



# VFW Auxiliary Department of NH

## February 2024 General Information



### *Historian Media Relations*

**2023-2024**



Keep up the great work and keep posting your event's pictures and upcoming events!

## VFW Auxiliary Elevator Speech

An “elevator speech” is a brief description of what an organization (or person or business) does. A good elevator speech should grab someone’s attention and last no longer than a brief elevator ride – 30 to 60 seconds – therefore, the name “elevator speech.” An “elevator speech” also provides consistent messaging about the organization. It can be challenging to provide information about an organization when you’re in everyday conversation with someone, but that’s often the best time to “sell” the organization. We encourage you to practice the VFW Auxiliary Elevator Speech below and become comfortable saying it to members of the media, the general public and potential members when someone asks you what our great organization does. VFW

### **Auxiliary Elevator Speech**

The VFW Auxiliary is one of the nation’s oldest veterans’ service organizations and our members are the relatives of those who served in a location of foreign conflict. We have nearly 470,000 members nationwide who volunteer millions of hours and fundraise millions of dollars for charitable projects that benefit veterans, military service personnel, and their families. Through our National Programs, we assist the VFW pass or block legislation that impacts veterans and their families, provide nearly a million volunteer hours in the VA medical system, conduct patriotic programs with thousands of students and offer hundreds of thousands of dollars in scholarships for our nation’s youth. With more than 3,600 Auxiliaries, there is likely one in your area working to improve the lives of America’s uncommon heroes.

### **STARS** *Deadline is Approaching*

- Have you chosen your legacy member? Please email me with the legacy member’s information that you have chosen to interview.
- Remember this should be fun and the legacy member is a great source of information.

- Photography opens doors to the past, but it also allows a look into the future. A camera is a SAVE button. Let your Auxiliary legacy members become STARS, for without our STARS, our Auxiliary would not exist. This Program Year, connect with a legacy member and complete a three-to-five-minute video interview:



- Ask why they joined.
  - Please emphasis on bringing the past to life
- Ask about their favorite memorable moment(s)
- If your Auxiliary has no legacy members, look to your District or Department

- Submit your video interview to your Department Historian & Media Relations Chairman **by March 31, 2024**, for judging. The Department Chairman will sign and send a copy of the completed Department winning entry along with the winning video to the National Historian & Media Relations Ambassador by April 30, 2024. The winning video may be shown at National Convention

- **Tips & Tricks**

- *Be clear when you speak.*
- *Do not talk too fast.*
- *Pause at the end of a question so that you don't talk over the interviewee.*
- *Smile and look interested.*
- *Sit up straight and have good body language.*
- *Keep up good eye contact – look at your camera rather than at the screen.*
- *Make sure the microphone on your phone or camera is close enough to hear.*
- Test your phone or camera in advance to ensure it's working properly, and you know how to use it.

- **Need some Help?**

- Give me a call and I will be glad to help!!

## February Events to Capture in Pictures

- Groundhog Day (02/02)
- Presidents Day (02/19)
- USO Birthday (02/04)
- Coast Guard Reserve Birthday (02/19)
- Valentines Day (02/14)
- Meat Raffles / Dinners / Socials

Don't forget to keep posting on your Facebook, Instagram, TikTok, and all other social media sites.

- Tags me on your Facebook Post with Pictures
  - Using **#NHVFWAUXHISTORIAN** & **#VFWAUXHISTORIAN**
- Email me Photos of your Events!
- Send me your event information to be sent to WMUR / Union Leader / Patch
- Request me to attend an event.

Best regards,

*Julie DeRubeis* – Dept of NH VFW Auxiliary Historian / Media Relations Chair 2023-2024

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