



CATHOLIC WAR VETERANS

OF THE UNITED STATES OF AMERICA, INC.

NATIONAL HEADQUARTERS

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2022 – 2023 2ND Vice Commander Membership Program

Point of Contact

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From: William Wright, National Second Vice Commander

To: Commanders and 2ND Vice Commanders; ALL ECHELONS

The responsibility of the Second Vice Commander at all levels is to plan and conduct 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.

I. 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, 2022, and June 30, 2023 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

II. 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://www.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: www.cwv.org .

Review the Membership link under Our National Programs.

Use the program tips, suggestions and get members involved!

III. Some Easy ways to promote our organization:

- ✓ Wear your C.W.V. baseball cap, jacket, or polo shirt on holidays and other significant days, such as Flag Day, Election Day, President's Day, Armed Forces Day...
- ✓ 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 C.W.V. 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.

IV. REPORTS

Posts are responsible for submitting two (2) Semi-Annual Post Activities reports. The Membership Officer should assist in filling out **Section 7 – Membership**. Posts wishing to augment their reports with additional detail may do so. The Semi-Annual Report Form can be filled out online through your Post's Admin Website.

Department and National echelons can view lower echelon reports on their respective Admin website, but if so desired, a printed hard copy of these Reports may be sent directly to the higher echelon - 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.

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

- First Report (covers July 1 - December 31)
 - Post Report to all applicable upper Echelons (Chapter, Dept and National)
 - DUE NO LATER than January 20
- Second Report (Covers January 1- June 30)
 - Post Report to all applicable upper Echelons (Chapter, Dept and National)
 - DUE NO LATER than July 20

Department and Chapter Membership Officers should also forward a copy of their Annual Membership Report rendered to delegates at their Convention, immediately thereafter, to the National Membership Officer.

The National 2nd Vice Commander's point of contact information is found at the top of this document.