

JEWISH WAR VETERANS OF THE USA



PROGRAM GUIDE

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A

DUTIES, POLICY AND PROTOCOL

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A-1 ECHELON COMMANDER

THE ECHELON COMMANDER QUALIFICATIONS

- Loyalty to the Jewish War Veterans of the United States of America, its aims and purposes.
- Loyalty to the principles of Judaism.
- Efficiency in the administration of his/her duties.
- Resourcefulness in planning and executing the duties of his/her office.
- Initiative in devising activities to carry out the JWV purpose and program.
- Personality based upon tolerance, patience, enthusiasm, and a sense of humor.
- The ability to work with people.
- The ability to devote the time necessary to the proper carrying out of the duties of the office.
- One-year of service as a member of the JWV except in newly-instituted Posts.

RESPONSIBILITIES

The Echelon Commander shall enforce the Constitution and By-Laws of the Jewish War Veterans of the United States, and of the respective echelon of JWV, and the Orders of the National Convention and the National and State Executive Committees, and for this purpose he/she may issue such orders as may be necessary.

- Call and preside at meetings of Echelon and Executive Board
- Appoint committee chairmen and assist them in selecting members of their committees
- Hold all bonds furnished by officers for the faithful performance of their duties and countersign the bonds of the respective JWV order.
- See that the Adjutant and the Quartermaster, whether elected or appointed, turn over to their successors in office all property, and in

the case of the Quartermaster, all funds of the organization for which they may be held accountable. The commander shall be held responsible for any delay on the part of these officers in performing these duties, in accordance with the provisions of the rules and regulations.

- Render to the organization a complete report of his/her administration at the meeting at which the Annual Installation of officers takes place. This report should show the condition of the order in all material aspects, include a summary of the reports previously furnished to him/her by the Adjutant, the Quartermaster, and the Historian, and may contain such matters of interest and such recommendations as he/she feels may be of value to the respective echelon.
- Attend meetings of County, Echelon, and other allied organizations
- Cooperate with community relations agencies, such as the Jewish Community Relations Council, Jewish Welfare Board, Jewish Community Centers, Jewish Federations, etc.

Keep your Echelon informed about:

- Benefits and services available through JWV Service Program
- JWV's role as a community relations agency
- Content of all bulletins, releases, and correspondence from National Headquarters and other echelons
- Submit names, addresses and official titles of positions of all newly elected officers to National Headquarters without delay.
- Echelon Commanders, as well as all Echelon Officers, should remain aware of the per capita status of the Echelon at all times in consultation with Echelon Quartermaster

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ANNUAL DUES

Post Commanders must understand that the annual dues of each member shall be paid directly to National. National shall directly bill each member. Each Post shall, in writing, advise National Headquarters as to its dues structure and of any future changes therein. If the dues of any member have not been paid by such member to National Headquarters by January 31st, or when a new member is admitted into membership, then the Post Quartermaster is authorized to collect dues from such delinquent member and to transmit all such dues and other dues paid to the Post Quartermaster upon receipt and in full to National JWV.

All dues collected by National JWV from the members and the Post shall be maintained in an account from which allocation and distribution shall be made respectively to the National Organization, Department, District or County Councils and Post, as the case may be.

APPOINTMENT OF COMMITTEES

The success of a JWV order depends primarily upon the complete interest, activity, and cooperation of every member. It is therefore necessary that the Commander do everything possible to ensure that every member be given full opportunity to participate to the greatest degree. The success of each and every officer depends also upon this cooperation.

Most of the work of any JWV-organized order is done through committees. This ensures that proper planning has been done prior to the meeting and that all, or nearly all, of the business and of the program part of the meeting has been thrashed out and clarified before it comes before the echelon. This procedure ensures proper discussion of the main issues in the minimum amount of time and allows all matters to be addressed.

It is therefore necessary that committees be carefully chosen. The following suggestions are

helpful when choosing committees:

- a) Choose those members who are definitely interested in that phase of the program;
- b) Place as many members on a committee as possible without making it unwieldy;
- c) Limit to one, or at the most two, the number of committees upon which any member may serve;
- d) Arrange for committees to meet several days in advance of the meeting at which they are to report;
- e) Insist that committees report their progress and recommendations regularly, and in writing; in the event the Chairman is absent, the report should be read by one of the committee members; this written report should be filed with the Adjutant as a permanent record;
- f) Do not hesitate to drop members from committees, or the whole committee, if they are inactive;
- g) In the event that you do not appoint the entire committee, then you should permit the Chairman, whom you appoint or who is elected, to choose those individuals with whom he/she knows he/she can work best, subject to the Commander's approval.

PROTOCOL: VISITS BY THE NATIONAL COMMANDER & NATIONAL STAFF

When the National Commander, National Staff, or other important Jewish War Veterans of the United States of America dignitaries visit your community, the officers should be prepared. To assist in your planning for a visit from a JWV dignitary, National Headquarters has outlined the proper protocol. By following these procedures, we can ensure JWV credibility before the American public.

1. A written invitation must be sent to National

A-1 ECHELON COMMANDER

Headquarters well in advance of the event including:

- a) The type of function and/or proposed schedule of other events which you desire the National Commander to attend while in your area;
 - b) Date, time and place of the function(s) or event(s);
 - c) The names of other speakers being invited on the same program and their titles or positions;
 - d) The number of people expected to attend;
 - e) Whether a question and answer period is desired;
 - f) All confirmations of attendance will be sent from National Headquarters;
 - g) Invitations for proposed visits by the National Commander carry with them an expectation of a reasonable and current contribution to the programs directly implemented by the JWV or by our National Museum of American Jewish Military History (NMAJMH) and Archives.
2. Following acceptance by the National Commander or National Staff, consider inviting:
- a) National Executive Committee Representatives from your area;
 - b) Department, Council and Echelon Commanders and members from your area;
 - c) Representatives of JWVA;
 - d) Local public officials;
 - e) Federation and local Jewish Leadership
 - f) Leaders of other Allied Veterans Organizations in your area.
3. The better events for presentation of your National Commander are public affairs or major echelon affairs.
- a) The National Commander is to participate in your program as a featured speaker. He/she will NOT attend merely to give greetings or remarks or to adorn your dais or platform.
 - b) Examples of excellent public affairs to which your Commander could speak are: Memorial Day; Pearl Harbor Day; Brotherhood Week; Friday night or Saturday morning services at local synagogues; and Department and Council Conventions, etc.
4. You should take advantage of the National Commander or National Staff's presence by arranging one or more of the following while he/she is in your locale:
- a) Newspaper and media coverage of the event and/or personal interviews during the visit;
 - b) Meetings with:
 - (1) The Mayor, City Council members and/or other public officials;
 - (2) Local Jewish Federation and/or JCRC leaders, lay and professionals;
 - (3) Allied veterans' organizations leaders;
 - c) Visits to local VA facilities, defense and military installations.
5. Please be aware that all local expenses of the National Commander or National Staff are the responsibility of the local JWV sponsoring echelon. National Headquarters pays only for round trip transportation.
6. The following arrangements will need to be made for the program by the sponsoring echelon:
- a) Transportation to and from airport, if required;
 - b) Hotel or motel accommodations;
 - c) A meeting - either before or after the function for a briefing to our echelon commanders and members on current JWV

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policies and positions;

- d) Your own photographer to be present at the function - do not depend on a newspaper to send a photographer;
 - e) Meeting notices are to be mailed to your members at least three weeks before the function requesting that they all attend and meet with the National Commander; additionally, be sure to invite JWVA and leaders of other veterans' groups;
 - f) E-mail and a telephone squad should be used to assure a large attendance at the function.
7. After the event has taken place, send copies of all press clippings appearing in your local newspaper and transcripts of all radio/television coverage to National Headquarters.

A-2 MONTHLY MEETINGS

MONTHLY MEETINGS

Post monthly meetings serve a number of very important functions:

They are constitutionally mandated in Article IX, Section 11.

They provide members with an opportunity to learn about projects and events in which the Post is participating as well as Post officer activities.

They allow members an opportunity to ask questions and comment on past activities or planned activities.

They allow members an opportunity to network, share ideas and develop camaraderie.

Let's face it – a monthly gathering devoted solely to business will attract only your most active members. In order to retain membership, attract new members and draw less active members to meetings, posts should include a program aspect to each meeting in addition to regular business.

When planning programs to coincide with monthly meetings, be sure to remember that one of two things will occur--the meeting will run longer than previously, or less time can be devoted to the business portion of the meeting.

To keep meetings running smoothly, the Commander must be in firm control throughout, including starting on time and utilizing parliamentary procedure.

PROGRAMMING FOR MONTHLY MEETINGS

Be sure to:

- Plan the program well in advance of the meeting.
- Publicize the program to members prominently as part of your meeting notices.
- Take into consideration the interests of your members when planning programs; suggested topics could include local community issues, Jewish

community services and institutions, Middle East policy and history, pending legislation or health issues, and most especially issues on which J WV has put out recent press releases or other policy statements.

- Be sure to plan the format of the program, deciding whether there will be a single speaker with a Q&A period, a film with discussion, a panel discussion or an open forum.

- Check your resources early in the planning phase. There are many available resources for simple programs, including:

- » Your own members
- » Jewish Federation and affiliated agencies
- » Local officials and legislators
- » Local Department of Veterans Affairs officials
- » Local leadership of Allied Veterans' Organizations
- » National J WV headquarters

PLANNING YOUR MEETINGS

- Each Post should form an Executive Committee consisting of Post Officers and several elected members to consider all Post business matters prior to the monthly meeting, including policy and press releases from National Headquarters. Advance preparation such as this will help the business portion of the meeting to proceed more efficiently, leaving more time to devote to your program.
- The Executive Committee should work closely with the Program Committee to prepare for each meeting and determine how much of the meeting will be dedicated to business or programming. By resolving many business matters at the Executive Committee meeting and presenting decisions to the general membership at monthly meetings, additional time will be available for programming, eliminating many of the

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difficulties present when attempting to reach decisions by large committee.

TIPS FOR MEETINGS

Executive Committee members should agree on a specific agenda in advance and disseminate the agenda to Post members early enough for them to plan to attend the meeting.

Contact the Committee Chairmen to ensure their reports are complete and concise. Be sure to stress these reports are to be a brief overview of the actions of their committee over the past month and plans for the future month. Reports for most Committees should last no longer than 2-3 minutes. Have the Committee Chairman provide you with a copy of their report at least 4-5 days prior to the membership meeting in order to hash out any problems or questions.

If a video or DVD is to be shown, be sure to preview it in the meeting room to ensure there is no glare on the television screen or to test your equipment so valuable time will not be wasted in fixing technical problems. Check ahead of time with any outside speaker to see what kind of equipment he might need for a presentation, such as one in Power Point. Do not wait until the speaker arrives only to find that you do not have the correct equipment for the presentation.

Confine meetings to items of specific JWV policy and interest.

If a speaker is planned, have him or her present at the beginning of the meeting rather than showing up halfway through and interrupting the business portion.

Have refreshments and a social hour at all meetings to give members something to look forward to after the business portion of the meeting.

AGENDA PREPARATION

Each meeting should be planned several weeks prior to the meeting in order to ensure that you are

prepared. The most important aspect of preparation is a solid agenda. The following is a brief example of a possible agenda for your meetings.

- » Opening Ceremony
- » Introduction of Visitors
- » Adjutant's Report
- » Quartermaster's Report
- » Induction of New Members
- » Correspondence and Policy from National Headquarters
- » Committee Reports
- » Unfinished Business from Previous Meeting
- » New Business
- » Closing Ceremony
- » Programming
- » Social Hour

This outline can easily be adapted to fit the needs and wants of any Post membership. Feel free to explore different agenda items in order to find what fits your Post best.

A-3 MEMBERSHIP

THE CRUCIAL PROGRAM—MEMBERSHIP

Membership is the life-blood of all organizations. It is particularly crucial for the Jewish War Veterans of the U.S.A. Faced with a finite number of membership possibilities and a rapidly aging membership pool from which to draw, aggressive membership activities are critical, TODAY!

THREE STREAMS OF MEMBERSHIP DEVELOPMENT

We can identify three streams of Membership development.

1. The recruitment of new members
2. The retention of current members
3. The re-enlistment of former members

It is essential that Commanders at every echelon become familiar with the three streams of membership development. The Commander should consider these avenues for increased membership as a leadership priority during his or her term of office. There is simply nothing more important. So, no matter what activities are planned for, incorporate the “Crucial Program” into each and every one of your events.

The following pages include many suggestions for your membership program and sample letters and advertisements that have been used successfully. You are urged to review the materials and utilize as many as possible. If you have had success in membership using other methods, please send National Headquarters a description of your activity, including samples, and the staff will incorporate this information into current material.

MEMBERSHIP RECRUITMENT

The Spoken Word, the Written Word

Major retailers and manufacturers have spent untold millions of dollars on advertising attempting

to capture consumer’s attention. They produce radio, TV, and print advertisements. They get big-name spokespersons. They have give-aways, contests, and competitions. They want people to get to know them, sing their commercial slogans by heart, and commit to their product or service.

These advertisers appreciate the value of the spoken and written word – the importance of aggressive communication. They use every opportunity to talk about their product and every printable surface to write about it. They are extremely successful. JWV has to do the same.

The Best, and Cheapest, Form of Advertising

How many of us refer to tissues as “Kleenex?” When you want to make a copy of a report, how often do you say, “I need to Xerox this.” That is the value of advertising. You and your membership must advertise. But, you may say, we don’t have the resources for that. Yes, you do, you have the best resource available--“Word of Mouth.”

What Coca-Cola and Kellogg’s are trying with all their financial might to reproduce, is what they know to be the top advertising tool in the world. You know it as “word-of-mouth advertising.” Nothing beats it.

JWV Needs Word-of-mouth Advertising

Don’t underestimate its power, and don’t be shy about using it. It’s the simplest, easiest, cheapest way to get new members.

JWV members need to talk about JWV often and positively. Enthusiasm is catchy. So get our members to “catch the JWV Spirit.” Tell them to speak about JWV with friends, relatives, acquaintances, with the bag-boy at the supermarket (a son of a potential member), with their barber, with their doctor, lawyer, accountant, funeral director, with everyone. Request the 350th Celebration of Jews in the Military from the JWV headquarters, have copies printed, and distribute it along with its accompanying curriculum guide to Jewish and public schools in your area. Their parents are potential JWV members who will notice

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the information coming home with their children.

Most importantly – tell them to ask the simple question.

“Won’t You Join JWV, Today?”

That’s right, just ask. Many people who have never joined JWV give as this reason, “Nobody ever asked me.” It’s surprising but true.

To Develop Interest in Your Post, Broaden Your Audience

Talking is great but not very helpful if you do not have many people to talk to. You need a big audience. To increase your audience, offer a wide range of JWV programs to your members with broad appeal to the greatest number of people. In this way you will attract a greater number of people with a variety of interests. Often, Posts have only one or two activities they do every year. All the jobs that are done for these activities are done by the same people every year, and there is nothing new to be done. You will not attract new members this way. You need a range of programs that will interest a variety of people and offer something for everybody to do. Always encourage a high level of participation in each program. Anyone who wants to be active should be given the opportunity to do so.

Reach out into the Community

A substantial number of your Post’s programs should involve the local community. People in your city or town need to see those JWV caps often throughout the year, not just on parade days. Target Jewish institutions and get involved.

A few suggestions:

- » Co-sponsor a public speakers program with the Hillel at your Community’s college or university.
- » Arrange for JWV Sabbaths at various synagogues in your area
- » Provide holiday food and gift baskets to the local social service agency for distribution to

the Jewish elderly and poor, as well as to Jewish and non-Jewish personnel at local military installations.

- » Sponsor a visit of the NMAJMH Museum traveling exhibit to your community JCC or local library.
- » Set-up a booth at a Jewish Cultural fair or sell poppies at your shopping center (always have JWV literature and membership applications for both the JWV and the NMAJMH available).
- » Most large communities have a Jewish radio or TV program. Get to know the producer/director and offer to provide free volunteers, when the need arises. You may even get a regular credit line for your efforts. Write and produce segments for the show on American Jewish Heroes, important military anniversaries, Jewish Veteran experiences. Offer the programs for free “fill.” National Headquarters can provide information and assistance.
- » Produce your own TV show through your local cable access station. JWV Department of California has been producing a cable TV show for several years. It is a wonderful service to the community, a great PR vehicle, and a fun-filled activity to all involved.
- » Visit Jewish and public schools, especially on holidays like Veterans Day. Answer questions from students on Jews in the Armed Forces and Jewish American heroes.
- » Sponsor local scholarships, certificates of merit, essay contests, food and clothing drives, charity raffles, etc. with the local Hebrew schools and public schools. If the children get to know the JWV, so will their parents, in addition to the Jewish and non-Jewish leaders of the community.
- » At holiday times, provide holiday foods for Hebrew school students. Bags of treats that they can take home and show their parents are the best. Be sure to include a card or note

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with a message like “Happy Chanukah from Jewish War Veterans Post ##.”

You need not be involved solely with Jewish institutions. Joining forces with other charitable and/or veterans organizations is a good idea. Joint activities foster positive and cooperative relationships with the community. With pooled resources your programs can be more effective and reach a greater audience.

Selling JWV

Now that you understand you must advertise JWV at every opportunity, and increase your advertising audience, it may be helpful to give you tips for “selling JWV.”

1. Know your organization

You and you members cannot sell membership without having knowledge of the organization’s history, activities, and positions on issues of vital concern. So read everything you get from National Headquarters, reproduce it in your Post bulletin, and announce all press releases, etc., at Post meetings.

2. Be enthusiastic and positive

Every organization has its problems and its “nay sayers.” Don’t let the purveyors of negativity overwhelm the group and draw attention away from the wonderful, successful, well-regarded organization JWV truly is. You have much to be proud of as a JWV member. Don’t forget to “catch the JWV spirit.”

3. Keep in touch

We cannot emphasize enough the importance of keeping in regular contact with your prospects. The more exposure they have to JWV members and projects, the greater the opportunity for recruiting. So, invite your prospects to attend your functions. Put them on your Post bulletin mailing list. Send them post cards describing “What we’re up to.....” When a Post activity is published in the local paper,

make several copies and send it to the prospects on your list. Write a note across the top. “This was a great event. We’d like to see you at the next one.” Give them a call now and then.

Membership Retention

If you are asking when you should begin a membership retention program, you are making a common mistake about how to hold on to members.

Membership retention is an ongoing, never-ending process. Your Post will retain members by being active, regularly holding meetings and programs, encouraging involvement by both old and new members, and by showing members they are important and appreciated!

Take Care of Your People

People today have many demands on their time and money: family, business, health concerns, synagogue, and various organization memberships. The Post Commander should realize the “competition” that exists in retaining members and address this issue by “taking care of your people.”

1. Offer members opportunities to make useful contributions to Post projects. An involved, active member is less likely to lose interest. He or she has a commitment to the Post. So share the duties and the benefits of active membership among as many in your Post as possible.
2. Get new members involved quickly. Do not just welcome them into the Post verbally. Assign them to a job or committee as soon as they join. Give them a stake in the future of the Post. Consider the possibility of a mentoring program in which an older member takes a new member under his wing and trains him to become a future leader in the Post.
3. Offer members praise and recognition. Make members feel wanted, needed, and appreciated.

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Do not take it for granted when a member shows-up at a meeting or volunteers for a project. Greet the member, publicly offer appreciation for the member's support and efforts. Your best investment in membership is the least expensive. It is giving your members recognition for their suggestions and thanks for their work. How many members have been lost because they simply felt unappreciated. Certificates of Appreciation are available through the Supply Department of National Headquarters. They are an inexpensive way to recognize member achievements. Be generous about mentioning the names of your hard-workers in your Post bulletin.

4. Offer service to your members. This is what JWV is all about. Get involved in family support. If a member is shut in with an illness, get a team of volunteers to bring the member his prescription drugs, a hot meal, and some reading material everyday.

If a member is celebrating a wedding, bar/bat mitzvah, or birth in the family, send an NMA-JMH Certificate offering congratulations from the Post. Visit an ill member in the hospital. If a member is without transportation and cannot attend meetings or volunteer his services, find a way to get that member to meetings.

5. Communicate with your members. Get the e-mail addresses of as many of your members as have them. E-mail is the fastest and most efficient means of communications among your members. Consider appointing a member who has e-mail to pass on communications from National Headquarters to the Post as a whole. Encourage those members who are online to join the JWV online forum at: www.jwv.org/forum/ and become a member of the new JWV electronic community.

Lines of communication should be open and active among your Post and its members. Even (if not especially) members who are not overly active need to be in the link-up. Your

monthly bulletin is a crucial communications tool. You should be producing a bulletin – or some type of mailing – every month. Mention as many members as possible in each issue. Put all names in capitals and boldface so they are easily found.

In between the bulletins, send a copy of the National Commander's recent statement on veterans' benefits, Israel or another topic.

Over-print, in your own handwriting,

“Thought you'd like to know. Best Regards,
Commander _____”

If you cannot afford an additional mailing, include these National updates in your bulletin. You are encouraged to reproduce and distribute all news releases, legislative updates and other materials from National Headquarters. Distribute these materials generously to your local publications, community leaders, elected officials, other veterans' organizations and your members. Your local media is much more likely to cover a story from National Headquarters if you distribute it to them over your own name. Local media like to hear from local people.

Buy pre-stamped Post cards from the Post Office. Use these frequently to send brief notes to your members. They are very convenient, less expensive than a first-class letter, and quick to use. It is recommended you use these cards for brief notes to members who are slipping in attendance and involvement. Here's an example of how simple it can be to show someone you are thinking of them.

Dear _____,

I missed you at the last meeting. We made plans for our participation in the upcoming Israel Day Parade. Hope to see you at April's meeting. We'll have breakfast and a guest speaker from the university. Also we'll be assigning duties for the Israel Day project. We'd like you to participate. Best wishes to the

A-3 MEMBERSHIP

family.

Regards,

Commander _____

6. Practice conflict avoidance. It is impossible for there to be complete agreement among Post leaders and members at all times. Every effort should be made to handle differences in opinion with tact and fairness. Everyone's opinion should be respected whether there is agreement or not. Do not let small conflicts grow into big problems. Listen to all viewpoints. Come to the most equitable decision possible, and let the subject go. Let compromise be your guiding word.
7. Keep a list of the backgrounds of each member so you may take advantage of their expertise.

Membership Re-enlistment

If you have already lost a significant number of members due to lack of retention efforts, and the normal attrition due to moving to another area and death, you need to concentrate on re-enlistment. It is, of course, more difficult to re-enlist former members than it is to retain current members. However, with a good plan for reaching out to those former members, you can expect up to 60% to return to the fold.

A program of re-enlistment activities has been offered in your suggested membership calendar. You will notice that from the moment you take office you will be working on getting your unpaid member to join. You should solicit membership dues from all unpaid members from three years prior to your term of office. The list should be well-screened so that former members who are very ill or the family of deceased members are not disturbed.

Two letters should be written. One for the unpaid members from the previous year and another for the former members from two and three years

before. Sample letters are provided here. For additional assistance contact the membership and/or Programs department at National Headquarters.

All letters should be followed by a personal phone call from you, your membership chairman, or a member of your membership committee. This is essential – and usually is the clincher. It is helpful if the person placing the call knows the person to be called. Suggestions for your phone call are below.

- A. Identify yourself as a member of Post number #.
“How have you been? I haven't spoken to you in a while.”
- B. “According to our records we have not received your dues for (indicate year). If you have already sent in your dues, could you tell us when so that we can correct our records. We're eager to see you at our meetings again.”
Or, if it has been two or three years, -
“We've missed you at our meetings. You haven't joined us in number of years. We'd like to have you back in the Post again.”
- C. If he says, “I was never very active anyway.” Stress the importance of every member of JWV whether active or not. First, their membership provides financial support to the organization. Second, numbers are crucial to our lobbying efforts on Capital Hill. Third, your Post has a number of new programs which may interest the former member. We need your support even if you're not very active. We are appreciative of any time you can offer.”
- D. If he says, “I can't afford it. I give to lots of organizations,” point out that JWV is the only organization of its kind. JWV is both a veterans' organization and a Jewish organization. Membership dues in the JWV are comparatively low and go a long way in assisting American veterans and Jews, supporting Israel

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and our Jewish brethren worldwide.

- E. If the former member suggests he or she left due to hard feelings, suggest that the importance of belonging to JWV transcends the bad experience he or she encountered. Encourage him or her to remain a member, join another Post, or become a Member-At-Large. Record the reason for his disenchantment so that it can be addressed in the future.
- F. Always end the conversation on a positive note. Even if the person says he or she is not interested. Keep the tone friendly. A “no” today is not a “no” forever.

Several suggested re-enlistment letters are reprinted in this booklet.

Remember to keep your letters brief and upbeat. Get the un-paid member to think of himself as part of the success of the Post.

Example:

Dear _____ :

JWV has always been there when we needed it.

And now---JWV NEEDS YOU! More than ever JWV needs your support in providing services to the veteran, lobbying Congress on behalf of our brethren in need worldwide, and supporting Jewish community services in your community.

Please continue your membership, continue your support of JWV - so that JWV can continue to be a voice for the Jewish American veteran.

Don't drop out when we need you more than ever! Drop in the next meeting on date and time and send in your dues today!

Yours in comradeship,

Name of Post Commander

The letter below should be used to encourage your

membership committee to take on the task of calling un-paid members. It is slightly revised from a letter used by B'nai B'rith.

Dear _____:

Allow me to share my dream with you:

“Post number shows greatest increase in membership in the “Department and country.”

Although only a dream, I want to share with you the real numbers and tell you that I firmly believe that together we can make my dream a reality.

As of this writing, the total combined paid and un-paid membership of our Post is (number). Our goal for this year is (number).

Therefore, if every un-paid member pays his or her dues, we will not only have reached but exceeded our goal. Of course, as experienced leaders, we know that we can't guarantee each member will pay, but we can do everything humanly possible to ensure that each member is personally contacted and invited to rejoin.

If a member refuses to rejoin, please keep a record of the reason. It may help us to better understand why we are losing some members and what we can do better in the future.

Enclosed is a list of un-pays for you to contact. I do hope that my dream of meeting our membership goals comes true. I know that with your help we have a very good chance of being number one in the nation.

Thank you and good luck!

Sincerely,

Name

Commander, Post number

The following sample letter has been successfully

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used by the Dept. of Michigan.

Attention: All Members of the Jewish Community of Michigan

Do you know that the Jewish War Veterans of the USA is the oldest active veterans' organization in America?

The Jewish War Veterans (JWV) was organized on March 15, 1896, a generation after the Civil War. JWV was formed because aspersions were cast on Jewish patriotism in general and on Jewish service in the military in particular. In the Civil war alone there were at least six Congressional Medal of Honors awarded to Jews!

One hundred and ten years later, JWV is still combating derogatory remarks concerning Jewish patriotism. How do you preserve the history of patriotic Jewish American service? Through the Jewish War Veterans of the USA and the JWV-USA, National Memorial Inc., Museum, Archives and Library.

Our Building in the nation's capital contains the documentation of Jewish service to this nation. And, our membership organization is the living proof of Jewish patriotism.

We need your support to continue our important work. If you are not now a member of JWV, but have served in the Armed Forces of this country, please consider joining this great organization. And, if you would like to support JWV-USA, National Memorial in Washington, D.C. you can join too. Enclosed are two separate membership brochures, with two separate membership applications attached. Please complete the applications and send in your memberships. Thank you.

Patrons

While Patrons cannot hold elected office within the Post, they can become enthusiastic supporters of Post activities and add greatly to the vitality of the Post. Members of other veterans' groups, family members of current or deceased members, and members of other Jewish or fraternal organi-

zations are among some of the groups that can be recruited as Patrons of a JWV Post.

As with JWV members, prospective Patrons need to be actively recruited. Most people in the community are unaware that such an opportunity is available. Be sure to stress this opportunity whenever you are recruiting for JWV members. Make prospective members aware of this opportunity at every recruitment event. An enthusiastic cadre of Patrons can add a level of vitality to your Post.

SUGGESTED MEMBERSHIP CALENDAR

Included in this Program & Membership Manual is a Commanders' Partial Time Table. It is meant to give you some programming guidelines for the year and to inform of some of the activities your National Headquarters sponsors. It is in no way all inclusive.

You will note that each month includes activities which will be helpful in recruiting and re-enlisting new members. You may wish to create a separate Membership Calendar with your program and membership chairman. Here is a suggested calendar.

April

Goal- Seek 100% paid-up membership.

Send reminder letters to all un-paid members (samples provided).

Reminder letters should be followed by phone calls.

****Suggestions****

- Some Posts have had success with using bright colored pressure sensitive labels and typing reminders on them. "Please Pay Your Dues. We need your support." They place the stickers on Post Bulletins to be mailed to un-paid members.
- Invite people from your community to participate in your special event this month. Make sure to have a sign-in sheet to collect

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names of prospects. Ask for name, address, day and evening phone numbers, and most important, ask if the individual is a veteran.

- Participate in as many community fairs as possible. Set up a booth and sell snacks and/or drinks. The booth should be decorated liberally with flags, red, white and blue streamers, and JWV hats, T-shirts, etc. (offered for sale). Display membership brochures and wear your caps.

May

Your participation in community celebrations for Israel, Memorial Day Services, graduation ceremonies, and a JWV Sabbath this month give your Post a lot of public exposure. Make the most of it by involving as many members as possible and “selling JWV. Don’t forget to greet as many people as possible with – “Won’t you join JWV today?”

June

Assemble a list of members who need to be asked to rejoin. If your list is long, use a telephone bank to distribute the phone calling among several members. Work with your Membership Chairman.

July

Your meeting with Program and Membership Chairman this month should include planning for a special membership retention program. Discuss ways to incorporate the “crucial program” in upcoming meetings and special events.

Don’t miss the opportunity to come out in force on the Fourth of July. Every Jewish War Veteran should take part in Independence Day programs. Wear your caps!

August

During this month’s convention, you will have the opportunity to meet Commanders from Posts throughout the nation and exchange ideas on membership retention and recruitment.

September

Your Fall Opener meeting should include a call-to-action to members to “catch the JWV spirit.” Each member should be encouraged to bring a prospective member or a former member to the function. Don’t forget, this is the month to begin the annual campaign of enrolling members into the JWV Insurance Programs, one of many benefits of membership offered to JWV members.

October

Review your membership list this month for delinquent members. Write and call these members, encourage them to pay their dues and get involved. Your call will be more effective if you can suggest a project that needs their particular expertise now.

November

Remember that Fall Opener, the social event in September. Now is the time to follow-up on prospective members and former members who attended. Have they joined yet? Keep inviting them to participate in your events and keep them on the mailing list for a while longer. You may just turn them around.

Plan a Membership Drive – Posters, brochures, and a variety of materials are available through National Headquarters.

December

Invite families to attend the Post Chanukah Party this year.

January

Hold a paid-up membership function. It is time to show your appreciation to those individuals who support JWV and make this organization great.

If you have yet to plan a Membership Drive, do so.

February

Pull out your old membership lists, going back two-years, and target former members who

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haven't rejoined for a special re-enlistment campaign. You may wish to plan a "Get to Know JWV Again" event.

March

Time to kick-off that Membership Drive you have been planning since November. Good Luck!

MEMBERSHIP DRIVE AT LOCAL MALLS

One membership recruitment program that has been successful has been a membership drive at local shopping malls. This innovative program can increase the visibility and membership potential of JWV, in general, and your Post in particular.

Here are some helpful hints that we suggest you use in planning a mall membership drive.

- A) Visit the management office of a shopping mall and explain what you would like to do. If the mall agrees to host a membership drive, ask if they can supply a table, chairs, and an easel at no charge. Post members should be positioned in a high traffic food service area.
- B) In order to take advantage of the news media try to make arrangements approximately six weeks before your membership drive. Prepare news releases well in advance for weekly and daily papers. Try to change the wording in each release so the printed release appears to be a news item rather than a press release. Use the name of your membership chairman and his telephone number. Releases should be sent to local radio and television stations with local bulletin boards. Some television and radio stations may have local programs where people from the area are interviewed on talk shows. Such programs do exist in many communities. Contact your local station for information.
- C) Arrange to have sufficient literature, applications and posters. Have pens and transfer applications available. It is helpful to have reprints from the press and the Post official

scrapbook on the table. Flags and banners should be displayed prominently. If possible display a traveling exhibit from our National Museum of American Jewish Military History.

- D) Be sure to schedule Post and Auxiliary members to man the tables. Caps must be worn. Chairs should be arranged so that potential members can sit opposite a member to better ask questions. Other members should arrive early and walk around the mall wearing their caps in order to make the JWV presence known.

These are just a few hints that you can use when planning your membership drive at a local mall. Contact National Headquarters to let them know what you have been doing to attract members. They can offer helpful suggestions and provide the necessary materials you may need to have a successful membership drive.

How To Attract – Sign Up And Retain Members:

It is important to get involved with other Jewish Organizations. Take an active part in their meetings. This could prove to be an excellent source for finding new members. For example; B'nai B'rith has a roster for available speakers and they will book you for speaking engagements up to three months in advance. Your presentation at these engagements could serve as an introduction of the Jewish War Veterans of the U.S.A. and entice prospective members.

Develop a relationship with the Rabbis, Executive Directors of Synagogues, and Presidents of Men's Clubs and Sisterhoods in your immediate area. In so doing they will become interested in JWV and you may offer to display newsletters and meeting announcements. Offer to speak at their functions, and this becomes a lucrative mode of exchange. Offer to host an Oneg Shabbat at the service.

Your business contacts are also a good source

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of prospective members. Find out if they are veterans and introduce them to JWV in a general conversation. If they are not veterans, talk to them about becoming Patrons. If there is a will, there is a way.

To retain members and boost meeting attendance you might try phoning members and reminding them of upcoming meetings. Inquire about their health or other concerns; make them feel a part of the JWV family. Establish the position of Health and Welfare Chairperson in your Post. The personal touch keeps a lot of people going and gives them good reason to be proud being a member of the Post and JWV.

Your meetings must be stimulating and of interest. You can find good speakers free of charge by contacting B'nai B'rith, Israeli Government, JCRC (Jewish Community Relations Council) Synagogues, Doctors, Jewish Organizations, and major newspapers in your area

A good resource is to use PNC's and PDC's as speakers. Most organizations are happy to help JWV and will send good speakers with interesting topics. The Israeli Consulate or their UN office, ADL, and the Wiesenthal Center will generally cooperate, as well as the Better Business Bureau. If there is a VA Hospital in your area, someone from that facility will often be glad to come and address a large gathering of veterans.

Make it a point to enclose a Bulletin, a letter or flyer covering health, safety or other concerns with every Post meeting. Even circulars from the Better Business Bureau on how to find legal help are of great interest.

Refer to chapters on Action Programs and Jewish Community relations for more ideas for getting speakers and programs that will encourage both old members and prospective members to attend. Interesting and informative meetings are a powerful membership tool.

Major newspapers in the immediate area will advertise Post meetings, the speaker and subject

free of charge. This places the name, Jewish War Veterans of the U.S.A. in the eye of the general public and encourages members to support their own organization, JWV.

Anti-Semitism has been an ever increasing concern of the Jewish War Veterans of the U.S.A., and we have been fighting this SCOURGE since the day the "Hebrew Union" (our predecessor) was formed. We should and must counteract, by informing the public over and over again what Jews have done for America in science, medicine, technology, and the military. We have fought in every war with distinction and valor, and we are interested in helping our fellow man and this country.

A PLEA TO THE JEWISH MEN AND WOMEN WHO HAVE SERVED IN THE ARMED FORCES OF THE U.S.A. OR ALLIED NATIONS – JOIN US AND BE A PART OF A PROUD GROUP OF JEWISH AMERICAN VETERANS. – WE NEED YOU! YOU NEED US!

It is important that you tell your children of the Holocaust and encourage your children to tell their children from generation to generation – always remember what "AMALEK" (Nazis) did to our people – we shall not forget – AM YISROEL CHAI!

TEN TECHNIQUES FOR ATTRACTING AND RETAINING MEMBERS

1. MEMBERSHIP MARKETING

- Member orientation
- Needs assessment
- Member centered philosophy

Make the member happy by serving the member. Take the pulse of your members, on a regular basis. Speak to them about various local and national programs of JWV, and about their personal experiences in the organization.

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Which programs do they like? Specifically, what did they like or dislike? How can the Post better serve them? Encourage membership in both the JWV and the Museum. Every Post member who is also a Museum member is more active.

When Post leaders gather for executive meetings, poll the leadership about recent contacts with members. What does the organizational grapevine say about member concerns and how they are being addressed?

2. RESPONSIVENESS

Throughout the year your members will make many requests of you, and you of them. You may not be able to fulfill these requests, but even if you cannot, it is essential that you are responsive to them. Give your attention to the request. Demonstrate your sincere interest, and follow-up. It is better to write a note saying something cannot be done at this time than to ignore the request.

When the member does something for you or your Post, thank him or her both privately and publicly. Offer a token gift of appreciation. Be responsive!

3. SET A GOAL

Membership recruitment cannot occur in a vacuum. A goal must be set and a plan of action designed. As you begin a new year for the Post, set a reasonable goal as to the number of new members you would like to acquire. Now, design a plan for getting those new members.

Elements of planning:

- Mission
- Goal
- Strategy

4. PROSPECT

- Attendance and registration list from various

functions

- Friends, relatives and neighbors
- Members of related groups – Jewish or veteran
- Business Associates

Using all of the resources available in your community, prospect for new members. Jewish Community Centers, Jewish Educational Institutions, large apartment and office buildings in predominantly Jewish areas, synagogues, Jewish food, book and gift shops – these are good places to prospect.

5. PROMOTE

Try to utilize every possible avenue to promote your JWV Post by giving your members and their activities maximum exposure. Plan projects that put your members in the public eye.

Example: Sponsor an event with proceeds to go to the NMAJMH or a charity in a high profile location. Strip shopping centers welcome the opportunity to provide space in their parking lots for these events. It gives the organization great exposure in the community and draws people to the stores. To strengthen the promotion value, make large signs and banners, have balloons made up with the JWV logo and your Post number as giveaways. Buy JWV T-Shirts from the National Supply Department and give them away to the first 25 participants.

6. RECOGNIZE, RECOGNIZE, RECOGNIZE

- Miss no opportunity to show your appreciation of your members--recognize their achievements often and publicly. Reward your volunteers. Even small gifts are appreciated.
- Appropriate Membership Committee Volunteer Roles:

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- Focus group to identify member benefits
- Surveys to determine member desires and needs
- Creation and staffing of membership displays
- Identifying prospects
- Greeting and networking
- Testimonials

7. TAKE A POST PULSE OFTEN

Here are the warning signs of poor retention:

- Little member development activity (optimally should be 50% of your programming).
- High turnover of membership.
- Poor attendance at meetings and functions.
- Lack of interest in important issues.

8. PAY ATTENTION TO NEW MEMBERS

- Speedy response to dues payment and membership application
- Personal welcome from Commander
- Personal invitation to attend first meeting
- Recognition and introductions
- Give a new member a job in the organization to get him immediately involved
- Assign a mentor to new members
- Include immediately in Post bulletin
- Get new member on mailing list ASAP
- “How’s it going?” notes
- Reminder of benefits
- Anniversary surveys (check the pulse)
- New member orientation sessions

9. LEADERSHIP DEVELOPMENT

- Give more members responsibilities
- Tailor responsibilities to member’s skills and talents
- Create interest through duties

- Make cards describing available jobs and post on bulletin board at meetings.
- Encourage positive competitive spirit
- Provide recognition program
- Create young/old task teams

10. MISCELLANEOUS

- Include membership applications in everything you mail
- Offer recruitment incentives
- Create a renewal phone bank
- Involve past leaders in membership recruitment
- Get members to sign up for JWV online forum and be sure to have them communicate back to the rest of the membership

To get you started, here are some sample letters you can revise to fit your own needs for membership recruitment and retention. Please send other successful letters to national headquarters to share with your fellow JWV’ers

LETTER TO PROSPECTIVE MEMBERS

Post ##

Jewish War Veterans of the U.S.A.

<date>

Mr. <prospective member>

Dear <prospective member>:

It was nice to talk to you today about The Jewish War Veterans.

We are the oldest active veteran’s organization in America, and our presence on Capitol Hill enables us to deal daily with the congressional leadership, holding the fate of American veterans in its hands. Through our National Service Offices throughout the nation, we serve veterans’ needs. In our headquarters in Washington, our staff studies issues of

A-3 MEMBERSHIP

concern to both the Jewish and veteran communities, and responds to them. The National Museum of American Jewish Military History in Washington is the only museum of its kind, presenting the stories of Jewish heroism from the Revolutionary War to the present, and is supported solely by JWV.

On the local level, our Post ## is involved in the daily reality of assisting veterans at our two V.A. hospitals, providing a cemetery for proper burial, presiding at military funerals when requested, and placing flags on the graves for Memorial Day. We meet on the (days and place). Our next business meeting will be on November 13, and the meeting on December 11 will feature our annual latke party.

I'd like to invite you to add your voice to JWV by becoming a member. I enclose a membership application. Our strength lies in the number of people that we represent. A strong, viable Jewish War Veterans membership gains the attention of elected leaders and safeguards veterans' benefits, programs and services. I would very much like to have you be a part of this important organization. I look forward to seeing you on November 13. If you have any questions, please call me at <number>.

Sincerely,

LETTER TO MEMBERS IN ARREARS

Post ##

Jewish War Veterans of the U.S.A.

<date>

Mr. <member>

Dear JWV Member:

I am sending you an urgent appeal as a fellow Veteran. In looking over our current Jewish War Veteran Post ## roster, I see that you are behind in your dues. According to the National office, you may be re-instated once by paying \$45. There has never been such a

need for our services and participation as now. We are assisting our Jewish service men and women currently serving here and abroad by sending holiday packages and other necessities. We must give them our full support.

We are the oldest active veteran's organization in America, and our presence on Capitol Hill enables us to deal daily with the congressional leadership that holds the fate of American veterans in its hands. Through our National Service Offices throughout the nation, we serve veterans' needs. In our headquarters in Washington, our staff studies issues of concern to both the Jewish and veteran communities, and responds to them. The National Museum of American Jewish Military History in Washington, supported solely by JWV, is the only museum of its kind, and fights anti-Semitism by presenting the stories of Jewish heroism.

On the local level, our Post ## is involved in the daily reality of assisting veterans at our two V.A. hospitals, providing a cemetery for proper burial, presiding at military funerals when requested, and placing flags on the graves for Memorial Day. Your membership benefits include receiving The JWV magazine, The Jewish Veteran, as well as our Post's monthly newsletter, which will keep you in touch with old friends.

Please continue to add your voice to JWV by keeping your membership current. Our strength lies in the number of people we represent. A strong, viable Jewish War Veterans membership gains the attention of elected leaders and safeguards veterans' benefits, programs and services. Send your dues check made out to JWV ## in the amount of \$45 to <address>

Remember that we meet every (date) at (place). I look forward to seeing you. If you have any questions, please call me at <number>.

Sincerely,

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OUT OF TOWN ARREARS LETTER

Jewish War Veterans of the U.S.A.

<date>

Mr. <member>

Dear JWV Member:

I am sending you an urgent appeal as a fellow Veteran. In looking over our current Jewish War Veteran Post ## roster, I see that you are behind in your dues. According to the National office, you may be re-instated once by paying \$45. There has never been such a need for our services and participation as now. We are assisting our Jewish service men and women currently serving here and abroad by sending holiday packages and other necessities. We must give them our full support.

We are the oldest active veteran's organization in America, and our presence on Capitol Hill enables us to deal daily with the congressional leadership that holds the fate of American veterans in its hands. Through our National Service Offices throughout the nation, we serve veterans' needs. In our headquarters in Washington, our staff studies issues of concern to both the Jewish and veteran communities, and responds to them. The National Museum of American Jewish Military History in Washington, supported solely by JWV, is the only museum of its kind, and fights anti-Semitism by presenting the stories of Jewish heroism.

On the local level, our Post ## is involved in the daily reality of assisting veterans at our two V.A. hospitals, providing a cemetery for proper burial, presiding at military funerals when requested, and placing flags on the graves for Memorial Day. Your membership benefits include receiving The JWV magazine, The Jewish Veteran, as well as our Post's monthly newsletter, which will keep you in touch with old friends.

Please continue to add your voice to JWV by keeping your membership current. Our strength lies in the number of people that we represent. A strong, viable Jewish War Veterans membership gains the attention of elected leaders and safeguards veterans' benefits, programs and ser-

vices. Send your dues check made out to JWV ## in the amount of \$45 to <address>

No matter where you live, JWV is there to serve you. If you decide not to rejoin our Post ##, I urge you to consider transferring to a Post in your area.

Sincerely,

LETTER ASKING TO PUT UP PUBLICITY PHOTO

Post ##

Jewish War Veterans of the U.S.A.

Dear Rabbi,

I am sure you are aware of the objectives of The Jewish War Veterans of the U.S.A., and the many services it performs on behalf of Veterans, the general Jewish community, and the State of Israel. The charitable programs we support in conjunction with our Ladies Auxiliary contribute significantly to the esteem we enjoy among other organizations.

We are the only Jewish veterans association with a lobbyist in Washington. In these trying times, this representation is especially needed.

All organizations ultimately depend on the size and vigor of their membership. We strive to maintain our strength as a national force through membership growth. Therefore, we are asking your permission to Post a recruitment Poster on your bulletin board, or some other suitable prominent place.

Thank you very much for your kind and favorable consideration of the above request.

Sincerely,

A-4 POLICY REQUIREMENTS

NATIONAL POLICY REQUIREMENTS

The Jewish War Veterans of the U.S.A. is a unique organization in the Jewish community. We are the only group legally permitted to lobby while retaining our non-profit status. In order to utilize that benefit, every JWV member must know and understand the organization's policies.

Policy issues are debated and voted upon by the JWV Policy Committee prior to the semi-annual meeting of the NEC in March. Those policies that pass the Policy Committee deliberations are brought before the full NEC for further debate. Those issues passed by the NEC are then official policies of the JWV. In addition to being sent out to the membership, they are always posted on the JWV web site and can be referred to there soon after the conclusion of the March NEC meeting.

During the annual convention of the JWV in August, the Resolutions committee meets in several sessions to consider proposed new resolutions and reaffirmation of those that had been passed in previous sessions. In general, resolutions that have been considered by individual departments at their department conventions are brought to the consideration of the Resolutions Committee. Members who want to propose resolutions for consideration at the National Convention are encouraged to bring up their issues for consideration at their department conventions. Those proposed resolutions that pass the Resolutions Committee are then brought to the floor of the Convention at a business session for further debate and vote. Those that pass are official resolutions of the organization. They are posted on the JWV web site and are also published in the September (post-Convention) issue of *The Jewish Veteran*.

Press releases on topics deemed to be of importance to the organization can be issued at any time and represent the most current policy of the organization. They are widely distributed to JWV members, the Anglo and Jewish press, and government officials. If you wish to receive these

releases, please contact the JWV communications department to be added to our distribution list. They are always posted as they are released on the JWV web site, and summaries of the releases are always included in *The Jewish Veteran*.

Prior to any statement or issue-focused press release submission by a Post, Council, or Department, the echelon must submit the statement to National Headquarters for review to make sure that the statement is in line with National policy.

When drafting an issue-based statement or press release, refer to the press releases policy statements, and resolutions sent to the echelon from National Headquarters. If you wish to disseminate JWV press releases to your local media, please strip off the national contact information and replace with contact information from the local post before submitting to the local press in the hope that they will disseminate the information. Local newspapers are more likely to publish the JWV press release information if the news comes from people in the community.

Press releases and other policy declarations can always be found on the JWV web site, www.jwv.org, and are always excellent springboards for lively discussions and programs at echelon meetings.

Please keep to the points and issues raised by National Headquarters' policy statements and resolutions. **DO NOT GO BEYOND THE SCOPE OF THESE RELEASES.** The statements distributed to the Posts and media outlets are carefully crafted and any comments outside those expressly issued by National Headquarters may be counter-productive. When in doubt about the meaning of any release, please contact National Headquarters for clarification or additional information.

A-5 PROTOCOL

PROTOCOL

1. All Jewish War Veterans of the United States of America units, echelons and the Officers and members of these units, are directed to refrain, as members of the JWV, on a Jewish Holy Day or on the Sabbath, from participating in or as a part of:
 - a. any parade, or;
 - b. the carrying of any colors in any parade, or;
 - c. demonstrations or counter-demonstrations, or;
 - d. from the conducting of fund-raising activities, or;
 - e. the allowing of the use of any echelon owned buildings for fund raising or;
 - f. attendance at any cemetery function
 2. It is further directed that units and members explain in writing to the Marshal or other person in charge of a parade, or other secular event, JWV's reason for abstaining and request that the parade or other event be held on a different day.
 - a. If a date change can not be accomplished, the Marshal or person in charge should be urged to issue a public statement explaining that the reason for JWV's abstention from a patriotic observance or secular event is due to religious convictions.
 - b. It should be explained that this prohibition prevents any JWV unit from allowing its colors to be carried in such a parade, or being presented at the secular event on a Jewish Holy Day or a Sabbath, by persons or units not of the Jewish faith.
 3. This policy, of course shall not apply to vigils, non-denominational religious community affairs or Jewish religious observances or services conducted on the Sabbath or Jewish Holy Days. The wearing of the JWV cap in an audience or as a non-participant observer should not be prohibited as a form of head covering at events which rule out JWV participation.
 4. Members of the Jewish War Veterans may perform Bikor Cholim visits to any hospital to bring cheer to hospitalized veterans. They may wear their caps, insignia, etc.
 5. When requested to participate in, or when an echelon requests the right to participate in any secular activity on the Sabbath or a Jewish Holy Day, clearance from National Headquarters is required, and is to be requested well in advance (except for emergency conditions) from the National Headquarters and must be approved by a committee composed of the National Commander, the Chairman of the National Executive Committee and the National Executive Director and with advice of the local rabbinical leaders as is appropriate.
 6. On occasions when attending events at a non-Jewish cemetery, or church or other religious building (but never on the Sabbath or Holy Days), the wearing of the cap is dependent on the customary use thereof by other, non-Jewish veterans. If they wear their caps, so do we. If they remove their caps, so do we. If the event is in a secular building or outdoors we may continue to wear our caps even during an invocation or benediction.
-

B

COMMUNITY RELATIONS PROGRAMS

1. ACTION PROGRAMS
 2. JEWISH COMMUNITY RELATIONS
 3. ALLIED VETERANS MISSION
 4. AMERICANISM
 5. CAPITOL HILL ACTION DAYS
-

B-1 ACTION PROGRAMS

COMMUNITY AWARENESS

Today's world requires much of local law enforcement agencies. Due to their numerous responsibilities, police officials must stretch their forces thin. Unfortunately, the above circumstance leads to an increase in the number of crimes committed, including acts of vandalism at Jewish cemeteries, synagogues, centers and homes. JWV members can assist law enforcement in the protection of our neighborhoods, through vigilant community awareness.

The National Action Committee recommends instituting the following plan of action:

1. Make sure your Post has an appointed Action Chairman.
2. The Post Commander and Action Chairman should meet with local law enforcement officials to discuss the Post's willingness to assist in community policing. The above parties should also determine whom to contact should there be a crime against the Jewish community.
3. When a Jewish institution has been threatened, or there is cause to believe there may be action against the community, the Post Commander and Action Chairman should appoint patrols of three to four volunteers. These patrols, with the sole purpose of watching for any unusual activity, should be available, when needed, to station themselves near designated Jewish institutions.
4. Any sign of a disturbance or suspicious gathering near the Jewish institution should be immediately reported to the police. It is recommended that at least one member of each patrol has a fully-charged cellular telephone immediately accessible.

PATROL MEMBERS SHOULD NOT, IN ANY WAY, ATTEMPT TO INVESTIGATE A DISTURBANCE OR DETAIN ANYONE TRYING TO LEAVE THE AREA.

5. Be sure to record every detail possible about the disturbance or gathering in order to provide police with the most accurate description possible.

Prior to initiating surveillance of any Jewish institution, the Post Commander and Action Chairman should notify law enforcement and the leadership of the institution of the planned observation. This small step will prevent the officials from reporting Jewish youth group gatherings as suspicious gatherings and institution leadership from reporting suspicious groups sitting outside their facility at night.

Following any act of anti-Semitic or racial vandalism, your Post should evaluate the action and determine the Post's response. In all cases, contact National Headquarters regarding the criminal act and the Post's response.

The Post's response options include:

1. Offer a reward for information leading to the arrest and conviction of the perpetrator.
2. Volunteer to assist in clean-up and repairs of the damages.
3. Work with local educators to speak to youth groups and students about the incident.

LEGISLATION AND LOBBYING

Lobbying members of Congress is extremely important for promoting JWV objectives. Your letters, phone calls, e-mail and personal visits help to inform, educate and persuade your Senator or Representative to your point of view.

JWV benefits from the effective lobbying efforts of its members, particularly when those efforts are conducted simultaneously by several Posts or an entire Department. It is particularly important that you keep your legislators informed of your opinion on veterans' issues, Middle East policy and the importance of the U.S. relationship with Israel.

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CONTACTING YOUR LOCAL ELECTED OFFICIALS

VISITING YOUR MEMBER OF CONGRESS

During Congressional recesses JWV delegations can be extremely effective in making contact with their representatives. While the legislators are in their home districts, make every effort to organize a group of three to four members well versed in JWV policy to meet with their elected officials. Prepare beforehand who will lead the group and raise each issue in an organized manner with the official.

Please refer to JWV policy statements, resolutions, and press releases to ensure that you are representing JWV's positions. Do not hesitate to call National Headquarters for information prior to a meeting.

It is highly advisable to make an appointment in advance and confirm the visit several days beforehand to ensure the representative will be available to meet with you. Often, the short time legislators spend in their home districts is spread thin among the many groups and individuals. Keep in mind that their time is spread even thinner during election cycles.

Again, organize, prioritize and practice your presentation prior to arriving at the legislator's office. Familiarize yourself with the representative's position and voting record on any issues you may plan to discuss. Be aware that despite your appointment, many times legislators are called out of their office unexpectedly, and your time could be cut short or canceled suddenly. Be willing to speak with a staff member regarding your concerns, as they are the filters who determine which letters and email the representatives actually see.

Arrive punctually and well dressed for the meeting, wearing your JWV cap. A key to connecting with the often busy legislators is to listen and adjust your statements based on what you learn. Do not dominate the conversation or make demands of the legislator, as the representative will quickly disengage, and the meeting will be

fruitless. A sense of cooperation between the JWV and legislators is necessary to achieve our national and local goals and objectives.

Be sure to express your appreciation for past support and leave a contact sheet, including your name, address, telephone number or email address, your current or past position in the JWV. Again, one of the most important aspects of the meeting is for the representative to be aware the visit is related to the efforts of the JWV.

If you are planning to visit your representatives in their D.C. offices, be sure to double check their office location via telephone or internet as members may change offices without notice. Senators' offices are located in the Dirksen, Hart and Russell office buildings. Representatives' offices are located in the Cannon, Longworth and Rayburn buildings.

BY MAIL

Letters to legislators are most effective when written in your own words and indicating an awareness of your legislator's position concerning the issue. Conveying a working knowledge of the topic will assist in gaining the reader's attention prior to requesting the action that you want taken. Limit your letters to one page and a single issue.

The key to writing an effective letter is knowledge of the issue and a reasoned opinion. Legislative staff pay the most attention to clear, logical letters, in which their constituents express personal opinions in their own words. Avoid using form letters, as they are easily recognizable by legislative staffers and quickly discarded, as are postcards.

Be sure to identify yourself early in the letter as a member of the JWV and remind the reader again at the end of the letter.

Due to attacks on Congressional offices via mail, all correspondence is now encouraged to be sent through email or fax. There is currently at least a week-long delay in mail delivery on Capitol Hill.

B-1 ACTION PROGRAMS

EMAIL

As with letters, email is often screened by legislative staff prior to being received by legislators. The most effective means of ensuring your letters pass through the screening process is to note in the subject line that you are a constituent. Many Senators and Representatives will respond only to email from those within their state or legislative district. If your JWV department spans more than one state, be sure to have a resident of that state or district

communicate by email with the member. Otherwise, the email will be rejected.

Due to the ease with which email is sent, legislators receive a large number of letters daily and spend a limited amount of time responding. It is suggested to keep your email very brief and to a single issue. Again, be sure to identify yourself as a member of the JWV. All Federal legislators' email addresses are available at www.senate.gov or www.house.gov.

CORRECT ADDRESS, SALUTATION AND CLOSING FOR LETTERS TO OFFICIALS

Senator

The Honorable (name)
United States Senate
Washington, D.C. 20510

Representative

The Honorable (name)
House of Representatives
Washington, D.C. 20515

(Mail will not arrive quicker if the room number is added)

Dear Senator (name):
Sincerely yours,

Dear Representative (name):
Sincerely yours,

President

The Honorable (name), President
The United States of America
The White House
1600 Pennsylvania Ave., NW
Washington, D.C. 20500

Secretary of State

The Honorable (name)
The Secretary of State
U.S. Department of State
2201 C Street, NW
Washington, D.C. 20520

Dear Mr. President:
Very respectfully yours,

Dear Mr. Secretary:
Sincerely yours,

Secretary of Defense

The Honorable (name)
The Secretary of Defense
Pentagon
Washington, D.C. 20301

Secretary of Veterans Affairs

The Honorable (name)
The Secretary of Veterans Affairs
Department of Veterans Affairs
810 Vermont Ave., NW
Washington, D.C. 20420

Dear Mr. Secretary:
Sincerely yours,

Dear Mr. Secretary:
Sincerely yours,

Naturally, when you are on a first-name basis with any of these officials, feel free to be more informal.

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POINTS TO REMEMBER

- Type your letters if possible. Personalize your message and use your own words.
- Keep your letters brief and to the point. Where possible, identify a particular bill or resolution by number, title or principal sponsor.
- Be courteous and appear reasonable. Rudeness or threats will only antagonize the recipient and are not needed to express your views. Prior to requesting action, be sure to thank your legislator for any previous support.

When you contact a Representative in your role as a JWV leader or member, you are obligated to familiarize yourself with JWV policy on the specific issue of concern and to present the point-of-view of the JWV. Your National Executive Committee Representative receives all current policy material and should be consulted if you are unsure of the JWV's position on an issue.

PUBLICITY

POST PUBLICITY OFFICER

The Post Publicity Officer holds one of the most important Post offices and should be chosen for his or her writing ability, knowledge of public affairs or media experience, and familiarity with electronic and other digital media since communicating Post objectives and national policy to local media is the primary objective.

The prime duties for the Publicity Officer include:

1. Distribute national policy to local media when received from National Headquarters, adding the names of the local JWV contacts.
2. Prepare news releases of post activities or participation in local events and forward them to the appropriate local media outlets.
3. Establish positive and friendly relations with

local media.

PRESS RELEASES

The most effective means by which to inform the media of an event is the press release. A brief, one-page rundown of an event allows an editor to quickly determine whether the event should be added to a calendar of events in the publication, whether a reporter/photographer should be assigned to cover the event, or, if well-written, the press release could stand alone as a brief story.

Despite expectations of seeing a reporter at every organization's event, media outlets are understaffed in most communities. The goal of the press release is to capture the editor/reporter's attention and interest, greatly increasing the likelihood of a reporter attending your event.

If possible, all press releases should be sent by e-mail, which is the preferred delivery method for publications to receive possible material for publication. Sending releases by mail will delay their arrival and make it more difficult for publications to use them. If it is not possible to e-mail the release, it should be typed on Post letterhead or, if unavailable, on standard 8½ x 11 white paper. Avoid handwriting press releases, and do not use personal stationary. If you are using flyers for additional advertising of an event, include one with the press release in whatever format you are using.

Use a standard single-spaced 12-point font, such as Times New Roman, when composing a press release--avoid fancy fonts or using all capital letters.

NATIONAL HEADQUARTERS NEWS RELEASES

News releases distributed by National Headquarters are intended for a broad range of distribution. While a base intention is to disseminate national policies and activities to our Posts, the releases are a vital tool in publicizing the JWV throughout our communities.

B-1 ACTION PROGRAMS

JWV press releases are sent to a wide variety of recipients, including an extensive list of JWV members with e-mail capability. Each post should designate a computer-literate member to receive e-mails from National Headquarters and pass them along to the Post commander so that a copy can be read at Post meetings, printed in the Post newsletter or other communications, filed away by the Post National Executive Committee Representative for future reference and forwarded to local media.

When forwarding a national press release to local media, please add your local contact information. Local media is more likely to follow up on a national press release if there is a local community contact available. Your Post is National's connection to the neighborhoods and communities throughout the country. Without your support the goals and objectives of the national organization are unreachable.

WRITING A PRESS RELEASE

The objective of a press release is to express the value of your event to the targeted person – a reporter or editor. Press releases are not intended to be used to attract the public to an event, which is best left to flyers and advertising. Press releases are intended to allow newspapers to publish a brief article about the upcoming event or to draw their interest in assigning a reporter.

When writing a press release, keep in mind that if the editor/reporter is not interested within the first paragraph, the press release will be ignored. The most important aspect is to immediately express what is happening, who is involved, and where and when the event is to occur. If possible, reasons for holding the event can be included in the lead paragraph as well.

The key to a strong press release is brevity. Press releases more than half a page long are often the first to be thrown away. Editors and reporters do not have the time to read several pages about an event that has yet to happen. The quicker you

can get the importance of the event across, the better.

Regularly submitting press releases is a good way to build a relationship with local media. The more often a media outlet receives press releases from an organization, the more likely a single reporter will be assigned to handle events with that organization. Once a reporter has identified himself or herself as the primary person covering your events, you now have an “in” at the outlet, allowing you to target your press releases to the reporter. In addition to press releases, once you have a working relationship with a reporter, he or she will greatly appreciate a telephone call ahead of receiving a release, allowing the reporter more time to schedule or encourage the editor to place a story or photo in the newspaper.

Despite the ease with which it seems a press release can be written, do not rush headlong into sending out releases without taking time to consider several factors. Be sure the release accomplishes a useful purpose, and whomever you designate as a contact person is knowledgeable about the subject or event. Be extremely careful grammatically – the more mistakes in a release, the less seriously it is considered by a media outlet. Before a release is submitted, examine it line-by-line for errors. Ensure each sentence is complete, makes sense and is free of spelling, punctuation or typographical errors. Then reread the entire release to check for discrepancies or contradictions.

The most important rule is to be honest in your release. A reporter who attends an event with a particular story assigned, or in mind, will not be an ally if the press release was misleading.

PRESS RELEASE IDEAS

Some simple press releases that would likely attract local media include:

1. Upcoming events, such as fundraisers, blood drives, literacy or patriotism programs, in-

JEWISH WAR VETERANS PROGRAM GUIDE

volvement with local youth organizations.

2. Historical events involving the Post, including the anniversary of the founding of the Post or participation in local commemorations.
3. Information about Post members, such as significant birthdays (100+), direct participation in historic military events or significant local accomplishments.

SUBMITTED ARTICLES/PHOTOS

Many times local media outlets are incapable of covering every event due to their limited staff. When this is the case, the Publicity Officer is encouraged to contact the Community Editor of the outlet to inquire about submission guidelines. Often a media outlet will accept brief articles and photos from the sponsor or attendee of an event if a reporter was unavailable. Once again, articles and photos should be sent in digital format to the media, and pictures must be clear and of high resolution. Pictures that need to be scanned from hard copy will not generally be accepted. Keep in mind though that submissions such as these are prone to severe editing for space, if they are used at all.

LETTERS AND EDITORIALS

In addition to press releases, all JWV members are encouraged to participate in the public debate of current issues facing veterans through letter and editorial submissions to local media. Many of the guidelines for submitting letters and editorials are the same as press releases, but the differences are significant. Please follow the guidelines listed below when submitting letters and editorials.

GUIDELINES FOR SUBMITTING LETTERS/EDITORIALS TO LOCAL MEDIA PUBLICATIONS

- Letters and press releases sent via e-mail are

most likely to be published quickly.

- Keep your submissions short and to the point – letters of 200 words or less have the best chance of being published, while those of more than 250 words can expect significant cuts should the letter be published at all.
- Keep letters to one subject and use facts to support all expressed opinions.
- Be sure to sign all submissions and include the address and daytime telephone number at which they can verify your name. Publications will not run unsigned or unverifiable submissions.
- Double check all facts and, if possible, cite official sources in your submission.
- Editors prefer submissions with multiple individuals listed and, if applicable, titles. Be sure to include the address or telephone number of each person listed and have each also sign the submission.
- Do not submit letters or editorials on JWV or Post letterhead. Your submissions should express your personal opinions, not National policy
- Do not attempt to speak for the JWV or for all veterans. If questions arise about National Policy and you do not feel comfortable expressing policy as stated by the National Headquarters, please refer the question to the National Headquarters.

SUBMISSION IDEAS:

NEWSPAPERS

Issue based—letters supporting a particular opinion of a timely issue

- Open letters – open letters to prominent figures

B-1 ACTION PROGRAMS

stating your concerns and/or requests

- Editorials – some publications accept editorials from readers that exceed the standard length of a letter; check with your local publications prior to submitting to ensure they accept unsolicited editorials.
- Letters of praise for well-written articles or complaints about poor reporting – these letters are often not published, but in cases of bias or poor reporting you may wish to follow up with a telephone call to the Editor.

MAGAZINES

Magazines and periodicals allow for more flexibility in submissions. Often readers can submit much longer letters or opinion pieces without fear of over-editing as often occurs in newspapers. As with editorial submissions to newspapers, contact the publications prior to submitting creative or human-interest articles for publication to ensure they accept such submissions.

THE JEWISH VETERAN:

In addition to local media, *The Jewish Veteran* is always looking for articles regarding the activities of JWV members. Brief articles about Post/Department/Individual activities are always welcome and should be submitted to National Headquarters.

When submitting articles or other information for inclusion in the magazine, please submit clear original photographs, either hard copy or high-resolution digital. A poor quality picture cannot be made acceptable for publication. Also, the magazine is unable to reproduce pictures from a newspaper article without having a copy of the original photograph and permission to republish. When submitting material to the magazine, please type or e-mail all submissions. Hand-written submissions will generally not be accepted.

SPEAKERS' BUREAU

Perhaps more than any other organization in the Jewish community, JWV has the people with the expertise to effectively communicate Jewish and national concerns to the general public. At a time when the Jewish community, Israel, and Jewish concerns are being attacked, it is incumbent upon us, as leaders in our community, to publicly speak to organizations, in particular non-Jewish ones, to communicate our concerns.

One of the best vehicles to do this is through a speakers' bureau.

The following is a step-by-step approach to establishing a JWV Speakers' Bureau:

1. Determine the issues and/or subjects you feel are important to express to your local community. Some suggested topics include:
 - a) The Middle East
 - Terrorism
 - Israel: Democracy in Action
 - History of Zionism
 - Ethiopian Jewry
 - History of the Arab-Israeli Conflict
 - Jerusalem
 - U.S. Policy in the Middle East
 - b) The History of the Jewish War Veterans of the U.S.A.
 - c) Judaism
 - A basic introduction to Judaism
 - Jewish holidays
 - Differences between Judaism and Christianity
 - d) Jews in America
 - Historical overview
 - Jews in American wars
 - The American Jewish community
 - e) Current Issues
 - Homeland Security

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- Iraq and the rise of militant Islam
- f) Civil Liberties
- Trends in racism, radicalism and anti-Semitism
- g) Local Issues
- h) Personal Reflections on Serving in the U.S. Armed Forces
- Library of Congress Veterans History Project
2. Determine who among your members is both qualified and able to speak about a given topic.

PLEASE NOTE: Unqualified or ineffective speakers will only prevent the JWV's message of tolerance and patriotism from spreading. The most important aspect of the Speakers' Bureau is having knowledgeable and effective public speakers.

3. A survey of your members' occupations, interests and areas of expertise will help in organizing a Speakers' Bureau. Be sure to fit the person to the topic.
4. Once your speakers and topics are selected, the Speakers' Bureau should be publicized to the community.
- a) Notify local churches, civic groups, service groups, veterans groups, schools and media outlets of the Speakers' Bureau
 - b) Send a letter or brochure explaining the Speakers' Bureau to these organizations including a list of topics and contact information for requesting a speaker.

PLEASE NOTE: A number of local Jewish community relations agencies have a Speakers' Bureau already in operation. If this is the case in your community, it is strongly suggested you do not establish a separate Speakers' Bureau but contact that organization about participating in their Bureau.

As with written press releases and articles for local media, it is important that speakers familiar-

ize themselves with national JWV press releases, resolutions, and policy statements on a certain topic before speaking to any local group.

TELEPHONE TREE

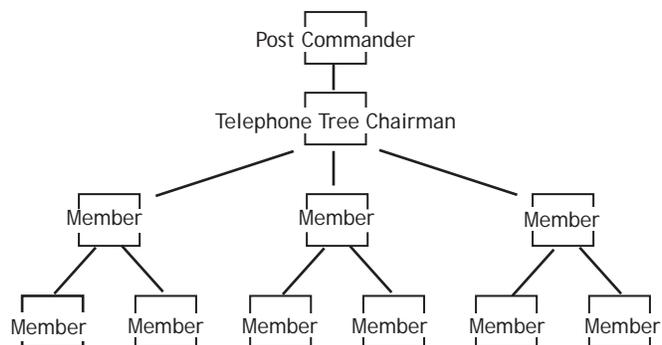
In the event of an emergency rally, special program or the need to immediately inform your members of an event or issue that has arisen, it is advised all Posts establish a telephone tree.

Let's say a Post has 100 members. A Telephone Tree Chairman should be designated by the Post Commander to divide the membership roster into ten lists with names and phone numbers of ten members each. Each list would be assigned to a member whose responsibility would be to alert the people on the list of the emergency.

The membership roster can be broken down as far as necessary to limit the number of telephone calls any one person makes, as long as every Post member is reached.

E-MAIL DISTRIBUTION

Since e-mail is the most effective way to reach the largest number of people in the fastest possible manner, it is important to name a member who is computer literate to form a list of other members of the Post who use e-mail. Any urgent message can easily be transmitted to this e-mail list quickly



and efficiently. Those who have e-mail can take the lead in distributing important information that requires immediate action.

B-1 ACTION PROGRAMS

PROGRAMMING

No phase of a Post's annual planning is more important and requires more attention than anticipating the Program needs and interests of the members for the coming year. Planning what programs the Post will participate in can greatly determine the level of member participation.

Planning programming a year in advance not only allows for adequate preparation time, but lets members plan their schedules and determine if there are particular programs in which they wish to participate.

Aside from traditional lectures, fund raisers and holiday based programs, Posts may want to consider some of the following program ideas:

- Sponsor a Boy Scout troop/youth group/youth sports team
- Adopt a VAMC and/or Hebrew Home for the Aged
- Participate in a Speakers' Bureau
- Sponsor an Anti-Drug Awareness Program at a local school or community center
- Volunteer to maintain a local park (grass cutting/flower beds)
- Hold regular collections for the homeless and food banks
- Host a recording day for the Library of Congress Veterans History Project for all local veterans
- Offer to provide a weekly or monthly meal at a local shelter
- Sponsor a health fair for members and/or the community using the newsletters produced by the Health Initiatives Committee as guidelines
- Post programming is restricted only by the imagination.

GETTING STARTED

Brainstorming ideas for programs can be easy during a Post meeting, but how does a Post get started in the programs in which it decides to participate? Here are a few simple steps towards starting an active program:

1. Select a motivated, hard working individual to coordinate the Post's program and include several assistants.
2. Contact the local organizations you are interested in assisting to determine their needs. They can give your program direction, help avoid wasting your efforts and possibly losing member interest.
3. Pick a program the Post is capable of completing. If a great idea regularly requires 12 helpers, and only three are available, scale down the program. A small, successfully completed program is far better than a grand plan that may never be accomplished. Be sure to draft a project plan to include the goals you hope to achieve and the means by which you will achieve them.
4. Promote the program to Post members. Use a simple flier, a small article in the Post newsletter, or a brief presentation to spread word about the program. Be sure to include information about how interested members can participate.
5. Once you have volunteers and an active program, be sure to regularly update Post members on the progress of the program. The more you discuss the program, the more likely additional members will be interested in volunteering.
6. For programs with definitive conclusions, be sure to complete your project plan with details of the program, including how many members participated, name and contact information for the lead person at the assisted organization and

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the program's effectiveness. Be sure to include any problems encountered during the program and how they were overcome.

7. Promote your efforts. In addition to informing Post members of your work, send press releases to local media regarding your accomplishments, especially if they set or exceed a standard.

JEWISH IMMIGRANTS

One group that is greatly in need of assistance in all communities is Jewish immigrants. New additions to American Jewry often feel excluded due to difficulties with language and struggle to make a new life for themselves in the United States. It is this group we can greatly assist.

As with other programs, one of the first steps is to contact your local Jewish Social Service Agency or appropriate organization to determine the needs of local Jewish immigrants. This organization would know the best way the Post can assist.

DAYS OF REMEMBRANCE OBSERVANCE

In 1984, the Department of Defense (DoD) proclaimed each military installation should conduct an annual observance of the Days of Remembrance of the Victims of the Holocaust during the week coinciding with Yom Hashoah.

Posts should encourage and assist military installations in their area in the observance of "Days of Remembrance." First, contact the installation's Public Information Officer or Chaplain to determine what has been planned and to volunteer the services of the Post in the observance.

In the event an observance has not been scheduled, the installation commander should be contacted to express concerns about the lack of observance and to volunteer the Post's services.

When attending or participating in an ob-

servance, be sure to bring cameras to record the event. Following the event, be sure to forward copies of photos and articles about the event to National Headquarters for incorporation into *The Jewish Veteran*.

Finally, don't forget to let local media know of the coming event and the Post's participation.

B-2 JEWISH COMMUNITY RELATIONS

COMMUNITY RELATIONS

A key aspect of the Jewish War Veterans of the U.S.A. is its ability to express National Policy on a variety of issues to both Jewish and non-Jewish communities. The method of expressing those policies, in a responsible manner, is the foundation of community relations.

At the national level, the JWV is a member of the Jewish Council for Public Affairs, a community relations coordinating body made up of 13 national Jewish organizations (including JWV) and 122 local Jewish community relations agencies. The JCPA serves as the representative voice of the organized American Jewish community in addressing the mandate of the Jewish community relations field.

Each year, in order to assist its member organizations in continuing efforts to express their policies, JCPA hosts the National Plenary Session, a meeting of representatives from the member organizations to discuss issues of Jewish concern. Following the session, a joint Program Plan, consisting of guidelines, recommendations and analysis of issues of Jewish communal concern is published.

The JWV is represented on all levels of JCPA, and contributes extensively to its discussions, deliberations and recommendations. As a national agency representing the Jewish Veteran community and as “the patriotic voice of American Jewry,” JWV is in a unique position to contribute to the Jewish community relations process.

The JWV is also a member of or affiliated with a myriad of other Jewish organizations, including the Coalition on the Environment and Jewish Life, the American Jewish Joint Distribution Committee, and the United Jewish Communities, which represents the local Jewish Federations.

COMMUNITY RELATIONS ON THE LOCAL LEVEL

As previously stated, JWV is in a unique position to contribute to the community relations process, specifically, through access and contact with other veterans’ organizations in your community, such as Veterans of Foreign Wars, American Legion, AmVets, Disabled American Veterans, Catholic War Veterans and many others.

The combined strength of the veterans’ community in the U.S. is substantial. The influence of veterans groups on policies of local, state, and national officials cannot be discounted. The Jewish community needs a strong, ongoing relationship with non-Jewish organizations to gather outside support for generally recognized “Jewish” issues transforming them into legitimately non-Jewish issue of interest to those outside the Jewish community. JWV is in a unique position to work with an outspoken and influential portion of the population – veterans. Working with other veterans’ groups in your community will foster a strong alliance and resource-sharing between the groups, enhancing the strength and influence of all involved. Through the JWV Allied Veterans Mission (see separate chapter), the JWV works with allied veterans’ groups to create ambassadors of good will for Israel in the larger veterans’ community.

Consider the following means to establishing or enhancing a local veterans’ coalition:

1. Take a commander to lunch – Become familiar with the commanders or key personnel of other veterans’ organizations and their agendas through regular, casual meetings. At the same time, be sure to explain the role of JWV and Post activities. Be sure to stress that your Post would like to partner with their local organization in activities, and your combined strengths are much greater than they are separately. Be sure to have Post members attend events sponsored by partner organizations and include these organizations on your event publicity mailing list. After some coalition building has strengthened the partnership, it will be easier to call on the veterans’ community in times of

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crisis affecting the Jewish community.

2. Provide JWV materials to Commanders or key leaders of other veterans' organizations. Such materials, including *The Jewish Veteran*, are available through National Headquarters and are a good source of historical and policy information for outside organizations.
3. Joint programming – To develop the relationship between organizations, it is important to be active in each others programs and eventually partner together. Many of the programs sponsored by individual veterans' groups are common to each other and by stressing the combined strength of the organizations partnered programs can be more successful.

Consider the following for joint programming:

- a. Reciprocal talks at Post meetings – Invite a different organization's Post commander to meetings to explain their organization's goals. Be sure to make the meeting open to members of the other organization, as this is a good opportunity to allow members of the organizations to interact.
- b. Joint speaker meeting – invite a speaker on a mutual topic of interest. This can be a good opportunity for several groups to meet, as issues regarding health care and veterans' benefits are of interest to all. An additional attraction may be to hold a breakfast during the meeting.
- c. A dinner honoring all organizations' VAVS representatives.
- d. Combined planning of programming at your local VA medical center and special events, such as Memorial Day, Veterans Day, etc. This is particularly effective in preventing the organizations from planning overlapping or repetitive events.

In the same way National Headquarters is part of

the JCPA, Posts should be active members of local Jewish Community Relations Councils, which speak for the Jewish community in your area on issues of concern. As a part of that community, JWV should be active in the discussions, deliberations and programs of the local JCRC.

Similarly, Posts should be involved in the work of the local Jewish Federation in your community. The local Federation is the Jewish community's effort to raise funds for humanitarian services in Israel, the Joint Distribution Committee (JDC), which provides for Jews internationally; HIAS, which aids in immigrant services; and local community needs including Jewish nursing homes and family service agencies. In addition, in many communities, a portion of the funds raised in the campaign is allocated to national agencies, including JWV. Higher visibility of Post members in these campaigns could be useful to JWV, but, just as important, participation in community relations programs will make JWV an integral part of the community.

B-3 ALLIED VETERANS MISSION

JWV ALLIED VETERANS MISSION TO ISRAEL

At its meeting on December 10, 1988, The National Executive Committee approved for implementation a proposal by the International Liaison Officer PNC Bob Zweiman that the JWV undertake a program to send influential members of our allied veterans organizations to Israel in Easter of 1989, to promote a better understanding of the current situation in Israel first hand, rather than rely upon the reports that had been appearing in the American press and on American television.

Since then, Allied Veteran Missions to Israel have occurred, either annually or more frequently, bringing together non-Jewish leaders of America's veterans' organizations and the people of the Jewish state with the direct support and contributions of the individual Departments.

To participate, an Echelon must submit to National Headquarters the name of a veteran leader in your community together with the funds needed to pay the costs of the trip (including transportation to and from point of departure to home Department). Each department should ask a non-Jewish leader of a veterans group with whom the Department has worked on veterans issues. It is important that the candidate be someone who is active in the veterans' community and can serve as an ambassador to the larger community upon his return.

All possible sources of funding needed to cover expenses should be investigated. Although monies are limited, your community Federations do have discretionary funds within their budget that are specifically earmarked for use in sending newspaper editors, legislators, business leaders, and various significant leadership from within their communities to Israel. It is to that area of funding which we may look to obtain the necessary monies to accomplish this most important and vital project. It costs approximately \$3,000 to send an individual on these trips.

You may also want to approach some of the

major donors in your community who would recognize the worthwhile contribution this project would make to a better understanding of Israel's problems. Your Echelon may also need to contribute funds, which can be raised through various means available to you.

Just read your newspaper or watch your television news to be fully aware of the need for our allied veteran leaders to see Israel for themselves and to understand the facts, rather than the distortions, that propagandists would have them believe.

Israeli soldiers and citizens alike are facing the hatred and violence of extremist Arab nations and the resultant distortions of fact in the various media. On his or her return from Israel, the allied veteran leader will understand the above described misrepresentations. The allied veteran leader will express the knowledge to his or her fellow veterans, to his or her community, and to those in Congress who are concerned with America's security interest in the Middle East.

We must prove to the world that terrorism will not succeed by manipulation of the media. As veterans, you share a part of that obligation.

ISRAEL AND THE AMERICAN VETERAN

It has become obvious, even to casual observers of the Middle East, that the American media's interpretation of Israel, its government, defense forces, politics and standing has changed, and Israel's image has gone downhill on a very slippery slope. Unfortunately, this has not changed since the inception of the program in the late 1980's. Israel's need for ambassadors of good will to the wider community remains as important as ever. The recent interpretation of the conflict between Israel and the Palestinians by no less a writer than former President Jimmy Carter is but the most recent example of the slander of Israel's image that must be rebutted on an ongoing basis. The Allied Veterans Mission was developed to create ambassadors to the veterans' community to rebut such slanders.

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Day after day, night after night, print media, radio and television portray Israel as the black-hatted bad guy. In a world where Hamas, a group that not only does not recognize the right of Israel to exist but also is committed to its destruction, has been chosen by the Palestinians to lead their government, Israel is still denounced throughout the world's press. Despite efforts to withdraw unilaterally from Gaza and the West Bank, groups throughout the world continue to blame Israel for all of the turmoil in the Middle East.

Throughout academia, Israeli scholars are shunned, and Israel is not recognized as the only flourishing democracy in the region. Obviously, decision-makers in electronic and print media do not understand Israel's hasbarah (international public relations). A negative appearance has replaced fact.

Fact: As the media goes, it affects public opinion. Conventional wisdom suggests that a change in the public perception of Israel could cause the government, the Administration and Congress, to rethink their long standing economic and political support of Israel. Question: Can this erosion be slowed and reduced in effect and, if so, how?

The answer to the first half of the question is "yes," and an effective vehicle is available to accomplish the second.

Some statistics: More than 97 percent of the population of the United States of America is not Jewish. That population group, according to the Department of Veterans Affairs, includes more than twenty-six million veterans, who served in the Armed Forces of our country during wartime. About 50 percent of eligible veterans hold membership in one or more of the major U.S. veterans' organizations. The veterans' lobby has shown itself to be a very effective movement in America. The creation of a Cabinet post demonstrates this and affords to the veteran a voice in the Administration.

Patriotism properly ranks very highly on the value scale of a vast majority of our fellow

citizens. It is a proven fact that only American veterans' organizations have a successful record with respect to their ability to promote causes adopted for implementation. The U.S. Congress, the Administration, and the public listen to and value the opinion of these unique men and women who served our nation in the time of war, are influential among their fellow citizens, and vote in our elections. The above is true throughout the country whether in a city, town, or village. You will find a highly visible, grassroots-connected, common denominator--a veterans' Post, be it the American Legion, VFW, Purple Heart, Disabled American Veterans, CWV, AMVETS, Vietnam Veterans of America, JWV, or many others.

Is there a connection between U.S. veterans' groups and Israel's hasbarah problem? Yes. Some time ago, it appeared that our government was going to refuse to sell desperately needed F-16 fighter aircraft to Israel. The deal was approved. Remember, it was a non-sectarian, nationwide organization of patriotic Americans publicly lobbying for aid to Israel that helped to get this deal through.

The JWV has brought National Commanders (highest ranking National Officer in each organization of U.S. veterans) to visit Israel. Over the last three decades, many National Commanders have participated in missions of such character. Without exception, each has returned to the United States with true knowledge as an ambassador of good will for Israel.

Beyond the megalopolis of the East Coast, Chicago, and California, one could travel through vast areas of the U.S., without finding organized Jewish communities that are able effectively to communicate to the local populace on issues that substantively affect Israel's well being. Nevertheless, in those same cities and towns, Posts of the major veterans' organization can and do function as direct lines of communication on a variety of issues. With recognition of America's security concerns, Israel's concerns can and should be part of that process.

B-3 ALLIED VETERANS MISSION

JWV 's first Allied Veterans' Mission to Israel took place during the Easter holy days. Participants included the Department Commanders (highest ranking person in the state Echelon of the veterans' groups) of the major veterans' organizations. The trip was considered a major success by all who participated.

While Allied Veterans' Missions have traditionally traveled to Israel during the period of Easter, in 2006 and 2007 both the Allied Veterans' Mission and Leadership Assembly of the JWV traveled to Israel together, adding a new dimension to the Mission. Each group added to the value of the other's mission.

In U.S. veterans' organizations, the men and women who have served the United States in time of war call each other "Comrade." The affinity between America's veterans and the men and women of Tzahal, Israel's Defense Forces, will transpose "Comrades" to "Chaverim and Chaverot." That symbiotic relationship can become a powerful weapon in Israel's arsenal of hasbarah.

This Program Is A Very Cost-effective Method Of Delivering Israel's Message To A Broad-based American Public.

Comments of Allied Veterans Mission Participants reflect the depth of personal experience of the participants. The following letters of thanks were written to either PNC Norman Rosenshein or to PNC Sam Greenberg, leader of the 22nd Allied Veterans Mission.

Dear Sam:

I want to share a few short words of appreciation to you, Steve, Norm, Freda, and others who provided the leadership for a very successful 22nd mission trip. I have already talked with Glen Gardner, the current National VFW Jr. Vice Commander (National Commander in two years), and recommended he make sure to include your Allied Veterans Mission trip on

his schedule. Your JWV web site looks good and has several sections of personal interest, e.g., American Jewish Military History Museum, which I will visit while in Washington during the first week of March.

Over the last 22 years I am sure all of your participants leave Israel with something special, from fond memories to unique items of interest. I am probably the only team member to leave Israel with the gift of life that keeps on giving—three units of genuine Israeli bonded Type A negative blood as a result of my four (4) day stay in a Jerusalem hospital initiated by a bleeding ulcer. It was not surprising during my flight home when I started to spontaneously speak Hebrew. Lastly, please advise how I can participate with some form of membership in your organization. I realize my new fluids do not qualify me for active membership, but I would be pleased to contribute my efforts in some alternative membership. Again, thanks for everything. I remain...

Warmly,
Kenneth R. Burton, Jr.
Judge Advocate General
Veterans of Foreign Wars of the U.S.

Dear Mr. Rosenshein:

I want to express my appreciation for selecting me to be a member of the Jewish War Veterans Allied Veterans Mission to Israel. I will forever remember this journey, and I want to thank you for allowing me to travel with you.

Again, thank you for making this possible.

Very truly yours,
Mark MacCarley

Dear Sam:

I would like to take this opportunity to thank you and the Jewish American War Vets for the wonderful trip to Israel. The time spent there was a life experience I will never forget.

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I received an education on the problems the Israeli People face on a daily basis. The remarkable achievements they have accomplished in a short 50 years are proof of their tenacity and ingenuity. I pray that Israel finds peace, and the threat of terrorism is extinguished forever, for right is on their side. Thank You, Again.

Your Friend,
Richard S. Wren
Director, Veteran Affairs
Luzerne County, PA

Sam,

Words cannot express my sincere appreciation for my memorable trip to Israel.

The trip to Bethlehem without a doubt was an eye opener.

I was greatly impressed with the Old City and its history. I also want to thank you for the lesson in the art of barter.

My family and friends loved the rosary. I now have six left. Should have bought another two dozen. I told them the story, how I flagged the Franciscan monk in the Old City and how he blessed the rosaries and my other gifts.

Sam, Thank you again for a wonderful trip to the Holy Land.

Sincerely,
Tom Dougherty

Dear Sam,

Hope all is well with you. I am just starting to get settled into some form of an organized regimen and finally have settled down to sending you a reply to your letter of last week.

The 22nd Allied Mission was a great success thanks to your organizational skills. The itinerary was excellent, and I cannot think that it

could be improved.

I want to express my appreciation to you and the JWV for extending the invitation to me to attend.

My views of Israel have been reinforced by my attending this year's Allied Mission.

Shalom, until we meet someday again.

Yours truly,
Nick Paganella
President, Korean War Veterans of
Massachusetts, Inc.

B-4 AMERICANISM

JWV IS THE “PATRIOTIC VOICE OF AMERICAN JEWRY”

CAPITOL FLAG PROGRAM

Your Post can present an American Flag previously flown over the U.S. Capitol to local schools, city hall, Synagogues, Community Centers or Scout Troops to provide a tangible connection to Americanism and assist in teaching proper flag respect.

To receive a flag previously flown over the U.S. Capitol, contact your Congressional office. The office will place the order for you and let you know of the current cost for the flag, which will come with a certificate verifying it flew over the U.S. Capitol.

Flags are available for purchase in sizes of 3' x 5' or 5' x 8' in fabrics of cotton and nylon.

Please allow sufficient time for your request to be filled due to the high demand for U.S. flags.

INSTRUCTIONS ON DECORUM AT MEETINGS

Colors may be posted in stands prior to opening of meeting (or advanced where feasible). Post meetings shall be conducted with dignity, and when appropriate, military precision. Under the supervision of the Officer of the Day, no one shall be permitted to enter, or remain in the quarters, except bona fide members of the Jewish War Veterans of the United States of America, and such others as may be invited guests and acceptable to the Post. The Officer of the Day shall ascertain and carry out the wishes of the Commander.

No one shall be permitted to enter, or leave, during the opening or closing ceremony, during the initiation of new members, during any ceremony of the Post, and/or at any time when the rule for high secrecy and/or executive session is voted by a majority of the Comrades present.

No one at any time, and for any reason, shall

ever walk, or be permitted to talk in that triangular space formed by the Altar, the National colors and Commander's dais, which space is in memory of and sacred to all departed Comrades and men and women of the Jewish Faith who made the supreme sacrifice in the service of our country.

AMERICANISM AWARDS

Many Posts are presenting Americanism Awards to community members during annual awards programs. Awards should highlight examples of patriotism throughout the greater community. Should your Post decide to undertake this program, be sure to publicize it well through all media outlets in your area. The Post is encouraged to present the award to those outside the JWV as a means of promoting Americanism throughout the community.

SCHOOL VISITS

Your activity in the community is the best means of spreading the word about the JWV. Schools and community centers are always looking for speakers familiar with historically significant events. As a member of the JWV, you have experienced world events in ways few others have.

Encourage Post members to contact local schools about volunteering to speak to students (see Speakers Bureau in Action Chapter). When invited to speak, be sure to:

1. Wear your cap and explain the JWV.
2. Talk about your experiences in the military.
3. Invite questions.
4. Bring photos or memorabilia.

HOW TO DISPLAY THE FLAG

On December 22, 1942, Congress passed a Joint Resolution – Public Law 829.77 – to assure uniform practices of honoring the flag throughout the Nation. That Joint Resolution was updated July

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7, 1976, with another, Public Law 94-344. These two Joint Resolutions serve as a guide for civilians in displaying the flag. Within the Department of Defense, regulations and manuals describing the use and display of the flag have been issued, and Service members are expected to abide by the laws and regulations of their service.

- It is the universal custom to display the flag only from sunrise to sunset on building and on stationary flagstaffs in the open. However, when a patriotic effect is desired, the flag may be displayed twenty-four hours a day if properly illuminated during the hours of darkness.
- The flag should be hoisted briskly and lowered ceremoniously.
- The flag should not be displayed on days when the weather is inclement, except when an all weather flag is displayed.
- The flag should be displayed on all days, especially on:
 - * New Year's Day, January 1
 - * Martin Luther King's Birthday, 3rd Monday in January
 - * Inauguration Day, January 20
 - * Lincoln's Birthday, February 12
 - * Washington's Birthday, third Monday in February (observed as President's Day)
 - * Mother's Day, second Sunday in May
 - * Armed Forces Day, third Saturday in May
 - * Memorial Day (half-staff until noon), the last Monday in May
 - * Flag Day, June 14
 - * Independence Day, July 4
 - * Labor Day, first Monday in September
 - * Constitution Day, September 17
 - * Columbus Day, second Monday in October
- * Navy Day, October 27
- * Veterans Day, November 11
- * Thanksgiving Day, fourth Thursday in November
- * and such other days as may be proclaimed by the President of the United States; the birthdays of States (date of admission); and on State holidays.
- The flag should be displayed daily on or near the main administration building of every public institution.
- The flag should be displayed daily in or near every polling place on Election Day.
- The flag should be displayed during school days in or near every schoolhouse.
- The flag, when carried in a procession with another flag or flags, should be either on the marching right; that is the flag's own right, or, if there is a line of other flags, in front of the center of that line.
- The flag should not be displayed on a float in a parade except from a staff.
- The flag should not be draped over the hood, top, sides or back of a vehicle or of a railroad train or a boat. When the flag is displayed on a motorcar, the staff shall be fixed firmly to the chassis or clamped to the right fender.
- No other flag or pennant should be placed above, or, if on the same level, to the right of the flag of the United States of America, except during church services conducted by naval chaplains at sea, when the church pennant may be flown above the flag during church services for Naval personnel. No person shall display the flag of the United Nations or any other national or international flag equal, above, or in a position of superior prominence or honor to, or in place of, the flag of the United States at any place within the United States or any Territory

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or possession thereof. Provided that nothing in this section shall make unlawful the continuance of the practice, heretofore followed of displaying the flag of the United Nations in a position of superior prominence or prominence of honor, with that of the flag of the United States at the headquarters of the United Nations.

- The flag of the United States of America, when displayed with another flag against a wall from crossed staffs, should be on the right, the flag's own right, and its staff should be in front of the staff of the other flag.
- The flag of the United States of America should be the center and at the highest point of the group when a number of flags of States or localities or pennants of societies are grouped and displayed from staffs.
- When flags of States, cities, or localities, or pennants of societies are flown on the same halyard with the flag of the United States, the latter should always be at the peak. When the flags are flown from adjacent staffs, the flag of the United States should be hoisted first and lowered last. No such flag or pennant may be placed above the flag of the United States or to the United States flag's right.
- When flags of two or more nations are displayed, they are to be flown from separate staffs of the same height. The flags should be of approximately equal size. International usage forbids the display of the flag of one nation above that of another nation in time of peace.
- When the flag of the United States is displayed from a staff projecting horizontally or at an angle from the window sill, balcony, or front of a building, the union of the flag should be placed at the peak of the staff unless the flag is at half-staff. When the flag is suspended over a sidewalk from a rope extending from a house to a pole at the edge of a sidewalk, the

flag should be hoisted out, union first, from the building.

- When displayed either horizontally or vertically against a wall, the union should be uppermost and to the flag's own right, that is, to the observer's left. When displayed in a window, the flag should be displayed in the same way, with the union or blue field to the left of the observer in the street.
- When the flag is displayed over the middle of the street, it should be suspended vertically with the union to the north in an east and west street or to the east in a north and south street.
- When used on a speaker's platform, the flag, if displayed flat, should be displayed above and behind the speaker. When displayed from a staff in a church or public auditorium, the flag of the United States of America should hold the position of superior prominence, in advance of the audience and in the position of honor at the clergyman's or speaker's right as he faces the audience. Any other flag so displayed should be placed on the left of the clergyman or speaker, to the right of the audience.
- The flag should form a distinctive feature of the ceremony of unveiling a statue or monument, but it should never be used as the covering for the statue or monument.
- The flag, when flown at half-staff, should be first hoisted to the peak for an instant and then lowered to the half-staff position. The flag should be raised to the peak before it is lowered for the day. On Memorial Day the flag should be displayed at half-staff until noon only, then raised to the top of the staff.

By order of the President, the flag shall be flown at half-staff upon the death of principal figures of the United States Government and Governors of a State, Territory, or possession, as a mark of respect to their memory. In the event of the death of other officials or foreign

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dignitaries, the flag is to be displayed at half-staff according to Presidential instructions or orders, or in accordance with recognized customs or practices not inconsistent with law.

In the event of the death of a present or former official of the government of any State, Territory, or possession of the U.S., the Governor of that State, Territory, or possession may proclaim that the National flag shall be flown at half-staff. The flag shall be flown at half-staff thirty days from the death of the President or a former President; ten days from the day of death of the Vice President, the Chief Justice or a retired Chief Justice of the U.S., or the Speaker of the House of Representatives; from the day of death until interment of an Associate Justice of the Supreme Court, a Secretary of an executive or military department, a former Vice President, or the Governor of a State, Territory or possession; and on the day of death and the following day for a member of Congress.

As used in the section, the term “half-staff” means the position of the flag when it is one-half the distance between the top and the bottom of the staff; the term “executive or military department” means any agency listed under sections 101 and 102 of Title 5, United States Code, and the term “Member of Congress” means a Senator, a Representative, a Delegate, or the Resident Commissioner from Puerto Rico.

- When the flag is used to cover a casket, it should be so placed that the union is at the head and over the left shoulder. The flag should not be lowered into the grave or allowed to touch the ground.
- When the flag is suspended across a corridor or lobby in a building with only one main entrance, it should be suspended vertically with the union of the flag to the observer’s left upon entering. If the building has more than one main entrance, the flag should be suspended

vertically near the center of the corridor or lobby with the union to the north, when entrances are to the east and west or to the east when entrances are to the north and south. If there are entrances in more than two directions, the union should be to the east.

- No disrespect should be shown to the flag of the United States of America; the flag should not be dipped to any person or thing. Regimental colors, State flags, and organization or institutional flags are to be dipped as a mark of honor.
- The flag should never be displayed with the union down, except as a signal of dire distress in instances of extreme danger to life or property.
- The flag should never touch anything beneath it, such as the ground, the floor, water, or merchandise.
- The flag should never be carried flat or horizontally, but always aloft and free.
- The flag should never be used as wearing apparel, bedding or drapery. It should never be festooned, drawn back, nor up, in folds, but always allowed to fall free. Bunting of blue, white and red, always arranged with the blue above, the white in the middle, and the red below, should be used for covering a speaker’s desk, draping the front of the platform, and for decoration in general.
- The flag should never be fastened, displayed, used or stored in such a manner as to permit it to be easily torn, soiled or damaged in any way.
- The flag should never be used as a covering for a ceiling.
- The flag should never have placed upon it, nor any part of it, nor attached to it any mark, insignia, letter, word, figure, design, picture or

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drawing of any nature.

- The flag should never be used as the receptacle for receiving, holding, carrying or delivering anything.
- The flag should never be used for advertising purposes in any manner whatsoever. It should not be embroidered on such articles as cushions, handkerchiefs and the like, printed or otherwise impressed on paper napkins, or boxes, or anything that is designed for temporary use and to be discarded. Advertising signs should not be fastened to the staff or halyard from which the flag is flown.
- No part of the flag should ever be used as a costume or athletic uniform. However, a flag patch may be affixed to the uniform of military personnel, firemen, policemen, and member of patriotic organizations. The flag represents a living country and is itself considered a living thing. Therefore, the lapel flag pin being replica, should be worn on the left lapel near the heart.

The flag, when it is in such condition that it is no longer a fitting emblem for display, should be destroyed in a dignified way, preferably by burning.

- During the ceremony of hoisting or lowering the flag or when the flag is passing in a parade or in review, all persons present, except those in uniform should face the flag and stand at attention with the right hand over the heart. Those present in uniform should render the military salute. When not in uniform, men should remove their headdress with their right hand and hold it at the left shoulder, the hand being over the heart. Aliens should stand at attention. The salute to the flag in a moving column should be rendered at the moment the flag passes.
- During rendition of the national anthem, when

the flag is displayed, all present, except those in uniform should stand at attention facing the flag with the right hand over the heart. Men not in uniform should remove their headdress with their right hand and hold it at the left shoulder, the hand being over the heart. Persons in uniform should render the military salute at the first note of the anthem and retain this position until the last note. When the flag is not displayed, those present should face toward the music and act in the same manner as if the flag were displayed there.

FLAG PRESENTATION

Presentation of the flag during a ceremony should be preceded by a brief talk emphasizing the importance of the occasion. Following the presentation all present should salute the flag, recite the pledge of allegiance, and sing the national anthem.

FOLDING THE FLAG

1. Two persons, facing each other, hold the flag waist high and horizontally between them.
2. The lower striped section is folded, lengthwise, over the blue field. Hold bottom to top and edges together securely.
3. Fold the flag again, lengthwise, folded edge to open edge.
4. A triangular fold is started along the length of the flag, from the end to the heading by bringing the striped corner of the folded edge to meet the open edge.
5. The outer point is turned inward parallel with the open edge, forming a second triangle.
6. Repeat the triangular folding until the entire length of the flag is folded.
7. When the flag is completely folded only the triangular blue field should be visible.

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CARE OF YOUR FLAG

The life of your flag depends on your care. Dirt can cut fabrics, dull colors, and cause wear. Most outdoor flags can be washed in mild detergent and thoroughly rinsed. Indoor and parade flags should be dry-cleaned. Many dry cleaners offer free cleaning of U.S. flags during the months of June and July. Damaged flags can be repaired and utilized as long as the overall dimensions are not noticeably altered. American Legion Posts and local governments often have facilities to dispose of unserviceable flags. Store your flags in a well ventilated area away from any harsh chemicals or cleaning compounds. If your flag gets wet, never store it until it is completely dry. Wet folds cause permanent creases. Dampness ruins fabric and causes mildew. Pole care is also related to flag care. Rust and scale cause permanent stains and some metallic oxides actually eat holes in fabric.

THE PLEDGE OF ALLEGIANCE TO THE FLAG

“I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one Nation under God, indivisible, with liberty and justice for all.”

The pledge should be rendered by standing at attention, facing the flag with the right hand over the heart. When not in uniform men should remove their headdress with the right hand and hold it at their left shoulder, the hand being over the heart. Persons in uniform should remain silent, face the flag, and render the military salute.

Rules and customs pertaining to the display of the flag may be altered, modified or repealed by the Commander in Chief of the Armed Forces. Any such alteration or any additional rule will be published as a Presidential proclamation.

FLAGS FOR FUNERALS

Flags are provided for burial services of military personnel and most veterans. If a person dies

while on active duty, his own Service furnishes the flag used to drape his coffin. Flags for the funerals of veterans are provided by the Department of Veterans Affairs. Flags for veterans may be obtained through veterans centers. The veteran must have been discharged under conditions other than dishonorable and must have served either in wartime or the Korean Conflict, or have served at least one peacetime enlistment, unless discharged or released sooner for disability incurred in line of duty.

The flag will be presented – at the proper time during the burial service – to the next of kin. In the event that there is no next of kin, it will be presented, upon request, to a close friend or associate of the deceased veteran.

Before issuing a flag, VA officials will require evidence of the character of discharge, as well as proof of death. When proper evidence is given, the flag will be issued promptly.

B-4 AMERICANISM

B-5 CAPITOL HILL ACTION DAYS

CAPITOL HILL ACTION DAY

“Storming the Hill”

“The willingness with which our young people are likely to serve in any war, no matter how justified, shall be directly proportional as to how they perceive the Veterans of earlier wars were treated and appreciated by their country.”

George Washington

Working with our legislators on the issues of greatest importance to the veterans’ community is a top priority of the JWV. We can be an advocate for our fellow veterans and those who are currently serving only if we can be effective in garnering support for our legislative positions among Members of Congress.

To this end, for two days each March JWV members meet with the members of Congress who represent their jurisdiction to discuss the legislative priorities of the JWV for the coming year. As they “storm the hill” with one voice, they magnify their influence in the halls of Congress.

They are encouraged to meet with as many legislators as possible and to arrange their meetings in advance. In order to speak with one voice, National Headquarters draws up a list of key legislative goals for the coming year and the JWV positions on the various issues of special interest to veterans. Members are also provided with information on how to contact members to make appointments and a list of members of committees, such as Veterans Affairs, Armed Services, and Homeland Security, that deal primarily with issues of most importance to the veterans’ community.

In addition to meeting with the legislators in their offices, our members have the opportunity to meet with their representatives at a reception on Capitol Hill to which all Senators and Representatives are invited.

Members are always encouraged to meet with their representatives and their aides in their home districts at any time in addition to their visits to

their Washington offices.

KEY LEGISLATIVE GOALS

The following list of key legislative goals for 2008 is typical of the talking points provided to our members as they meet with their Representatives and Senators.

KEY LEGISLATIVE GOALS FOR 2008

- **Mandatory Funding**

The VA health care system needs a stable funding mechanism to ensure health care “supply” is available to meet and care for the growing demands for services.

JWV especially desires to see the VA upgrade polytrauma and other specialty care services for OIF/OEF veterans with multiple trauma injuries including traumatic brain injury (TBI) and severe eye injuries.

- **Wounded Warrior “Seamless Transition”**

JWV recommends a major overhaul of the disability ratings process to provide wounded service members comprehensive and fair disability ratings and benefits prior to their medical separation or retirement from active duty.

- **A Total Force Approach to the Montgomery GI Bill (MGIB)**

JWV notes that no significant upgrades to the MGIB have been enacted since prior to 9/11. This is unacceptable. A weak GI Bill harms recruiting, hurts transition to civilian life, and denies the nation the time-tested benefits of a better educated, higher-paid workforce with military experience.

- **VA Disability Benefits System**

The number of initial claims and appealed claims for service-connected disabilities continues to rise.

JWV recommends the VA automate the claims processing system and move to a paperless

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environment as soon as possible.

JWV also believes it is most important to establish uniform standards and procedures for ratings claims.

- **Disabled Veterans Tax Fairness**

For thousands, even tens of thousands of disabled veterans, VA decisions on their appealed claims can take years to resolve. JWV wants Congress to enact “look back” legislation to remove the three-year statute of limitations for filing amended tax returns for veterans who have not received timely disability determinations from the VA.

- **Protection of Veterans Personal Identity and Information**

JWV commends the VA for elevating the Chief Information Officer and centralizing management oversight of information security.

JWV urges Congress to conduct regular oversight hearings to identify weaknesses in the VA’s information security and to order appropriate corrective actions.

- **Homeless Veterans**

Veterans make up a disproportionate share of homeless people, representing roughly 26 percent of the homeless. The number of OEF/OIF veterans who are homeless is on the rise including homeless female veterans.

The VA should expand outreach and intervention programs directed at homeless veterans.

- **Congressional Evaluation Forms**

After meeting with their legislators, JWV members fill out an evaluation form so that National Headquarters can target legislators with whom to work on veterans’ issue and evaluate Capitol Hill response to our legislative priorities. The next page presents a copy of a recent evaluation form.

B-5 CAPITOL HILL ACTION DAYS

CONGRESSIONAL MEETING EVALUATION FORM

Please complete this form and return to Herb Rosenbleeth in one of the following ways:

- Hand it to Herb at the NEC meeting
- By Mail – Jewish War Veterans
- By Fax – 202-234-5662
- E-mail it to cturner@jwv.org

1811 R Street, NW
Washington, DC 20009
Attn: Herb Rosenbleeth

Name _____

Address _____

City

State

Zip Code

Met with Senator/Representative: _____

Issues Discussed: _____

Commitments or Comments Made: _____

Overall Atmosphere & Assessment of Meeting: _____

- If more space is needed, please continue your comments on the back of this form.

C

SERVICE PROGRAMS

1. VETERANS SERVICE PROGRAMS
 2. BOY SCOUTS AND JROTC
 3. VAVS
-

C-1 VETERANS SERVICE OFFICERS

VETERANS BENEFITS AND SERVICE OFFICERS

The prime function of a Veterans Service Organization such as the JWV is to provide services to any and all veterans. We at JWV can be proud of the history of our National Service Officers who have provided assistance and advice to our returning veterans for over 50 years. From filling out forms, to aiding in securing benefits from the Department of Veterans Affairs or just being there to answer questions, the record of accomplishment of these dedicated individuals is lengthy and enduring.

We urge all our members and comrades to take advantage of the services offered by these professionals. They are ready to respond to any situation, and to any veteran, regardless of affiliation, length of service, racial, religious or ethnic background.

“We Serve” is the motto of any of these experts who look forward to hearing from you. Take advantage of their offer, as it is another benefit provided by JWV that should not be overlooked.

Benefits for which veterans or their family members may be eligible include:

- Burial
- Civilian Health and Medical Program of the Department of Veterans Affairs (CHAMPA)
- Death Pension
- Dependency Indemnity Compensation
- Direct Deposit
- Directions to VA Benefits Regional Offices
- Disability Compensation
- Disability Pension
- Education
- Home Loan Guaranty
- Life Insurance
- Medical Care

- Vocational Rehabilitation and Employment

Our service officers may be able to help with any or all of these benefits.

To reach one of our service officers, please contact JWV Director of Operations Larry Richardson at National Headquarters, 1811 R St., NW, Washington, DC 20009, 202-265-6280, or call one of the following individuals directly:

Mr. Edwin Robins - Director
Cleveland, OH
216-522-2446

Mr. Michael Busichio
Newark, NJ
973-297-3388 or 973-643-2115 (fax)

Mr. Jim Hafey
Washington, DC
202-565-5122 or 301-530-9595

Mr. Jack Weiss
Detroit MI
313-471-3897 or 248-559-5680

Mr. Morton Friedlander
Las Vegas, NV
702-645-1288 (fax)

C-2 BOY SCOUTS AND JROTC

BOY SCOUTS AND JUNIOR ROTC

The Jewish War Veterans of the USA and the Boy Scouts and Junior ROTC parallel in their basic philosophies of brotherhood, justice and preservation of our nation's heritage and resources. JWV participation in BSA programs can provide mentorship experiences for Scouts, strengthening their ability to meet the challenges of changing times, while developing a strong sense of community and tolerance. Here is a positive action your Post can take – get involved in scouting.

The JWV also shares the core values of Junior ROTC programs, which can be found in high schools throughout the country and aspire to foster in America's youth appreciation for the ethical values and principles that underlie good citizenship. Posts throughout the country can participate with JROTC programs in their local high schools. Many posts sponsor awards for Outstanding Students in the JROTC programs, and, as retired military members themselves, can take an active role as instructors or assistants in JROTC programs. Contact National Headquarters for information on certificates and awards that can be presented to JROTC participants on behalf of the JWV.

While the following guidelines apply primarily to sponsorship of scouting programs, they can be adapted for participation with JROTC programs as well.

PARTICIPATION

Participation in BSA programs can be a rewarding experience for echelons, Scouts and JWV members.

There are several ways for both echelons and members to participate in scouting:

1. Sponsorship of a scouting unit – The formal adoption of a troop allows JWV members the opportunity to impart their skills and experience to a consistent group of youth over an extended period of time.
2. Leadership – Assuming leadership roles in BSA troops and local councils is an option for individuals seeking to make an impact on America's youth.
3. Financial Support – All organizations have financial requirements, and raising money for BSA troops, as well as providing prizes or awards as needed is an effective means of assisting.
4. Technical Assistance – Share your expertise and help Scouts develop new skills, including serving as merit badge counselors.
5. Jewish Committee on Scouting – Serve on your local council's Committee, which participates in the presentation of the BSA's Jewish religious medals.

JWV EAGLE SCOUT RECOGNITION PROGRAM

For many years, the JWV has participated in the Eagle Scout Recognition Program, a means by which the nation's oldest veterans' organization formally acknowledges the work and dedication of those attaining the rank of Eagle Scout.

1. Posts should periodically contact their local Boy Scout Council in order to determine whether any members will soon attain the rank of Eagle Scout. Be sure to obtain the scout's name, troop number, name and telephone number of the scoutmaster and date and location of the Eagle presentation ceremony. If there are no pending Eagle Scouts, use the opportunity to offer your Post's services in the above manner to local BSA troops and establish good relations with local BSA leaders.
2. Forward the Eagle Scout's name and troop number to JWV National Headquarters, requesting an Eagle Scout Certificate and Letter of Congratulations. If the presentation date is soon, please inform National Headquarters so that all efforts can be made to complete

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the Certificate and Letter of Congratulations quickly.

3. When the Post receives the recognition package from National Headquarters, contact the appropriate scoutmasters and verify the date and location of the Eagle presentation ceremony and assign a Post representative to attend the ceremony to present the recognition package. Should the presentation ceremony occur prior to receiving the recognition package, contact the scoutmaster and determine when a presentation can be accommodated.
4. If possible, photos of the presentation ceremony should be forwarded to National Headquarters for placement in *The Jewish Veteran*.

Example of the JWV Scouting Certificate, Letter of Congratulations, and Certificate of Appreciation follow.

GETTING STARTED

Sponsorship of a BSA troop or just offering to volunteer is as simple as a telephone call. To locate your local BSA Council, contact the Chairman of the JWV Boy Scout Committee at National Headquarters or check the official BSA website at

www.scouting.org.

POST RECOGNITION

In addition to the knowledge that your Post has assisted in the growth of America's youth through your time and effort, all Posts participating in the scouting program will receive a Certificate of Appreciation at the National Convention. In order to receive this recognition, the Post must return the annual Scouting questionnaire to National Headquarters. In addition, the Department that has done the most for scouting throughout the year is eligible for the annual Joseph Demiany Award, which is announced at the Annual JWV Convention. Also, photos of JWV participation in BSA activities should be forwarded to National Headquarters for inclusion in *The Jewish Veteran*. Be sure to include identification of all those in forwarded photos.

C-2 BOY SCOUTS AND JROTC



Jewish War Veterans of the United States of America

Chartered By an Act of Congress

1811 R Street, NW • Washington, DC 20009 • (202) 265-6280 • Fax (202) 234-5662 • Email: JWV@jwv.org • www.jwv.org

Mr. Andrew J. Rosen

Troop 233

Dear Mr. Rosen:

The National Office of the Jewish War Veterans congratulates you on attaining the rank of Eagle Scout.

We know that your zeal and dedication to this project has earned you the admiration and respect of your entire community.

It is also obvious, that without the support and encouragement of your parents, scoutmasters and fellow scouts, your road to Eagle would have been much more difficult.

As an Eagle Scout, you are a leader of tomorrow, for barely four percent of all boys who enter the scout movement ever reaches your high plateau of accomplishment.

As you prepare to further your education or enter the job market, we know that you will bring with you this same zeal and dedication to the American way of life.

Wishing you much success in all your future endeavors, I remain,

Yours in comradeship,

A handwritten signature in cursive script that reads "Lawrence Schulman".

Lawrence Schulman
National Commander, JWV

"The Patriotic Voice of American Jewry - over 100 years of Jewish Pride and American Patriotism"



TAKES PLEASURE

IN AWARDING THIS

Boy Scouts of America
Certificate of Appreciation

TO

IN RECOGNITION OF YOUR INTEREST IN ALL YOUNG
PEOPLE AND THE ADVANCEMENT OF SCOUTING

PRESENTED AT THE 113TH NATIONAL CONVENTION, PITTSBURGH, PA

CHAIRMAN, NATIONAL BOY SCOUT COMMITTEE



THE JEWISH WAR VETERANS
OF THE U.S.A.



Certificate for Significant Achievement

Awarded to

Who has attained the rank of

Eagle Scout

in the

Boy Scouts of America

National Commander

National Boy Scouts Committee Chairman

VETERANS ADMINISTRATION VOLUNTARY SERVICE (VAVS)

VAVS (Veterans Administration Voluntary Service) is the Federal Government's official way of bringing the American people into the Veterans Health Facilities, recognizing organizations that meet the rules laid down by the VHA to best serve the Veteran Patient. They function in direct and indirect ways to aid patients in the VA Medical Centers (VAMC), Community-Based Outpatient Clinics (CBOC), Day Treatment Centers, Community Nursing Homes and Veteran Domicilaries.

The VAVS program was founded in 1946 to provide for our nation's veterans while they are cared for by VA health care facilities. It is one of the largest centralized volunteer programs in the Federal government. The program assists veteran patients by augmenting staff end of life care programs, foster care, community-based volunteer programs, hospital wards, nursing homes, and veteran outreach centers. VAVS volunteers are a priceless asset to America's veterans and to VA.

There is a need for volunteers in every section of the medical facility from being with patients to working in the office. Just about every section of a facility can use volunteers. Volunteering offers an opportunity and a challenge to the Jewish War Veteran to put into practice the admonition, "I am my brother's keeper."

Jewish War Veterans participation started officially in 1946 when the first National Representative was certified to the National VAVS Advisory Committee. This Committee meets once a year to discuss subjects and problems like getting more volunteers. Resolutions are submitted to the Committee from the organizations. These resolutions are voted on and, if passed, are then sent to the Central Office for their OK.

JEWISH WAR VETERANS REPRESENTATIVES AND DEPUTY REPRESENTATIVES

The National Certifying Officer certifies the local representative and Deputy Representatives for two years at the written request of the Department Commander. The new certification is done in writing. Recertification is done with a verbal OK from the Department Commander. The Department Commander must include the name, address and phone number of the new person being certified.

The Organization may have one Representative and up to three Deputy Representatives at a particular facility. All Posts that have activities at a facility as well as volunteers must clear the activity with the Jewish War Veterans Representative. The Deputies should be active and stand in for the Representative at VAVS meetings when necessary.

Each facility must have four VAVS advisory meetings a year. The requirement is that someone (Representative or Deputy) be at one of every three meetings, or the organization can lose its certification.

An important duty for the Representative is getting people who can become regularly scheduled volunteers with a specific assignment or occasional volunteers (people who volunteer for special activities). The Representative and Deputies (if possible), meet once a year with the Head of the Voluntary Service at the facility for an annual joint review. The Jewish War Veterans are expected to do this every November. The Head of the Service will announce who is expected for a review. A copy of this review is then sent to the National Representative. It is a very good time to review what activities have taken place and compare one year to the next as a guide to planning programs for the future.

JEWISH CHAPLAINS AND JEWISH PATIENTS

There may be full-time or part-time Jewish Chaplains at the VAMC where Jewish War Veterans volunteer. VAVS Representatives and/or Deputies

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are expected to assist the Chaplain. If there are Jewish Patients, but no Jewish Chaplain, then the Jewish War Veterans are expected to make the Holidays as festive as possible.

In order not to have events or VAVS meetings on the Sabbath or Jewish Holidays, the Representative should meet with the Head of Voluntary Service at the start of the New Year with a calendar to plan for the coming year. If there is a problem, please let the National Representative know immediately.

The Jewish War Veterans of the USA participation in the VAVS program helps the VA to provide the best possible care to the veterans. Encouragement to Post members to participate is all important. Creative hospital programming and a regular visitation schedule provide a much needed role in the veterans' recovery and a special fulfillment for Post volunteers.

CERTIFICATE OF APPRECIATION

A certificate of recognition program calls attention to those hospital volunteers who have provided years of service to the VA patients. The certificates are our way of thanking these devoted volunteers. They will be provided by request for those who have met certain standards as decided by the National Certifying Officer. For further information about the certificates, including eligibility requirements, contact National Headquarters.

D

MIXED PROGRAMS AND COMMITTEES

- 1 TELECONFERENCES
 - 2 VETERANS HISTORY PROJECT
 - 3 GLOBAL WAR ON TERRORISM (GWOT)
 - 4 HOUSING
 - 5 HEALTH AWARENESS
 - 6 SOS PROGRAM
 - 7 NATIONAL AWARDS PROGRAM
 - 8 THE VIETNAM VETERAN
 - 9 INSURANCE
-

D-1 TELECONFERENCES

JWV is proud of the number and scope of the various National Committees working on a wide range of issues and programming in accordance with our missions as a Veterans' organization, a Jewish organization, and a patriotic organization.

Until the advent of recent technology, the JWV member benefited from the work of these committees even though he or she may only have had a limited input in the creation and the development of the work of the committee, either by membership on the committee or participation at National Executive Committee Meetings or the National Conventions.

Technology has now afforded us an opportunity for all JWV members throughout the country to participate in a meeting of a National Committee, to offer suggestions and program ideas and have an impact on the work of the committee as to what they will be doing in their local areas.

The schedule for the conference calls is listed on the JWV web site, the annual calendar, and is always listed on the inside front cover of the magazine, *The Jewish Veteran*. If you supply National Headquarters with your e-mail address, you will receive an electronic reminder and an agenda in advance of all conferences. Calls are always at 8:00 PM Eastern Time. To join in the call, please dial 1-866-266-3378 and at the prompt enter the JWV code 2022656280#.

Written summaries of the teleconferences are always available within a few days of the call. They are posted on the JWV web site, www.jwv.org. Booklets containing the notes from the entire year are available at the National Convention or can be requested from the Programs Department at National Headquarters.

All that is really needed is for the Member to plug into the conference call and express his opinion or share with others throughout the country how they pursued a particular program or project. The calls also give those who listen an opportunity to consider different approaches and new avenues to be followed in bringing JWV's programs

into their communities.

They may be National Committees; but they are your Committees, and they reflect your interests and desires. They will never reflect your views if you don't express your opinions, interests, and experiences for the rest of us to learn from. It's really not only a member benefit – it's a member opportunity.

Please participate with us in future teleconferences. The JWV wants to hear from you. If you have any suggestions for upcoming topics for teleconferences, please contact:

IT Committee
c/o National Headquarters
1811 R St., NW
Washington, DC 20009

The following listing of teleconferences for 2008 is typical of the annual schedule.

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D-2 VETERANS HISTORY PROJECT

The Jewish War Veterans of the USA is proud to be an official partner of the Veterans History Project at the Library of Congress. Official partners are cooperating organizations willing to promote the Veterans History Project and to commit resources to carrying it out.

Motivated by a desire to honor our nation's war veterans for their service and to collect their stories and experiences while they are still among us, the United States Congress created the Veterans History Project. The authorizing legislation, sponsored by Representatives Ron Kind, Amo Houghton, and Steny Hoyer in the U.S. House of Representatives and Senators Max Cleland and Chuck Hagel in the U.S. Senate, received unanimous support and was signed into law by President William Jefferson Clinton on October 27, 2000.

Public Law 106-380 calls upon the American Folklife Center at the Library of Congress to collect and preserve audio- and video-taped oral histories, along with documentary materials such as letters, diaries, maps, photographs, and home movies, of America's war veterans and those who served in support of them.

Participation in the project is encouraged among JWV members and can form the basis of an important project for a Post. By involving youth groups from the community to interview Post members, participation in the Veterans History Project can encourage a cross-generational dialogue throughout the community.

All Americans are encouraged to participate. Interviewers might be veterans comparing their experiences with fellow veterans who fought in previous wars. Students are encouraged to participate in a dialogue with veterans and home front supporters within their local communities as part of school projects. Or they may be grandsons and granddaughters coaxing grandparents to share their memories of America at war.

It is especially important for Post members to encourage interviews with those of succeeding

generations so that the experiences of the JWV member resound across the generations.

After being interviewed, JWV members will take away a sense of pride in their contributions to America's war efforts. They will gain the satisfaction of knowing that they are passing on to others firsthand knowledge about the realities of war and the everyday acts of sacrifice and heroism that accompany it. Those who conduct the interviews or who collect wartime letters, diaries, photographs, and other materials will also be enriched and will leave with a better understanding of our nation's past and a newfound respect for the men and women who served their nation during wartime.

The Veterans History Project invites veterans, active military personnel, and civilians to join its Volunteer Corps. Volunteers are individuals who interview war veterans and identify documents to donate. If you are a veteran, you possess a valuable resource in your war memories and military knowledge, and we especially encourage you to participate as both an interviewer and an interviewee.

You can begin telling us your story by filling out the online form at:

www.loc.gov/folklife/vets/story.php

Also, the Project Kit contains all the information and forms you need to participate as a volunteer interviewer or to get your Post started on a most valuable historical research project. This can be obtained by going to:

www.loc.gov/folklife/vets/kit.html

In addition to supplying veterans' histories to the project at the Library of Congress, Posts are also encouraged to send copies of their interviews to our own National Museum of American Jewish Military History for inclusion in its archives. The museum is actively encouraging JWV members to provide their histories to the museum archives to provide a resource for future generations of historians.

Those interested in participating in the Project can

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- go to <http://www.loc.gov/vets/>
- call (202) 707-4916 or (888) 371-5848 (toll free)
- fax to (202) 252-2046
- e-mail to vohp@loc.gov for more information.

Due to earlier anthrax threats, mail is delayed getting to the Library. All packages or mail should be sent by UPS, FedEx, or other commercial service to:

The Veterans History Project
American Folklife Center
Library of Congress
101 Independence Ave., SE
Washington DC 20540-4615

Posts who undertake such a project are enriching the future while preserving the past.

D-3 GLOBAL WAR ON TERRORISM (GWOT)

PERSIAN GULF AND GLOBAL WAR ON TERRORISM (GWOT) VETERANS

Programs Department
JWV, 1811 R St., NW
Washington, DC 20009

When an individual is killed or wounded in battle, the lives of numerous members of his or her family change forever. DoD says the life of one person killed or injured directly impacts 10 family members. We aren't sure how many of these killed and injured heroes in Iraq and Afghanistan are Jewish, but many of us know of more than a few Jews that have served in Iraq and have either not returned at all or have returned with grievous injuries.

Since September 11, 2001, 80% of the U.S. Reserve Components (National Guard and Reserve) forces have been activated to fight the Global War on Terrorism (GWOT) – 510,000 from the Army, Navy, Air Force, Marines, and Coast Guard. They have been activated for from 30 days to two years, and some have been activated more than once. We are now in the sixth year of the “long war,” GWOT, and there is no end in sight. We don't know how many Jews are among the 510,000, but the estimates are that approximately 2% are Jewish.

The Jewish War Veterans has taken the lead for the military community in supporting Jewish and non-Jewish troops, both activated and reserve component members. We have jointly organized major veterans' support events throughout the United States for troops deploying to or recently returned from Iraq and Afghanistan.

It's great to send care packages to Jewish troops in a war zone and receive an e-mail back saying thank you. I felt a part of the Jewish community while in Iraq because of your package. The JWV maintains an active SOS (please see chapter on SOS Program elsewhere in this guide) program designed to get packages to our soldiers who are currently serving. We fill all requests, whether to Jewish or non-Jewish soldiers. Please send requests to:

The future of the Jewish War Veterans rests with how we support and welcome the next generation. The “next” Greatest Generation is serving in our Armed Forces today.

The Jewish War Veterans of the USA, the oldest active veterans association in the United States, was founded by Civil War Veterans in 1896. Today, the Jewish War Veterans of the USA is dedicated to those programs that support the needs of our veterans' community, combats anti-Semitism and bigotry, supports American youth through scouting, scholarships and anti-drug programs, and assists oppressed Jews worldwide. Service to the latest in the long string of Jewish soldiers serving our nation in the GWOT is a worthy continuation of our mission.

The Persian Gulf and GWOT Working Committee of the JWV has been created as a national level committee to improve the Jewish War Veterans support of Persian Gulf and GWOT Veterans.

Goals of the Persian Gulf and GWOT Working Committee at the JWV National Level are:

- 1) Document and coordinate on-going JWV support of active duty and reserve component members currently serving our country in the support of GWOT.
- 2) Initiate additional support to troops currently supporting GWOT, where needed.
- 3) Create alliances with other veteran, Jewish and non-Jewish organizations, supporting troops deployed (i.e. Jewish Welfare Board, The Brave).
- 4) Integrate current Persian Gulf and GWOT veterans into the leadership of JWV at all levels.
- 5) Establish Service Officer support 24/7 point of

JEWISH WAR VETERANS PROGRAM GUIDE

contact for GWOT veterans currently serving.

- 6) Recognize and advertise the support JWV is providing Persian War and GWOT veterans to all veterans but especially active duty and reserve component members.

ACTIONS REQUESTED OF DEPARTMENT COMMANDERS

- 1) Please continue your current support of Persian Gulf and GWOT veterans. The individual Department and Post efforts have been wonderful. These efforts should be reported to the Chairman of the Committee as the National Point of Contact (POC), so that all JWV successes-Best Practices across the United States can be passed along to all Departments.
- 2) Appoint a Department-level single point of contact (POC) to be the Department coordinator for Persian Gulf and GWOT veterans' affairs. It is recommended that the POC be a Persian Gulf or GWOT veteran, if possible. This POC will be responsible to the Department Commander and will keep the National POC informed of outreach efforts for Persian Gulf and GWOT veterans.

ADDITIONAL INFORMATION:

There are over a dozen Jewish organizations supporting active duty Jewish military through various efforts. The JWV will strive to take the lead in coordinating all outreach efforts to the Jewish troops. We have already partnered with the Jewish Welfare Board Chaplains' Committee and will continue to expand our efforts.

The future of the Jewish War Veterans depends on the support and recruitment we give our recent Active Duty and Reserve Component Members. We must immediately establish and maintain our outreach efforts to this community.

D-4 HOUSING

It is unfortunate some veterans all over the country find themselves with inadequate finances and housing in their retirement and after their service to the nation. Veterans are considered to be 11% of homeless population in the nation and closer to 30% of the veteran population in California.

Providing veteran housing is one of the most important projects at JWV and one in which your Post might want to get involved. The New Directions program, in which JWV is strongly involved, is an excellent model to follow because it not only provides homeless veterans with a shelter, but also with a trade to support themselves. It is important for us to reach out and do whatever we can for the homeless.

Currently, JWV is involved in several projects that provide senior veterans with housing, including projects in Pittsburgh and Monroeville, Pennsylvania. The following is a description of two of our ongoing projects.

Pittsburgh

- Project started in 1992
- 21 townhouses purchased from city for \$1
- Currently housing 26 homeless veterans; expect 30-35; all veterans living there currently going through rehab with VA and are screened and followed by social workers
- Project in cooperation with VA, HUD, Allegheny County and the City of Pittsburgh
- JWV functions more like a real estate agent now that facility is in use

Monroeville

- Project started in 1980
- All Section 8 housing for seniors—currently a 2-year waiting list
- Project has been rated one of the 20 best in the country

- Money from rent is put back into the building
- Hope to sell after mortgage is paid and contribute profits to museum
- Managed by professional management company
- 501(c)3 corporation registered with the state of Pennsylvania

If your Department wants to become a part of our effort here is what you can do:

Set up new projects in your state

- Must be approved by JWV Housing Commission and NEC
- Need to write grants and find funding sources; need to present clear idea of project to potential grant donors
- Consult with Department of Housing in your local area
- Work with Social Service agencies in local area to push for veterans priority for Sec. 8 housing vouchers
- Form alliances with other organizations and housing professionals in your area
- Contact National Housing Commission Chairman George Weinstein through National Headquarters if you want to start a project
- People who are interested in such a project are potential new members for JWV
- Housing projects are of greater urgency now that we face prospect of new returning veterans
- Participate in our Teleconference regarding housing so you can get involved with ongoing projects, get advice and help from those already running such projects, and voice your suggestions on how to expand our program to

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encompass more of those in need.

- Contact National Headquarters to get in touch with the Housing Commission

D-5 HEALTH AWARENESS

HEALTH INITIATIVES COMMITTEE

The aim of the Health Initiatives Committee (HIC) is to help JWV members and their immediate families achieve and maintain optimum health. The mission of the HIC is to improve the health and promote the well being of all JWV members and their immediate families through education. This will be accomplished by

- 1) articles in *The Jewish Veteran*
- 2) information on the JWV website
- 3) the publication of an electronic newsletter that is passed down through the echelons and to members-at-large
- 4) activities at National Convention and
- 5) our electronic forum

The following 30 minute Aging Successfully VHS tapes or DVD's, *except 101*, are now available for loan for post programs from the JWV Program Department.

Please refer to www.aetn.org/doctordavid for the biography of David Lipschitz, M.D., PhD. who is a member of Congregation Agudath Achim in Little Rock, AR.

All of the 100 series tapes can be viewed on your computer by looking at:

www.aetn.org/doctordavid/clips

- 101-Nothing an Older Person Can't Do
- 102-Nutrition
- 103-Exercise
- 104-Health Screening
- 105-Stress Management
- 106-Depression
- 107-Graying of America
- 108-Memory Loss
- 109-Alzheimer's

- 110-Polypharmacy
- 111-Children Caring for Parents
- 112-Death and Dying
- 113-Alternative Medicine
- 201-Coronary Artery Disease
- 202-Hearing & Vision Loss
- 203-Frailty
- 204-Vitamins & Minerals
- 205-Cancer
- 206-Rural Health
- 207-New Theories
- 208-Osteoporosis
- 209-Malnutrition
- 210-Nursing Home Care
- 211-Long Term Care
- 212-Elder Abuse
- 213-Creativity & Aging
- 214-Sexuality & Aging

The following websites maybe of interest:

DISCLAIMER

Information found on any of the below websites or their links or any publications should not be considered medical advice nor should it be relied or acted upon without consulting your personal physician or other licensed health professional.

- **www.wired.md/cavhslr**
- **www.netwellness.org**
- **www.jama.com -click on "patient page"**
- **www.nlm.nih.gov/medlineplus/druginformation.html**
- **www.arhealthink.org - click on "links"**
- **www.thenationshealth - look for "healthy you"**

The cheapest medical bill is the one you never get!

JEWISH WAR VETERANS PROGRAM GUIDE

FIGHTING DRUG ABUSE IS A VETERANS' ISSUE - GET INVOLVED!

The scourge of drug abuse may be more devastating to American society than war.

The pathway of drug abuse travels from cities to suburbs and on into the heartland of our country. One of America's greatest resources, its children, are on a course of self-destruction. The number of drug and alcohol abusers reaches into the millions.

Drug abuse is tearing apart the institutions Americans hold dear. The fabric of the family, our traditional source of strength, is clearly fraying as our young people turn to marijuana and cocaine while their parents pop pills and drink "just one more."

The abuse knows no social or economic boundaries. Although it is more prevalent among the poorer population, drug abuse is also found among the privileged.

America's veterans are getting involved in the fight against drug abuse. Why? Is it a veterans' issue? The answer is yes. It is an issue for all of us.

- We live together. Improving the lives of our friends and neighbors will improve our own lives.
- We have a moral obligation. It is part of our nation's Judeo-Christian ethic to help those in need.
- We are among the abusers. Veterans can count among their ranks many who are fighting private wars with illicit drugs or battling the bottle. Many of our homeless veterans, as we know, are in their dire situations due to drug and alcohol abuse. Also, as an aging segment of the population, veterans represent one of the largest group of abusers of prescription drugs, the elderly.
- We cherish this country. Veterans want to preserve and protect America for future generations.

So, it is a veterans' issue. To that end, a coalition of veterans' service organizations has been established to do its part in the fight against drug abuse. It is called VAD, Veterans Against Drugs Advisory Board. Using the resources and nationwide network of America's veterans' organizations, the goal of VAD is to help other successful anti-drug programs.

Throughout the country, many JWV Echelons have begun developing their own anti-drug programs responding to the specific needs of their communities. If you want more information on establishing your post's anti-drug program contact Programs Coordinator, c/o JWV Program Department.

In Brooklyn, the Sgt. Meyer Levin Flatbush Post 169 sponsored an essay contest. The topic of the essays was "Drugs: Why We Shouldn't Use Them." Brooklyn's P.S. 238 participated in the contest. The winners received U.S. Savings Bonds.

Have you got an anti-drug program in your community that your Post can participate in? National Headquarters encourages you to do so. If the National staff can help you, please contact the JWV Programs Department.

"THE OTHER DRUG PROBLEM"

Medication Misuse In Older Americans

JWV has produced a video as a community service of the JWV of the United States of America and with Project Pride (a division of the Chabad Lubavitch). This video describes the hidden drug problem facing our nation -- the misuse of prescription drugs.

One hundred billion dollars a year are lost due to patient noncompliance with medications. Hundreds of thousands of people suffer severe medical consequences, such as heart attacks and kidney failure due to noncompliance. Health insurance costs rise as a direct result of the increased hospi-

D-5 HEALTH AWARENESS

tal admissions and nursing home costs related to noncompliance.

This JWV video, "*The Other Drug Problem*," offers valuable insight into how to improve the quality of your life by managing your medications properly. The video is available for \$35.00. Contact the JWV Programs Department to place an order.

D-6 SOS PROGRAM

SOS PROGRAM

For as long as soldiers have been serving away from their homes and loved ones, a package from home has always been an important reminder from those for whom the soldier is serving that shows their love and caring for the well-being of the troops. Those who are fighting in distant lands especially need the support and care of those who remain on the home front.

The ringing phrase from World War II, “Send a Salami to a Boy in the Army,” is just one example of how a taste of home has been important throughout history to those who leave their homes in order to defend them.

The JWV SOS (Support Our Soldiers) program is the latest recognition of this desire to let those who are currently serving know that we on the home front are thinking of them and supporting them. Through this program the JWV sends packages, generally of toiletries and kosher food items to those who are serving in Iraq, Afghanistan, and other places of conflict throughout the globe. We also supply special foods and ritual items for those celebrating the Jewish holidays on the battlefield. The JWV can also customize packages to specific requests, such as those we have filled for coffee, packaged kosher meals, or items customized for special needs, such as an Oneg Shabbat. Travel kits are also provided to soldiers departing for overseas duty.

Since 9/11, new rules have been put into effect to protect the security of our troops. Because of this heightened security, packages can be sent only to a specifically named service person with a specific APO or FPO address. No package will be delivered to “Any Soldier,” for example.

Therefore, the JWV actively requests that members who know of soldiers who are currently serving send their names and APO addresses with or without specific package requests to **JWV National Headquarters, 1811 R St., NW, Washington, DC 20009**. We will send packages to all

whose names we receive, regardless of religion. All are fighting to protect and serve us.

In order to support the program, we also request that donations be sent to National Headquarters at the address above. Donations should be made payable to the JWV and designated for the SOS program on the envelope and memo line of the check. We rely on the generous donations from our members and other supporters to sustain the acts of loving-kindness and *tzedukah* that are the basis of our SOS program.

Our hearts are warmed by the expressions of thanks that we have received from those who have been the recipients of our packages. The letter below, received from Rabbi Mitchell Schranz, former Jewish Chaplain in Iraq, as he prepared to leave that battleground, sums up the feelings engendered in the troops by our program.

Dear JWV:

Thank you so much for all your support, concern & love for the Troops. Also, many thanks for all you do for our Veterans. They are a very special group of men & women.

It was an honor to serve our people here in Iraq.

Chaplain Mitch Schranz

The JWV hopes that all echelons will share in the honor of helping to support those troops who are defending and protecting us.

D-7 NATIONAL AWARDS PROGRAM

NATIONAL AWARDS

National Awards are an opportunity for recognition of work accomplished to benefit veterans. At National Convention each year the special achievements of various echelons are recognized through the presentation of National Awards. All members and the echelons to which they belong are encouraged to submit entries for awards so that the hard work of all can be recognized. Membership awards are determined by the JWV membership department. Scouting awards, including certificates of appreciation, are determined by the National Scouting Committee. All other awards are judged by a committee under the direction of the National Awards Chairman. Winners and runners-up are announced at convention, recognized in the *Jewish Veteran*, and presented with plaques recognizing their achievements.

Following are the awards offered for competition and their requirements.

DEPARTMENT AWARDS

1. Guten Award

This award is for the Department that has done the most for hospitalized veterans during the year since last Convention.

The Department Commander or proper Department Officer or committee should submit a statement showing veterans' hospitalization and veterans' hospital activities in which the Department has participated during the past year.

To properly evaluate this entry, it should contain:

- a. Number of JWV members involved
- b. Names and numbers of youth groups involved, if any
- c. Activities associated with Veterans Administration Voluntary Service

- d. Activities associated with Armed Services Hospital, if any
- e. Statements from managers as well as other officers of the hospital served. (It is suggested that copies, rather than originals be submitted to prevent loss of originals);
- f. Total numbers of HOURS spent in above activities, with a breakdown according to type of activities as shown above; and
- g. Any other evidence showing extent of efforts.

2. Wolfson Award

This award is for the Department that has the most outstanding record in community relations.

To be eligible, entries should consist of statements submitted by the Department Commander or Chairmen of Committees on Community Relations, outlining the extent of the community relations program, with supporting evidence where available. The entry should show:

- a. Kinds of community relations programs and how long programs have been in effect;
- b. Number of people involved both as volunteers and as participants;
- c. Awards, if any, received from local authorities;
- d. Relations with other veterans groups;
- e. Joint community relations projects with both Jewish and non-Jewish organizations as well as other illustrations of good relations;
- f. Newspaper comments, notices, pictures, etc., publicizing community relations programs and events;
- g. Statements or other evidence of community relations programs. (Copies rather than originals should be submitted, except by registered mail); and

JEWISH WAR VETERANS PROGRAM GUIDE

- h. Any event or events which, in the opinion of the person submitting the entry, further enhance the position of the Department in regard to good community relations.

3. National Commander's Award

This plaque is presented to the Department which has performed outstanding service in any general or specific endeavor above and beyond the line of duty.

To be eligible, the Department Commander or Committee Chairman should submit a statement describing the endeavor in full detail:

- a. All members and patrons involved;
- b. Evidence showing extent of effort;
- c. Newspaper publicity, radio or TV announcements, direct mail promotions, etc.

4. Edward D. Blatt Award

PNC Edward D. Blatt, a native of Philadelphia, PA, served as National Commander of the JWV from 1993-94 and as President of the National Museum of American Jewish Military History from 1996-98. As National Commander he witnessed the signing of the Oslo peace accords. He died on Feb. 18, 2005.

This award is presented to the Department Commander of the Year in memory of PNC Blatt.

A Council or Post Commander may recommend the name of a Department Commander to the Council of Administration for their approval. Upon approval, the Department Adjutant will submit evidence on the accomplishments of the Department Commander to the Chairman, National Awards Committee. Although Department accomplishments are important, it is more important that emphasis be placed on the personal role of the Department Commander in bringing about these results. In submitting the entry, the following information should be supplied:

- a. The number and frequency of Department meetings;
- b. The number of hours spent by the Department Commander on behalf of the Department;
- c. The number of installations, meetings, and other events.
- d. The events of other organizations attended by the Department Commander as an official representative of JWV;
- e. Department projects originated by the Department Commander;
- f. The extent of participation of the Department Commander in all Department projects;
- g. Any other evidence to support the claim that the Department Commander is the most outstanding in the country.

5. Blood Donor Program Award

Award to the Department which has the most outstanding accomplishments and achievements on Blood Donor Programming.

To be eligible, the Department Commander or Committee Chairman should describe in full detail the program. The statement should include:

- a. Department Commander's and Department Blood Chairman's names;
- b. Number of pints of blood contributed in the Department;
- c. Participation in bloodmobiles and cooperation with Red Cross, Hospitals, etc.;
- d. Sponsorship of blood donor days and other similar events;
- e. Description of blood donor plan, including collection and distribution of blood;
- f. Number of people involved in administering program;

D-7 NATIONAL AWARDS PROGRAM

- g. Newspaper publicity, direct mail and other evidence of program.

6. National Emergency Management Service Award

This award will be presented at the National Convention in recognition of the Department with the most distinguished achievements by their Posts or Councils for Emergency Management Service. It will be given to the Department exhibiting the following criteria:

- a. Service to local/county/state/regional Emergency Management Organizations.
- b. Participation in community program for Emergency Preparedness and Operations.
- c. Efforts in preparation for, and in achieving successful response to the consequences of terrorist activities.

7. Joseph Demiany Memorial Award

The plaque is contributed by Lila Demiany, the widow of Joseph Demiany.

It will be awarded to the Department that has done the most toward the advancement of Scouting during the year.

To be eligible, a Commander or appropriate committee should submit a statement showing Boy Scout, Cub Scout, Explorer, Girl Scout, etc. activities in which the Department participated during the past year. The entry should contain:

- a. All Department Scouting program activities and support.
- b. Names and numbers of all Posts within the Department that sponsored a scout unit or units, giving the scout unit's number;
- c. Names and numbers of all Posts within the Department that supported scouting in other ways.

- d. Extent of leadership of scouting movement provided by members of Posts within Department, giving names of Council members, Committee Commissioners, Scoutmasters, Cubmasters, etc. Also names of recipients of major scouting awards such as the Silver Beaver;
- e. Number of JWV Eagle Scout certificates presented by Department and Posts within the Department; and
- f. In addition, figures supplied by the National Council of the Boy Scouts of America will be used.

8. I.T. Rockman Award

This award is to be given to a County Council, which is recognized as having done the most for hospitalized veterans during the year.

To be eligible, a Commander or appropriate committee of any echelon should present a statement as described in Award#1 – Guten Award. The entry should also contain the same information as itemized in 1# - Guten Award.

9. National Commanders Award

This plaque is to be given to a Council for having performed outstanding service in any specific endeavor above and beyond the ordinary. See Award #3 for complete details.

POST AWARDS

10. PNC Ben Kaufman Award

PNC Kaufman was the recipient of the Medal of Honor for his heroism in World War I, National Commander of the JWV from 1941-42, and National Executive Director of the JWV from 1945-59.

This award is awarded to the Post doing the most for hospitalized veterans during the year.

To be eligible, a statement showing the activi-

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ties in connection with veterans' hospitalization and veterans' hospitals in which a Post has participated should be submitted by a Commander of any echelon or any appropriate committee. The number of members in the Post must be included in your submission. For the elements to be contained in the entry see #1-Guten Award. All Post entries must have a cover page with the following:

- a. Total Post membership;
- b. Total number of visits;
- c. Total hours;
- d. Total number of patients served;
- e. Total amount of money spent on visits reported within; and
- f. List of any items presented.

11. National Headquarter Award

The Post having the most outstanding record on community relations is the recipient of this award.

To be eligible, entries should be submitted by a Commander of any echelon or appropriate committees outlining the extent of the community relations program, with supporting evidence, where available. For criteria to be used in entry, see Wolfson Award above.

12. National Commander's Award

This award is presented to the Post which has performed outstanding service in any general or specific endeavor above and beyond the line of duty.

To be eligible, the Commander of any echelon or appropriate committees should submit a statement describing the endeavor in full detail. As follows:

- a. All persons involved;
- b. Any evidence showing extent of effort;

- c. Newspaper, radio or TV announcements, direct mailing promotions, etc.

13. Brotherhood Award

This award is to be given to the Post which, during the previous year, has contributed the most to fostering the concept of Brotherhood.

To be eligible, entries should consist of statements submitted by Post Commander or Chairman of an appropriate committee, outlining the extent of the post's Brotherhood Program, with supporting evidence, where available. The entry should show:

- a. Kinds of Brotherhood Programs;
- b. Number of people involved;
- c. Newspaper publicity, direct mail promotions, etc; and
- d. Testimonial letter from public officials, other organizations, etc.

14. Scouting Certificate of Appreciation

JWV will present to the Posts Sponsoring Scouting troops, Cub Scout packs, Explorer units, etc., Certificates of Appreciation. A special questionnaire is supplied to each echelon to submit to the National Scouting Chairman for consideration for these certificates.

15. Post Membership Increase Awards

Plaques are awarded to the Posts showing greatest numerical increases and are based on group sizes listed below.

GROUP 1	4-99 members
GROUP 2	100-174 members
GROUP 3	175-249 members
GROUP 4	250 members and up

D-7 NATIONAL AWARDS PROGRAM

16. Isadore Heiman – Al Berger Award

The entry should contain the same information as itemized in the Blood Donor Program Award except that the information submitted should pertain to Post, instead of Department. This award goes to the Post doing the most outstanding blood work for the year.

17. Brenner – Jaffee Memorial Award

Awarded to the Post with the most outstanding newsletter/ bulletin. All Posts are eligible for this award and must submit to National Headquarters, **one copy of each issue for the entire year** of their Post's publication from September of the previous year to the present. The award will consist of a plaque for first place. **Eligibility will be considered based on, among other factors, the inclusion in publications of National, Department, County and Post functions, events, activities and notices, etc.**

ANY ECHELON AWARD

18. Vietnam Veterans Award

This award will be given to the echelon which has been the most active in support of Vietnam Veterans.

INDIVIDUAL AWARDS

19. Judge Lawrence Gubow Memorial Award

This award will be given annually in memory of Judge Lawrence Gubow to the individual that made an outstanding contribution in the field of Americanism.

Any member of the organization is eligible for this award. The entry for the award must be submitted by the Post, County or Department Commander.

To be eligible for this award, a statement must be submitted with substantiating evidence of the following activities:

- a. Grave decoration;
- b. Induction of new citizens;
- c. Sponsoring of patriotic rallies and parades;
- d. Sponsoring of voter registration;
- e. Get out and vote program;
- f. Americanism essay contest;
- g. Participation in youth activities; and
- h. Legislative education campaigns.

20. Individual Award

A suitable award is given to the member recruiting the greatest number of new members (transferred or reinstated members not included in this award).

In order for the individual to be eligible for an award, a form must be filled out and signed by the Post Commander certifying accuracy and that per capita has been received by National Headquarters. If more than one member in a Post is entering his or her name for the prize a separate entry must be submitted at the same time. Names of new members should not be listed on more than one submission.

This form should be submitted to the JWV Membership department.

21. Murray L. Rosen Award

This award, given in memory of PNC Murray L. Rosen, is bestowed upon a member of JWV who, through his work on behalf of veterans, Jews, and his community, best exemplifies the ideals and aspirations of the Jewish War Veterans of U.S.A. The winner of this award is selected by the National Commander.

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D-8 THE VIETNAM VETERAN

VIETNAM VETERANS

The National Vietnam Veterans' Committee of the Jewish War Veterans is open to any JWV member who served on active duty during the period of the Vietnam Conflict whether "in country," at home, or anywhere in the world. The Committee also encourages those JWV veterans who have served during the time of all subsequent conflicts, including Panama, Afghanistan, Iraq and other conflicts to join our Committee.

The Vietnam Veterans Committee of JWV is concerned with issues affecting the well-being of all veterans, but is especially interested in those

which are important to Vietnam veterans and those veterans of subsequent conflicts. We are an active committee with several national projects, and we encourage local participation on projects such as the traveling Vietnam Memorial Wall. Often we coordinate our efforts with other veterans' organizations such as the Vietnam Veterans of America.

As a National Committee we encourage comradeship among veterans. At our National Convention, the Committee holds an annual Vietnam Veterans' Night Out in addition to holding a full committee meeting.

D-9 INSURANCE

INSURANCE

INDIVIDUAL INSURANCE

The Jewish War Veterans of the U.S.A. sponsored Group Insurance Plans offer members, their families and patrons the financial security they may need if an unforeseen accident or illness strikes. These plans are designed and administered to fit your individual needs. Here are the plans available.

- Term Life Insurance
- Cancer Insurance
- Long Term Care Plan
- Senior Life Insurance Plan
- Customized Major Medical
- Medicare Supplement Insurance
- Personal Accident Insurance
- Catastrophe Major Medical-1-877-886-0110
- Recovery Care Plan
- Mobile Life Screening

For more information on these JWV-sponsored Group Insurance Plans, contact the JWV Insurance Administrator:

Marsh Affinity Group Services
1440 Renaissance Drive
Park Ridge, IL 60068-1400
Phone: 1-800-503-9230 (except as noted above)
E-Mail: custsvc2@seaburychicago.com
<http://www.seaburychicago.com/plans/JWV>

A Medicare Part D Prescription Plan is available to our members by Prescriptions Solutions from:

Pacific Care Life and Health Insurance Co.
1-800-811-7159
Administered by Edward Russell Associates, LLC
15461 Bay Hill
Northville, MI 48168

POST INSURANCE

In addition, JWV has available Post Liability Insurance. Contact JWV National Headquarters for more information about coverage. While it is not mandatory to purchase post liability insurance through JWV, all Posts must provide certificates of insurance to National Headquarters.

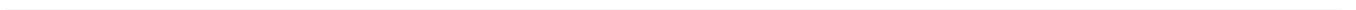
All Posts must also participate in the Mandatory Post Bond (crime) insurance to protect against theft of Post funds.

For questions about both individual and post coverage, please contact National Headquarters, Attn: Insurance Department.

E

NATIONAL YOUTH ACHIEVEMENT PROGRAM

1 NATIONAL YOUTH ACHIEVEMENT PROGRAM



E-1 NATIONAL YOUTH ACHIEVEMENT PROGRAM

NATIONAL YOUTH ACHIEVEMENT PROGRAM

Eligibility

1. Only the children, grandchildren, and great-grandchildren of JWV members in good standing (or who were in good standing at the time of death, if deceased) shall be eligible for the National Youth Achievement Awards. It is the responsibility of the applicant to provide proof of membership status.
2. Applicant must be a high school senior at the time of application and have been accepted by an accredited college or university or a hospital school of nursing as a member of the freshman class entering in the fall of the year the student applies.

Application Process

1. Applications will be made available by National Headquarters on the JWV web site, www.jwv.org, and must be completed by the applicant and his/her school. All applications must be signed by the JWV member's Post Commander in order to verify the applicant's eligibility.
2. Completed applications are forwarded to the Department Commander by the applicant's school. It is the responsibility of the applicant to furnish the school with the name and address of the Department Commander. All applications must bear the Department Commander or Department Chairman's signature.

***It is recommended that a stamped envelope addressed to the Department Commander be submitted with the application to the school official.

3. Each Department will forward no more than their top three (3) applicants to the National Youth Achievement Chairman at National Headquarters for consideration at the National Convention.

4. Winners will be announced at the annual National Convention. Winners need not be present at the convention in order to receive the award.

ON THE FOLLOWING PAGES IS A COPY OF THE NATIONAL APPLICATION FOR 2011-12.

JEWISH WAR VETERANS PROGRAM GUIDE



Jewish War Veterans of the United States of America

Chartered By an Act of Congress

1811 R Street, NW • Washington, DC 20009 • (202) 265-6280 • Fax (202) 234-5662 • Email: JWV@jwv.org • www.jwv.org

Academic Year 2011-2012

Dear Applicant:

Enclosed in this packet are the eligibility and application guidelines and forms for the Jewish War Veterans of the United States of America National Youth Achievement Program to be awarded in August 2012. The following grants will be awarded:

- Robert and Rebecca Rubin Memorial Grant \$1,250
- Bernard Rotberg Memorial Grant \$1,000
- Louis S. Silvey Grant \$750

Part I of the application is to be completed by the applicant. Please note that Part II of the application must be completed by the applicant's school and mailed directly to the appropriate JWV Department Commander and **not to the National Office in Washington, DC**. Failure to send the application to the appropriate Department Commander can result in delay in processing the application by the required deadline.

We recommend that you submit any additional materials or reference letters that offer a complete picture of your academic work. In addition, please include any information that relates to your activities in community service, Jewish affairs and extra curricular service.

Thank you for applying and best wishes.

Sincerely,
Youth Achievement Committee

Morton Millinger
Chairman

Gerald Alperstein
Vice-Chairman

Harry Ettlinger
Vice-Chairman

Jeanette Jacobson
Vice-Chairman

Steven Lodgen
Vice-Chairman

George Tilton
Vice-Chairman

"The Patriotic Voice of American Jewry - over 100 years of Jewish Pride and American Patriotism"

E-1 NATIONAL YOUTH ACHIEVEMENT PROGRAM

National Youth Achievement Eligibility Requirements

1. Applicant must be a **direct descendant** (child, grandchild, great grandchild) of a member in good standing of the Jewish War Veterans of the United States of America. If an applicant's relative is deceased, the member must have been in good standing at the time of his/her death.

(If the JWV member is deceased, and you do not know what post he/she belonged to, call your Department Commander for assistance in locating the post. Many posts, however, do not keep records of past members. JWV National Headquarters **does not** have records of individual Post or Department members. **It is the applicant's responsibility to obtain verification of this information.**)

Applicants who are a descendant of a Patron: the Patron must be in good standing for three (3) consecutive years. Applicants who are a descendant of an Honorary member are not eligible.

2. The applicant must be a high school senior.
3. An applicant must be accepted as a freshman entering in the fall semester by an accredited college or university or a hospital school of nursing.

JEWISH WAR VETERANS PROGRAM GUIDE

National Youth Achievement Application Procedures

1. Applicants must complete all sections of Part I of the Application Form.
2. The Application Form must be signed by the JWV member related to the applicant and the JWV member's Post Commander.
3. After the signatures are obtained, the applicant should forward Part I and II of the application form to school officials along with a stamped envelope addressed to the appropriate Department Commander.
(The Department Commander who receives the application must be the Commander of the Department in which the JWV member's Post is located. Example: If the applicant resides in New York, but the JWV member is a member of a Florida Post, the application must be sent to the Department of Florida Commander.)
4. The applicant's school must complete Part II of the Application Form and forward the completed application in the pre-addressed envelope to the proper Department Commander no later than **May 1, 2012**. **Do not mail the completed application to the JWV headquarters in Washington, DC, as this may result in a delay in processing your application.**
5. Upon receipt, the Department Commander will sign the Application Form and forward all materials from the Department's **top three applications** to the JWV National Headquarters. Applications must be received by the national headquarters no later than **June 28, 2012**. Applications received by the National Headquarters from anyone other than a Department Commander or Department Chairman will be disqualified.
6. National Youth Achievement Award winners will be selected and announced at the JWV National Convention which will take place August 5-12, 2012.
7. National Headquarters will notify the proper Department Commander of a winner from within his/her department's area. The Department Commander will then notify the winner and present the award.

E-1 NATIONAL YOUTH ACHIEVEMENT PROGRAM

JWV SELECTION GUIDELINES

1. Applicants are judged on academic achievement, on standardized tests, class standing, and on extracurricular and community activities.
2. All standardized test scores [ACT and SAT] must be submitted.
3. For the integrity of the selection process, it is necessary that the applicant's school is providing all information to the Youth Achievement Committee. Incomplete applications from both the information provided by the applicant or by the high school will disqualify the applicant.

JEWISH WAR VETERANS PROGRAM GUIDE

National Youth Achievement Application Form

PART I

Name of Applicant _____
Last First Middle

Address _____ College Accepted to and
_____ Planning to Attend _____
_____ School Address _____

Name of Relative who is JWV Member _____

Your Relationship to JWV Member _____

Extra Curricular Activities. Junior and Senior years only (Attach Separate Sheet if necessary)

YOUR SIGNATURES VERIFY THAT THIS APPLICATION MEETS THE NECESSARY QUALIFICATIONS TO APPLY FOR THE JWV YOUTH ACHIEVEMENT AWARDS.

SIGNATURES:

Applicant _____

JWV Member _____

Post Commander _____ Post # _____

Department Commander/Chairman _____ Dept: _____

E-1 NATIONAL YOUTH ACHIEVEMENT PROGRAM

National Youth Achievement Application Form

PART II

Instructions for School Officials:

Please attach a transcript of the applicant's grades and test scores. Please use this information to fill in the form below with the correct information. Use the stamped and addressed envelope provided to you by the applicant to forward this information on to the appropriate Department Commander of the Jewish War Veterans of the USA.

Schools Officials must complete this section:

High School Grade Point Average _____

Class Rank _____

SAT Composite Score _____

ACT Scores:

Subject: _____

Subject: _____

Subject: _____

Subject: _____

SAT II Scores:

Subject: _____

Subject: _____

Subject: _____

Subject: _____

F

MUSEUM

1 NMAJMH



THE NATIONAL MUSEUM OF AMERICAN JEWISH MILITARY HISTORY (NMAJMH)

The National Museum of American Jewish Military History, under the auspices of the Jewish War Veterans of the USA, documents and preserves the contributions of Jewish Americans to the peace and freedom of the United States, educates the public concerning the courage, heroism and sacrifices made by Jewish Americans who served in the Armed Forces, and works to combat anti-Semitism. The museum was chartered by an Act of Congress on September 2, 1958.

The purpose of the Museum is to preserve a record of the patriotic contributions of the men and women of the Jewish faith who served during and between times of war in the Armed Forces of the United States and as veterans thereof, from the time of the founding of this country to the present, for future generations by illustration through public education utilizing the Museum's collections for exhibits, publications and educational programs.

The Museum is currently embarking on a most ambitious endeavor—a permanent exhibit highlighting the 350+ years of Jewish service to the military from 1654 through today's deployments in Iraq and Afghanistan. This exhibit will be the showcase for the Museum.

Meaningful and timely exhibits and educational programs explain the role of American Jews in the Armed Forces throughout American history and document the numerous other contributions made by Jewish American veterans to America's cultural, social and political history. The Museum, located in Washington, DC, near Dupont Circle, is the national repository for the collection of objects, documents and memorabilia of Jewish American veterans.

Two full floors of our building (approximately 6,000 square feet) are devoted to exhibitions. Extensive artifacts and archives are stored in

climate-controlled storage areas (approximately 5,000 collections of personal papers and 10,000 museum objects). The Museum has 2,500 members and serves over 10,000 visitors annually. It is open Monday - Friday from 9am to 5pm, closed Saturday, and open Sunday only for previously arranged tours. There is no admission charge. Arrangements for group tours are generally made by advance registration; however, we do accept unscheduled group arrivals. Every effort is made to have a docent-led tour for unexpected arrivals.

The National Museum of American Jewish Military History is an active member of the Dupont-Kalorama Museums Consortium (DKMC), which was established in 1983 to promote these "off the Mall" museums and their neighborhoods: National Museum of American Jewish Military History, The B'nai B'rith Klutznick National Jewish Museum, Fondo del Sol Visual Arts Center, The Historical Society of Washington, DC at the Heurich House Museum, Mary McLeod Bethune Council House National Historic Site, Meridian International Center, The Phillips Collection, The Society of the Cincinnati Museum at Anderson House, The Textile Museum and the Woodrow Wilson House.

The Consortium sponsors an on-going series of activities and tours throughout the year including the Dupont-Kalorama Museums Walk Weekend (held on the first weekend in June), a self-guided tour featured in a color brochure and an annual Educator's Night to inform teachers about the museum members.

Membership in the National Museum of American Jewish Military History is open to absolutely anyone regardless of religious affiliation, veteran status or any other factor. All that is needed is the desire to help preserve the proud history of Jewish Americans in the U.S. Armed Forces. The Museum offers a wide range of annual and life membership categories which include attractive benefits for the donor. Members will receive a subscription to *The Jewish Veteran*,

JEWISH WAR VETERANS PROGRAM GUIDE

invitations to exhibition openings and educational programs, reduced rates on exhibit catalogs, and membership cards.

EXHIBITIONS

Traveling Exhibitions

The National Museum of American Jewish Military History often creates portable versions of the exhibits on display in the Museum galleries. These displays are available for purchase to place in your area community centers, schools, fairs, or malls. They are designed to be convenient ways for supportive individuals or groups to publicize the NMAJMH and its exhibits to segments of the public who are unable to visit the Museum in Washington, DC. Following is a list of displays which are currently available:

Hall of Heroes: American Jewish Recipients of the Medal of Honor-4 panels

The Medal of Honor is America's highest award for military valor presented to those who have performed an act of such conspicuous gallantry as to rise "above and beyond the call of duty." The recipients of this honor include only some 3,400 of the tens of millions who have served their country since the Civil War. Among these heroes are 15 men of the Jewish faith. Their stories are among the many examples of bravery and gallantry shown by Jews in the United States armed forces.

Rescue & Renewal: GIs and Displaced Persons-6 panels

With the end of World War II almost 8 million individuals were displaced by the war. This exhibit speaks on the rescue of and aid to the survivors of the concentration camps by Jewish GI's.

Women in the Military: A Jewish Perspective-18 panels

Through this exhibit we seek to raise awareness

on the vital role that Jewish women have played to contribute to America's war efforts throughout our history.

An American, a Sailor, and a Jew: The Life and Career of Uriah Phillips Levy-11 panels

This display depicts his tumultuous life and his refusal to walk away from his identity as a Jew or away from his concerns and obligations.

GIs Remember: Liberating the Concentration Camps-16 panels

Personal stories of Jewish GI's who aided in the liberation of the concentration camps.

Candid Moments in the Military-5 panels

A photographic exhibit covering World War I through Operation Desert Storm depicting life in the military that can be rigorous, challenging, boring and humorous. However, during times of war it can be horrific and often tragic.

Salute to Jewish Military Chaplains-5 panels

American Rabbis have been volunteering their services as Jewish military chaplains commencing with the Civil War. This exhibit recognizes these unsung heroes' services, sacrifices and their sensitivities to human suffering while in uniform.

National Museum of American Jewish Military History: A Resume of Exhibits Past and Present-3 color images

A grouping of images from our in-house exhibits past, present and permanent.

All panels are 20" x 30" black foam-core quarter-inch sheets with laminated black and white images, (unless otherwise noted). The panels are easel and table friendly and have enough space at the top of the panels for the sponsor to include a title if desired, by using Velcro strips.

F-1 NMAJMH

Each traveling display is available to purchase for \$100.00 (this cost includes ground shipping to the destination. We ask that the sponsor allow one month for processing, from the date the funds are received to the day of delivery). For more information, contact the Museum at (202) 265-6280.

CONDUCTING RESEARCH AT THE NMAJMH

The National Museum of American Jewish Military History archival collection contains substantial materials related to Jewish-American military history from the Civil War to the present. The collection includes original photographs, letters, diaries, films, military documents, newspapers and manuscripts related to Jewish-American military history. The archives also contain the administrative history of the Jewish War Veterans of the U.S.A. (1896-present) and the National Museum of American Jewish Military History (1958-present).

Individuals wishing to conduct research at the NMAJMH may make an appointment by contacting the Archivist at (202)265-6280 at least two weeks prior to the desired visit date. Please note that because of limited staff resources the NMAJMH cannot perform research requests for individuals

TREE OF HONOR

The Tree of Honor is a unique way to aid the NMAJMH. Help preserve the contributions of Jewish Americans to maintaining the peace and freedom of the United States of America by purchasing a leaf on the Tree of Honor or by adding a rock or acorn. Contributing to the Tree of Honor is a great way to honor a family member, memorialize a loved one, acknowledge your post or auxiliary, pay tribute to a distinguished member of the JWV, or recognize a national, state, or local legislator.

Yahrzeit

The Yahrzeit--the anniversary of the death of a relative-- is observed as a solemn occasion in all branches of Judaism. A special candle is lit, burning for the full 24 hours of the anniversary date. The Hebrew date of death is regarded as the anniversary in the years after a person's passing, and it was traditional for centuries to also mark the occasion by visiting the gravesite.

In modern society, with its mobility and scattering of families, such visits are not always possible. Other forms of remembrance have developed, and Jewish War Veterans has developed this site to allow families around the world to use the Internet to remember and memorialize their loved ones.

For many veterans their military service was a pivotal point in their lives, whatever fate held for them later. This Yahrzeit site recognizes them for their achievements and their love in the context that meant so much to them.

For a modest \$100 fee you can have the name and photo of your departed loved one placed in our Yahrzeit remembrance program. The Yahrzeit will appear automatically on the Hebrew and English calendar date of his/her death. You can return to the site as frequently as you wish by clicking on the "View Yahrzeit" box and typing in your loved one's name in the search box. Then click on "Go."

Please note that this Yahrzeit program is not only for Veterans, but is open to everyone. When searching the database, search from General to Specific, i.e. If you are searching for John Doe, type in the Search field the last name "Doe" and this will search the database for everyone with "Doe" in their names. A list of matches comes up and you then "Click" the Yahrzeit that you wish to view.

We hope you will return to renew your memories again, and in generations of your family yet to come.

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THE AMERICAN JEWISH MILITARY HERITAGE PROJECT

The American Jewish Military Heritage Project is a new internet educational program sponsored by the museum.

This program includes websites, films, and literature resources pertaining to veterans. The program is continually reviewed and updated by a small dedicated volunteer staff.

Resources for Veterans

Below are listed the resources currently available for this project. New resources will be available for the project on an ongoing basis. Please check back frequently at www.nmajmh.org for an updated list.

- First Jewish Service from World War II Germany (Youtube.com Video) - This is a MUST SEE Video — Rabbi Sidney Lefkowitz of Jacksonville, FL. led this service.
- Letter from JWV National Commander (Adobe PDF Document)
- Letter from Museum President (Adobe PDF Document)
- General Veterans Websites (MS Word DOC) - A website of resources about veterans, patriotism, and war. We would like to acknowledge the assistance of Bertram Perry of the Birmingham VA Medical Center and Jeffrey Honeycutt of the Central Arkansas Veterans Healthcare System, Little Rock, AR.
- Veterans Bibliography (MS Word DOC) - A listing of resources compiled from the Birmingham Alabama Public Library. We would like to acknowledge the assistance of Betram Perry of the Birmingham VA Medical Center and Jeffrey Honeycutt of the Central Arkansas Veterans Healthcare System, Little Rock, AR, with this project.
- Jews in the American Military Bibliography

(Adobe PDF Document) - a frequently updated listing of research materials associated with American Jewish Military History. This listing includes material owned by the National Museum of American Jewish Military History.

- Jews in Fiction (Adobe PDF Document) - A listing of fiction works with Jewish interests.
- Best War Movies (Adobe PDF Document) A listing of favorite war movies.
- Veterans Day speeches from 1982 and 1996 of PNC Robert M. Zweiman
- Hall of Heroes: American Jewish Recipients of The Medal of Honor - Highlights the history of American Jewish Medal of Honor recipients and other distinguished Jewish Heroes.
- 350 Year Commemoration of Jews in America's Military (Adobe PDF Document)
- Celebrate 350 Jewish Life in America 1654-2004 (Adobe PDF Document)
- Volunteer Positions Available (MS Word DOC)

The Face Behind the File

This is a series of films provided by the Department of Veterans Affairs. Each film following the initial film: The Price of Freedom: The Military Experience, carries personal interviews of veterans with supporting film footage.

Viewing Requirements

1. In order to view these videos, you must have the most recent version of the Adobe Flash Player/Plug-in installed. You can get this plug-in for free. Once you've installed the plug-in, you may need to restart your browser.
2. Clicking on video link below will open a "pop-up" window. You will need to make sure that your browser allows this functionality if you have a pop-up blocker installed.

3. These video files have been reduced in filesize to be easily streamed through your browser. Since these videos are lengthy, it is recommended that you have a broadband connection to the Internet.

Available Videos

- The Price of Freedom: The Military Experience
- The Korean War
- Special Forces in the Vietnam War
- World War II
- American Indian Veterans
- Veterans with Disabilities
- Nurses
- Prisoners of War
- Tuskegee Airmen and the Triple Nickel
- Returning Home: A New Generation of Veterans

