



Jewish War Veterans of the United States of America

Chartered By an Act of Congress

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MEMORANDUM

DATE: June 2021

TO: Echelon Commanders, National Executive Committee, and National Appointments

FROM: Sid Lichter (NJ), Awards Chairman

SUBJECT: 2021 National Awards Guidelines

The instructions and categories for the 2021 National Awards are enclosed. The National Awards Committee will convene on August 18, 2021 at the Jewish War Veterans of the U.S.A. 126th National Convention in New Orleans, Louisiana.

Please read the instructions carefully. Awards submissions will **not** be accepted unless all instructions are followed.

2021 Award Submission Instructions

1. For the 2021 JWV National Awards, please send all award submissions electronically to Harrison Heller, hheller@jwv.org, and CC Greg Byrne, gbyrne@jwv.org.
2. In the Subject Line of the email, please indicate which award you are applying for and your post number.
3. In the body of the email, use the submission page below as a template.
4. The deadline for all electronic submissions is **Friday, July 30, 2021**
5. Physical submissions will not be accepted. *Electronic submissions only.*

NATIONAL AWARDS DEADLINES AND COMMITTEE RULES

Important Deadlines

- **All award submissions must be submitted by Friday, July 30, 2021 by 5:00pm EST**
- August 18, 2021: Awards Committee will be meeting.

Committee Rules

1. Consideration by the Committee for listed awards can be given only to the Post, Department, County, individuals, etc., that have submitted entries by the dates stipulated. Verbal additions to submitted entries or verbal entries cannot be given consideration.
2. If the Submission Form is not completed and attached to the awards submission, then adjudication and/or categorization of the submission is left to the discretion of the Committee.
3. JWV members who are not on the National Awards Committee are not permitted access to the Committee meeting room, regardless of Committee members being present.

NATIONAL AWARDS SUBMISSION FORM

Complete the following form for [each](#) entry and attach a document containing the below information. If this form is not completed and attached, then the Committee will decide to which award it applies. This should be the first page.

Award Number/Title: _____

Applicant Name: _____

Address: _____

City, State: _____ Zip: _____

Post Name/Number: _____

Department: _____ Council: _____

Contact person if entry wins award: _____

Phone Number: _____

2021 NATIONAL AWARDS LIST

Application Awards: Candidates for these awards can be **individuals or echelons** (open to all echelons). They must apply by **July 30, 2021** unless otherwise specified.

1. **Feureisen-I. T. Rockman Award** – Doing the Most for Veterans in Hospitals or Long-Term Care Facilities
2. **Ben Kaufman Award** – Doing the Most for Underserved Veterans
3. **Wolfson Award** – Outstanding Work in Community Building
4. **National Commander's Award** – For the Echelon Going Above and Beyond, a True Mensch
5. **Judge Lawrence Gubow Memorial Award** – Greatest Promotion of Americanism
6. **Joseph Demiany Memorial Award** – Best Implementation of a National JWV Program
7. **Post-9/11 Veteran Support Award**
8. **Recruiter of the Year Award** – Member who enrolled the most new members
9. **Edward D. Blatt Award** – Outstanding Commander
10. **Brenner – Jaffee Memorial Awards** – Best print Newsletters/Bulletin
 - a. Best Monthly Publication
 - b. Best Bi-Monthly Publication
 - c. Best Quarterly Publication
11. **Outstanding Email Newsletter Award**
12. **Most Improved Online Engagement Award** – Best use of social media and/or echelon website to engage with members and the public
 - a. Best Webpage
 - b. Best Facebook Page

Recognition Awards: Special honors bestowed on individuals or echelons. There is no application.

13. **Post Growth Award** – Greatest increase of membership. Posts that begin the year with less than 10 members, must grow to at least 10 to be eligible.
 - a. Small Posts – 4 – 15 members
 - b. Medium Posts – 15 – 30 members
 - c. Large Posts – 31–50 members
 - d. Bountiful Posts – 51 members and up
14. **Isadore Heiman – Al Berger Award** – Department with greatest increase in VAVS volunteer hours
15. **Murray L. Rosen Award** – Member of the Year as selected by the National Commander

2021 NATIONAL AWARDS

Application Awards

Candidates for these awards can be **individuals or echelons** (open to all echelons). They must apply by **July 30, 2021** unless otherwise specified.

1. Feureisen – I.T. Rockman Award

The Feureisen – I.T. Rockman Award is presented to the echelon that has done the most for veterans staying in hospitals, hospice, retirement facilities, state veterans' homes, or other long-term care facilities, during the 2020 – 2021 member year.

Entries must contain a summary with dates, as well as supporting evidence, including:

- a. Total echelon membership,
- b. Total member/patron/family members who volunteered,
- c. Total veterans served,
- d. Names and totals of youth groups/schools involved, if any,
- e. Names and totals of other JWV echelons and/or other VSOs collaborations,
- f. Descriptions of programs/events/projects,
- g. Amounts, costs, and details of fundraising for projects/events,
- h. Activities associated with Veterans Administration Voluntary Service (VAVS),
- i. Activities associated with Armed Services Hospital, if any
- j. 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),
- k. Total numbers of HOURS spent in above activities, with a breakdown according to type of activities as shown above, and
- l. Newspaper publicity, direct mail, and any other evidence showing extent of efforts.

2. Ben Kaufman Award

The Ben Kaufman Award is presented to the echelon that has done the most for underserved veterans during the 2020 – 2021 member year. Underserved is defined as those veterans most in need in your community. This could include those that are homeless, impoverished, women or minorities, or those in need of mental health treatment.

Entries must contain a summary of efforts, projects, fundraising, and/or events, as well as supporting evidence, including:

- a. Total echelon membership,
- b. Total member/patron/family members who volunteered,
- c. Total veterans served,
- d. Names and totals of partnering organizations and/or youth groups involved, if any,
- e. Names and numbers of other JWV echelons and/or other VSOs collaborations,
- f. Descriptions of programs/events/projects,
- g. Amounts and details of fundraising for projects/events,
- h. Activities associated with Veterans Administration Voluntary Service (VAVS), if any,

- i. Statements from organizers, community groups, city government, etc. that were involved, (It is suggested that copies, rather than originals be submitted to prevent loss of originals),
- j. Total numbers of HOURS spent in above activities, with a breakdown per type of activities as shown above, and
- k. Newspaper publicity, direct mail, and any other evidence showing extent of efforts.

3. Wolfson Award

The Wolfson Award is presented to the echelon with the most outstanding record of building community and strengthening relationships with other organizations.

Entries should outline the extent of the community outreach and relationship(s) development and include such supporting evidence as:

- a. Titles and numbers of community partners/organizations/government entities,
- b. Relations with other veterans' groups,
- c. Joint community relations projects with both Jewish and non-Jewish organizations as well as other illustrations of strong relations,
- d. Types of community relations programs,
- e. Number of people involved both as volunteers and as participants,
- f. Awards, if any, received from local authorities,
- g. Newspaper comments, notices, pictures, etc., that display publicity from community relations programs and events,
- h. Statements from leaders, officers, or staff of partnering organizations (Copies rather than originals should be submitted), and
- i. Any other evidence of community relations programs.

4. National Commander's Award

This award is presented to the echelon that 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, including:

- a. All persons involved,
- b. Any evidence showing extent of effort, and
- c. Newspaper publicity, radio or TV announcements, direct mailing promotions, etc.

5. Judge Lawrence Gubow Memorial Award

This award is given annually in memory of Judge Lawrence Gubow to an outstanding individual in the field of Americanism.

Any member in good standing is eligible. The entry must be submitted by the Post, County or Department Commander.

Entries must include a statement with substantiating evidence of any or all of the following:

- a. Grave decoration,
- b. Induction of new citizens,
- c. Sponsoring of patriotic rallies and parades,
- d. Sponsoring of voter registration,
- e. Get out the vote program,
- f. Americanism essay contest,
- g. Participation in Girl Scouts, Boy Scouts, or JROTC programs,
- h. Participation in youth activities, and
- i. Legislative education campaigns.

6. **Joseph Demiany Memorial Award**

Lila Demiany, widow of Joseph Demiany, sponsors this award. It is given to the echelon that has implemented the most outstanding JWV national program during the 2020 – 2021 member year.

Eligible national programs are:

- a. **Scouting** (Boy Scouts and Girl Scouts)
- b. **JROTC**
- c. **Veterans Affairs Voluntary Services (VAVS)**

Entries must include a statement, as well as supporting evidence, including:

- a. Total membership of echelon,
- b. Total member/patron/family member volunteers,
- c. Description and total of those served,
- d. Description of program activities and support,
- j. Awards, if any, received from local authorities or the organizations (e.g. the Silver Beaver Award given by Boy Scouts of America),
- k. Publicity (newspaper comments, notices, pictures, etc.) from programs and events,
- l. Statements from leaders, officers, or staff of partnering organizations (Copies rather than originals should be submitted), and
- e. Any other evidence showing extent of efforts.

7. **Post-9/11 Veteran Support Award**

This award is given to the echelon which has been the most active in support of Post-9/11 veterans.

The Commander of any echelon or appropriate committees should submit a statement describing the support in full detail, including:

- a. All persons involved,
- b. Description of programs, events, scholarships, fundraising, memorials, etc. with supportive facts and figures,
- c. Online marketing and publicity, newspaper publicity, radio or TV announcements, etc.,
- d. Statements from veterans assisted and/or leaders, officers, or staff of partnering organizations (copies rather than originals should be submitted), and
- e. Any other evidence showing extent of efforts.

8. Recruiter of the Year Award

The Recruiter of the Year Award is given to the member who recruited the greatest number of new members during the 2020 – 2021 member year (transferred or reinstated members not included in this award).

To apply, a member in good standing must compile a list of new members and their addresses, attach the form below with certification for accuracy from the Post Commander, and **send it the Membership Department at National HQ no later than Friday, July 30, 2021**. Upon certification by National HQ that per capita has been received for all new members, the applicant enters the award pool.

Post Name & Number: _____

Recruiter Name: _____ Signature: _____

Address: _____

Post Commander Name: _____ Signature: _____

If more than one member in a Post is entering his or her name for the award, a separate entry must be submitted at the same time. Names of **new members cannot be listed on more than one submission**.

New members are defined as those who joined during member year 2021 or those who were recruited back after an absence of 5 or more years. Do not include transferred or reinstated members.

The list and form must be signed and emailed to hheller@jwv.org or mailed to National HQ **no later than July 30, 2021**.

9. Edward D. Blatt Award

The Edward D. Blatt Award is presented to the most outstanding Commander of the year. Commanders from **any echelon, who served during the 2020 – 2021 member year, are eligible**.

The **Senior Vice Commander, Junior Vice Commander, or Adjutant will submit evidence** on the accomplishments of the nominated Commander.

Although echelon accomplishments are important, it is more important that emphasis be placed on the personal role of the Commander in bringing about these results. In submitting the entry, the following information should be supplied:

- a. Total and frequency of echelon meetings,
- b. Total hours spent by the Commander on behalf of the echelon,
- c. Total and description of other events or programs organized by Commander,

- d. The events of other organizations attended by the Commander as an official representative of JWV,
- e. Echelon project originated by the Commander,
- f. The extent of participation of the Commander in all echelon projects,
- g. Any other evidence to support the claim that the Commander is the most outstanding in the country.

10. Brenner – Jaffee Memorial Awards

Awarded to the echelon with the most outstanding print newsletter/bulletin, the Brenner – Jaffee Memorial Awards celebrate excellence in publicity and creativity through print material. Awards are given by category:

- a. Best Monthly Publication
- b. Best Bi-Monthly Publication
- c. Best Quarterly Publication

(NOTE category A, B, or C on the Submission Form)

One copy of each issue from August 2020 to present must be included in the submission.

Eligibility will be based on, among other factors, the inclusion of National, Department, County, and Post functions, events, activities, and notices in the publication.

11. Outstanding Email Newsletter Award

This is presented to the echelon with the most outstanding email newsletter.

Entries will be assessed on both JWV-related content and graphic design/user interface. JWV-related content includes National, Department, County, and Post functions, events, activities, and notices.

To apply, attach email newsletters sent between August 2020 and July 2021 to a single email and send to Harrison Heller (hheller@jwv.org) with the subject line “Award 11- Outstanding Email Newsletter Award.”

12. Most Improved Online Engagement Award

The Most Improved Online Engagement Award is presented to the echelon that most improved its use of social media and/or an echelon website to engage with members and the public, over the course of the 2020 – 2021 member year.

To apply, simply send an email to Harrison Heller (hheller@jwv.org) with the subject line “Award 12 – Most Improved Online Engagement Award” and body containing web addresses/links to your echelon’s social media pages and/or website. **Submissions must be received no later than July 30, 2021.**

The winner will be chosen by the IT Committee based on the following criteria:

- Links to the JWV National website (jwv.org), online membership application (www.jwv.org/online_membership), and the National Museum of American Jewish Military History (nmajmh.org),
- Inclusion of National, Department, County, and Post events and notices,
- Links to veteran resources, veteran news, or any other info that is helpful to veterans, the public, or donors,
- Overall design and ease of use,
- Frequency of updates,
- Number of visitors and commenters, and
- Original content.

Recognition Awards

Special honors bestowed on individuals or echelons. There is no application.

13. Post Growth Award

Certificates are awarded to Posts with the greatest increase of membership. Posts that begin the year with less than 10 members, must grow to at least 10 to be eligible. Posts are divided into 4 categories:

- Small Posts – 4 – 15 members
- Medium Posts – 16 – 30 members
- Large Posts – 31–50 members
- Bountiful Posts – 51 members and up

14. Isadore Heiman – Al Berger Award

Awarded to the Department with the greatest increase in VAVS volunteer hours as defined by the 3rd Quarter VAVS Volunteer Hours Report supplied by the VA. Departments do not need to apply to this award as the numbers are calculated by the VAVS Committee.

15. Murray L. Rosen Award

This award, given in memory of PNC Murray L. Rosen, is bestowed upon a member of JWV who, through his/her work on behalf of veterans, Jews, and the community, best exemplifies the ideals and aspirations of the Jewish War Veterans of U.S.A. The Member of the Year is chosen by the National Commander, so no outside recommendations will be considered. The Award is presented at the National Commander's Banquet on **Thursday, August 19, 2021.**