

# AUXILIARY OUTREACH AMBASSADOR

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*As you shine your light, the world grows bright,  
you are a beacon of love.*

Since 1914, the VFW Auxiliary has united individuals from all walks of life with a common purpose: to improve the lives of veterans, service members, their families and our **COMMUNITIES**.

Auxiliary Outreach is all about what we can do to help our **communities**. Perception is reality and the VFW and Auxiliary have made major strides in the last several years to try to change the perception of what our communities think we are all about. Many members of the community still view the VFW as that smoky bar where veterans sit telling old war stories.

With the intention of increasing our membership and promoting our Programs we need to become a positive presence in our local communities. Form a **partnership** with another organization to help make their event successful. Remember you cannot plan the event or give money to the event. You are simply there to volunteer your time. For example, if you volunteer at a Relay for Life event, your walk in the relay is not reportable, however you registering walkers or passing out water to walkers is reportable. If you give blood during a blood drive, that is not Auxiliary Outreach, however if you register donors and work the event with the Red Cross that is Auxiliary Outreach.

There has been some confusion since this Program began. Seasoned members remember the days we had Community Service, but this is **NOT THE SAME**

**PROGRAM.** Think of it this way, it is not volunteering for, but rather volunteering with. It is a donation of time, not money. The goal is work hand-in-hand with other organizations, getting our members out there while you wear something that says Auxiliary.

**Here are a few basic steps in making your Auxiliary Outreach Program successful.**

- Find local groups and organizations in need of assistance, ask what your Auxiliary can do to help.
- Discuss the project and vote at your meeting to accept your volunteer hours. Some organizations you partner with may have ongoing activities so you would just need to make a motion at the start of the year for that, others have events they plan in advance so that would need a motion for each new event.
- Form the partnership, at least one Auxiliary member needs to work the event.
- Wear your Auxiliary attire (shirt, hat, name badge, lanyard, jacket)
- Report the details, remember only report what doesn't fit under any other Program.

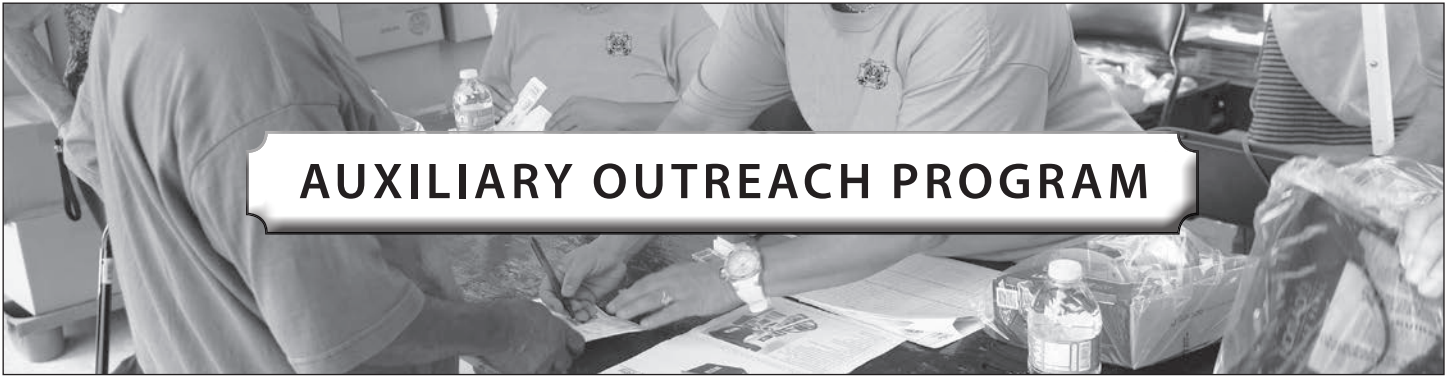
## **Finding partnership opportunities:**

- Ask your members: most of us belong to numerous organizations. Don't forget to reach out to your members who aren't able to attend your meetings, they may want to partner with an organization and report their hours to you.
- Prepare a letter of introduction and send it to all groups or organizations in your community. Let them know who we are and what we do. Invite them to reach out to us if they need volunteers for any upcoming events.

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Did you know that almost every month has a day or week recognizing volunteerism? Please spread the word about these days and consider doing something special. I will be covering these in my Promotions.

August 5, 2025 – National Night Out Day  
September 11, 2025 – National Day of Service  
and Remembrance  
October 4, 2025 – Be the Change Day  
October 25, 2025 – National Make a Difference Day  
November 13, 2025 – World Kindness Day  
November 22, 2025 – National Family Volunteer Day  
December 5, 2025 – International Volunteer Day  
January 28, 2026 – Global Community  
Engagement Day  
February 9-13, 2026 – Student Volunteer Week  
March 9-13, 2026 – AmeriCorps Week  
April 12, 2026 – Good Deeds Day  
April 19-25, 2026 – National Volunteer Week  
April 24, 2026 – Global Youth Service Day  
May 2, 2026 – VFW Day of Service  
June 21, 2026 – Untied Way Day of Action



## AUXILIARY OUTREACH PROGRAM

### Building Partnerships • Auxiliary Participating in Outreach

Auxiliary Outreach is partnering with organizations for the benefit of your community or its institutions. It is a donation of time, not in-kind or monetary donations. Auxiliary Outreach can enable VFW Auxiliaries to engage with their local communities, learn about their needs and collaborate to address them.

#### Auxiliary Outreach can:

- Be performed by people of any age, skill set or ability level.
- Benefit any group of people such as children, senior citizens and those with disabilities.
- Benefit animals, the environment and public spaces.
- Be done in communities of all types and sizes – rural, suburban and urban, small and large.

#### We partner to make a difference in our community, but we also receive benefits including:

- Helping others
- Learning new skills
- Meeting new people
- Developing a stronger sense of purpose
- Personal growth

#### Boost Visibility

Be visible and show your pride in the VFW Auxiliary by wearing Auxiliary-branded attire when you participate in Auxiliary Outreach. A shirt, jacket or hat with the Auxiliary emblem can start a conversation about the Auxiliary and what we do. It is also a great way to show members out volunteering in our communities and not just in our Post Homes.

#### Reporting

While emphasis is placed on our core VFW and Auxiliary Programs, we realize Auxiliaries also participate with other community organizations. Auxiliaries can now report and be recognized for such community work through the Auxiliary Outreach Program. Projects may be done by the Auxiliary alone or with the VFW Post. Collectively, all our volunteer hours need to be counted to effectively show the importance of the local VFW and VFW Auxiliary to the community.

#### Outreach and the VFW Auxiliary

When an Auxiliary partners with an organization outside our own, it should be considered Auxiliary Outreach if the project was approved by the Auxiliary and recorded in the meeting minutes prior to the project.

On rare occasions, such as a natural disaster or emergency community need, the project may be voted on after the fact. (When the Auxiliary votes to partner with another organization and only one member is able to show up, it still counts as Auxiliary Outreach.)

See the next page and MALTA Member Resources for examples of what does and does not qualify for Auxiliary Outreach.

Auxiliary Outreach is for projects NOT AFFILIATED with VFW or VFW Auxiliary Programs.

Volunteer work that is performed for the benefit of the Post or Auxiliary is NOT considered outreach service.

## QUALIFIES

Spending time in a local homeless shelter kitchen serving meals, bussing tables or cleaning up.

Partnering with the police or fire department on bicycle or home safety training class.

Your Auxiliary approves helping a local cancer group set up their event or manning a booth.

Partnering with the garden club to clean up local parks.

Help a youth group collect food donations for the local food pantry.

## DOES NOT QUALIFY

Taking comfort items to the local USO.

Donating trophies to a youth sports group.

Hosting a luncheon/dinner for a local organization.

Sending an Auxiliary check to support a charity that organized a walk-a-thon or run.

Collecting clothing and comfort items for homeless veterans at the Post Home. (This would be Veterans & Family Support.)

Passing the collection basket at church services.

# AUXILIARY OUTREACH PROGRAM AWARDS

## **Awards for Auxiliaries:**

1. Most outstanding Auxiliary Outreach activity and/or event that is shared on social media using #AuxiliaryOutreach.
  - Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions that shares the most outstanding Auxiliary Outreach activity and/or event using #AuxiliaryOutreach during the current Program Year.

Entry form is required and available in MALTA Member Resources.

VFW Auxiliaries must send the required entry form to the Department Auxiliary Outreach Chairman by March 31, 2026 for judging.

The Department Auxiliary Outreach Chairman must sign and send a copy of the completed Department-winning entry form to the National Auxiliary Outreach Ambassador by April 30, 2026 for judging.

Citations will be mailed directly to winning VFW Auxiliaries from National Headquarters and money will be deposited into the VFW Auxiliary account after the 2026 VFW Auxiliary National Convention.

## **Awards for Departments and Department Chairmen**

1. \$25 VFW Store gift certificate to one Department Auxiliary Outreach Chairman in each of the 10 Program Divisions for the best promotion of the Auxiliary Outreach Program.

Winners will be announced and awards will be presented at the 2026 VFW Auxiliary National Convention in Salt Lake City, Utah.

2. The Outstanding Performance Award and Second-Place Outstanding Performance Award will be awarded in each of the 10 Program Divisions based on the criteria listed on page 5 and for the promotion of the Program goals listed at the top of page 14.

Winners will be announced and awards will be presented at the 2026 VFW Auxiliary National Convention in Salt Lake City, Utah.