



CATHOLIC WAR VETERANS

OF THE UNITED STATES OF AMERICA, INC

2nd Vice Commander's Program

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TO: Commanders and Second Vice Commanders, ALL Echelons

FROM: William Wright, National Second Vice Commander
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SUBJECT: 2019 - 2020 NATIONAL SECOND VICE COMMANDER'S 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 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 between July 1, 2019 and June 30, 2020 will be awarded \$100.00.
- 2.) For each new Post that is chartered, the National Department will present each 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 2019-20 year will be recognized with a plaque for 1st Place and certificates for 2nd and 3rd Place at each echelon. The deadline for submitting your program information and details is **June 30, 2020**.
- 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, 2019 and June 30, 2019. Copies must be provided to National by **June 30, 2020** 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 echelon. 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 of your articles will be provided before publication and will not affect your grade. We will evaluate the finished product only. Publication **MUST** occur before the 2019 National Convention.

- 6.) The Past National Commander Thomas Walsh Memorial Award will be presented to the Post having the **LARGEST NUMERICAL INCREASE** in membership for 2018-19. Percentage increase will be determined by a Post's total difference in membership from July 1, 2019 to June 30, 2020. To apply for this award, you **MUST** check the box on the 2VC Report Form and submit a copy of a current Per Capita Transmittal **before July 15, 2020**.

National Recruitment Week

Throughout the year, the National 2nd Vice Commander may designate a week or multiple weeks to hold our nationwide recruitment effort known as National Recruitment Week. Look on our website homepage (<http://cwv.org>) for details for any such week coming up soon. Recruiting for our Auxiliary during the week is something you should be doing.

By taking part in this effort, our name and programs are out in front of the public, new members are attracted to both the Catholic War Veterans and our Auxiliary. Information that you can use to kick off recruiting or just every day are on our National Website – <http://cwv.org>. Check the Membership link under Our National Programs. Use the program tips, suggestions and get members involved!

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.
- Always carry a membership application or two with you, in your wallet or in your glovebox.
- 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!)
- Encourage new members who join CWV to pay for multiple years – some suggestions:
 - Members who join for two (2) years dues **could be given a \$5.00** discount for one or both of those years.
 - New members who join the CWV and pay three (3) years dues **could receive a \$10.00** discount for one or all those years.
 - Offer a “Buy One, Get One” (BOGO) program where the Post, Chapter or 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.

These discounts can be done 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.

REPORTS

Second Vice Commanders at each echelon are responsible for submitting two semi-annual reports. A copy of these Reports should be sent **directly to EVERY higher echelon 2VC** (one copy each to Chapter, one to Department and one to National) for each Reporting Period. Reports can be sent as an e-mail attachment.

IMPORTANT NOTE: Time your mailing / emailing of reports to at the National 2nd Vice Commander by the deadline dates listed above. The National 2nd Vice Commander's address is listed on the first page of this program.

Please time your reports to arrive at each higher Echelon as listed below:

First Report (covers June 16 - December 31)

- Post Report to Chapter by January 1st
- Post and Chapter Reports to Department by January 10th
- Post, Chapter, and Department Reports to National by January 20th

Second Report (Covers January 1- June 15)

- Post Report to Chapter by June 1st
- Post and Chapter Reports to Department by June 10th
- Post, Chapter, and Department Reports to National by June 20th

State Department and Chapter 2nd Vice Commanders should also forward a copy of the Annual 2VC Report rendered to Delegates at their Echelon Convention, immediately thereafter, to the National 2nd Vice Commander.

All reports should be submitted on the National Second Vice Commanders Report Form attached to this program. Only fill out the part of the Report that applies to the time period you are reporting.

AWARDS

BEST MEMBERSHIP PROGRAM

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|-------------------------------|--------------------------------------|--|
| Outstanding Department | 1st place – Plaque | 2nd, 3rd place – Citation |
| Outstanding Chapter | 1st place – Plaque | 2nd, 3rd place – Citation |
| Outstanding Post | 1st place – Plaque | 2nd, 3rd place – Citation |

BEST ARTICLE IN DIOCESAN OR CATHOLIC PAPER / MAGAZINE

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|-------------------------------|--------------------------------------|--|
| Outstanding Department | 1st place – Plaque | 2nd, 3rd place – Citation |
| Outstanding Chapter | 1st place – Plaque | 2nd, 3rd place – Citation |
| Outstanding Post | 1st place – Plaque | 2nd, 3rd place – Citation |

BEST ARTICLE IN THE *CATHOLIC WAR VETERAN* MAGAZINE

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|-------------------------------|--------------------------------------|--|
| Outstanding Department | 1st place – Plaque | 2nd, 3rd place – Citation |
| Outstanding Chapter | 1st place – Plaque | 2nd, 3rd place – Citation |
| Outstanding Post | 1st place – Plaque | 2nd, 3rd place – Citation |