectively.
  - A. The state CIC will propose command changes at the initial 2024 state convention following installment of officers to the COA that will encompass providing all DCDRs with recruitment products sold by national HQs to disseminate amongst their respective post Junior Vice Commanders that will be used during membership recruiting events not to exceed \$250.00 per district.
  - B. At least two recruiting events will be serviced by each VFW post within the state of SD. In turn for these two recruiting events held and or attended by each post, the department will award each post a \$25.00 membership award at the 2025 state convention. The post which conducts or attends the most district/post membership drives collectively will receive a \$150.00 membership award, round trip travel pay of .51 cents per mile and \$50.00 toward their hotel room up to two nights of their stay to the state convention for the junior vice commander.

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1. Each post will have the choice to conduct two membership drives within the year or conduct one membership drive and send a representative from their post to a district run membership drive (ie...State Fair, Corn Palace Days).
2. The Top State Recruiter for command year 2024-2025 will receive the same travel pay detailed in II.B.1.and a \$200.00 cash award for their efforts. The cash award replaces the T-shirt and plaque that have historically been given to the top recruiter. The Recruiter that achieves second place will receive a \$100.00 cash award.
3. The VFW post which recruits/reinstates the most life members to their post for command year 2024-2025 will receive a certificate and a \$400.00 cash award. The post commander and junior vice commander will receive travel pay of .51 cents per mile and \$50.00 per night up to three nights for their hotel room.

III. All State Criteria

1. The Department of SD All Criteria will mimic the National HQs All American Criteria with one addition at the district and post level.
  - A. In order for a district to achieve All State status the district must conduct at least two district level membership drives no later than May 1, 2025 and submit an after-action review (AAR) no later than May 15, 2025.
  - B. In order for a post to achieve All State status the post must conduct at least one post level membership drive and attend one district level membership drive to recruit members at both the post and district level no later than May 1, 2025. A post level AAR must be submitted for the post membership drive no later than May 15, 2025.
  - C. Rewards for State All State Awards will mimic the current award delineation established by the Dept. of SD VFW bylaws and guidelines.

\*This membership plan and All State Awardee plan will be completed 10 business days following the final publication of the National CIC 2024-2025 Membership/All American Plan.

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IV. If you submit your post and district membership plans to the state office by August 1, 2024 you will earn an additional 20 points toward your All State Award.