



#STILLSERVING

#STILLSERVING LEADERSHIP TALKING POINTS

What is the #StillServing campaign?

#StillServing showcases how America's military veterans continue to serve in ways outside of their military service. Veterans are involved in their communities and exemplify the best of America, and many are VFW members representing the heart of today's VFW.

Veterans make a difference, and the VFW wants #StillServing to give them the respect and recognition they are due.

This campaign will serve to amplify the perception of the VFW as a place for dedicated veterans from all walks to continue their service to country and their communities.

Why do a campaign like #StillServing now?

The VFW is strong and growing, and we want to keep that momentum going. We remain a key voice in Washington on important veterans' issues and legislation, our programs and services continue to reach record numbers, and we're out in force in communities around the world. Now is the time to capitalize on positive progress and turn the spotlight to our members and the many ways veterans are continuing to serve and make their communities better.

How can I help? What's my role?

We need you to share your stories and spread the word!

- The VFW asks veterans to share stories on social media using the hashtag #StillServing to show how they're still answering the call to serve. Family or friends can use #StillServing in social media posts to honor veterans in their lives.
- Visit vfw.org/StillServing and use the many tools on that website. The site has a photo generator so you can make an image to share on social media that shows how you or someone you know is #StillServing. There is also a way to submit your story through a form on the site.
- Everyone is urged to share the stories and videos housed on the campaign website. Visit vfw.org/StillServing to see stories others have submitted as well as videos of several VFW members which we hope you're inspired to share with family and friends on your personal social networks.

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What kinds of #StillServing stories should be shared?

We're looking for examples of veterans who continue to help others and answer the call to serve outside of military service. Things, big and small, like:

- Volunteering a special talent to help others.
- Working with a scouting group.
- Service as part of a community/civic organization.
- Individual efforts to help others (assisting an elderly neighbor, etc.).
- Volunteering at a VFW Post, school, hospital, animal shelter or other organization.
- Being a good neighbor.

What is success for #StillServing?

The goal of this campaign is awareness and engagement. We'll track basic and trusted metrics to measure its impact and reach with things such as website visits, shares, ad placements and other key items.

Ultimately, we want the #StillServing campaign to honor veterans and give them more opportunities to be recognized and respected for their service – from active duty to beyond. **In doing so, we want to continue the positive growth happening in today's VFW and build on more than a century of service to fight for every generation of veterans now and in the future.**