

CANCER AID & RESEARCH

November 1, 2011



Ladies Auxiliary, Veterans of Foreign Wars

TAMI L. ELLIOTT,
NATIONAL DIRECTOR

Step up ~ Leave No Veteran Behind

Dear Sisters,

It's still early in the game, but let's start scoring some runs. The best way to WIN is to score early and score often. Take your plan and share it with your teammates. Decide what fundraisers are best suited for your Ladies Auxiliaries and have your Ladies Auxiliary leaders write down their goals, action plans, and then FOLLOW-UP with them. There are over 120 fundraising ideas at this site <http://www.fundraiserhelp.com/fundraiser-ideas.htm>

Check it out if you need ideas.

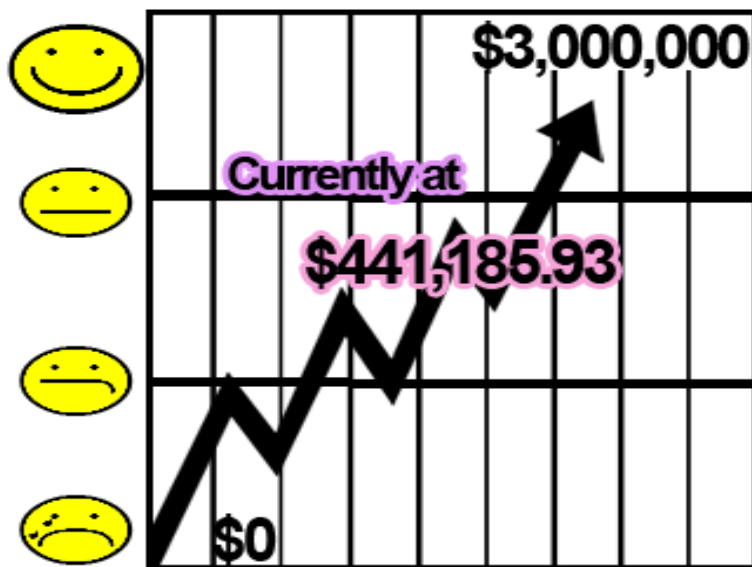
How about sharing YOUR best ideas with everyone. Send me your favorite fundraising idea and I'll share it with everyone via email and give you credit. Everybody that sends me one will get a personalized Thank-You with a special gift. With every promotional material be sure to include GOALS and Plans. Help your members win this game We are looking at our goals, but do you have your plan written down and presented in all of your promotional material?

Let's not wait until the ninth inning for a comeback win.

Let's go girls! We can do it!!

Tami Elliott

National Director for Cancer Aid and Research



STEP-UP



EDUCATION

WHY ARE WE WORKING TO HARD TO RAISE MONEY???????

It's all about education ladies. Educate ourselves, and educate those around us. It's so easy to forget how much cancer affects us, so make it a point to learn how important early detection and treatment is for beating cancer.

Use the available resources:

The American Cancer Society will provide lots of great stuff to help in the education area but you have to ask. Call them at 1-800-227-2345 or visit their website, www.cancer.org

Remember, to get points you must sponsor Education & Awareness Events. Bring in outside speakers and think about partnering with health organizations to broaden the message and reach more people.

This is required on the National Year end report

REMINDER

Auxiliaries must be

85%

On the

Year-end Report



STEP-UP CHALLENGES

- Remember to ask the Post
 - Make it Fun
- Everyone wants to be a winner

If you fail to plan, you plan to fail

To the Department Chairman:

Just like planning the fundraisers, the education program needs to have a plan if you want it to be a success. Write out goals (who, what, when, where and why), write down how you are going to achieve the goals, then put it into action. Set-up a timeline as to how much you would like to have collected each month. Don't forget to monitor your progress and finally, follow-up. I look forward to hearing your ideas and successes.

Stay Encouraged.....

EXCITING NEWS!!! ON CANCER GRANTS

Starting October 1, 2011 ALL Cancer Grants will be increased to \$550.00

I would like to see the Department Chairman promote and encourage the Ladies Auxiliary to inform our members that two \$550.00 Cancer Grants are available in a life time. The eligibility is a member of the Junior Girls and Ladies Auxiliary VFW for one full year and current dues must be paid before applying for a Cancer Grant. You may obtain Cancer Grant application forms from your Ladies Auxiliary or Department Treasurer, National Headquarters at; **816-561-8655**, e-mail info@ladiesauxvfw.org or printed from the web-site

An area of concern is for all of us is to see how much money your Department receives back on both Cancer Grants and the 15% or 25% of total donations at the end of the year. There are some cases where the total back to the Department was MORE than the total amount that Department donated. We must Step-up the funds for this program or we will not be able to Pay It Forward to ours Sisters.

Goals are vital to success. These are **MY GOALS**

Specific - \$2,250,000.00 by December 31, 2011.

Big - means I want us to be on top, the BEST.

Realistic - \$3 Million was raised before, we can do it again

Tangible - We have all been affected by cancer

Measure - I will mark our goals down daily, weekly, & monthly .

Passion - I am excited, and beaming with enthusiasm. **Tami**

INCENTIVE AWARD PROGRAM

Remember Sisters this is OUR GOAL for each Department is to walk across the National Convention Stage to receive one of these awards!

PLATINUM AWARD To the Department for donating \$7 per member

GOLD AWARD To the Department for donating \$6 per member.

SILVER AWARD To the Department for donating \$5 per member.

When times get tough, with determination stay focused on your goal!

Donations must be received at National Headquarters by June 30, 2012

“7 7 7 CAMPAIGN”

“STEP-UP TO BEAT CANCER”



I cannot tell you how excited I am about an idea that is out of the box. Let's really harness the power of our members, all 520,000 of us. Let yourself dream a little. What if all of our members participated in a 7 7 7 Campaign where each Sister would call 7 names on

Sunday, 7 on Monday, 7 on Tuesday for all 7 days. And ask those people to donate \$7 for CA & R Fund. That is 7 DAYS – 7 PEOPLE – 7 DOLLARS. Do the math if you like, but that works out to \$ MILLIONS of George Washington's all going to Cancer Aid & Research. Oh My Gosh what a difference that would make.

But let's not dream about it, Let's make it happen. We're planning the 7 7 7 Campaign to be March 19th-26, 2012.

I will provide all Chairman the script, pledge card format, tally sheet, suggestions as to who to call, the acknowledgement letter.

Congratulations to Departments reaching 100% by September 30, 2011

Utah- Elizabeth Benson

Oregon- Paula Bell

Hawaii- Paula Kalanikau

Vermont- Dixie Goodwin

Wisconsin—Sheryl Anderson

I know that you are not going to just stop at that 100%, because you

Believe in the dream of reaching 3 million dollars.

I hope you have enjoyed the gift of Thanks from ME to YOU!

A gift for every Department that reaches 100% by Dec. 20, 2011

“ It takes each of us to make a difference for all of us”

Tami Elliott
National Director
Cancer Aid & Research

1997 Zell Road
Ferndale, WA 98248

Phone: 360-384-5406
Cell: 360-393-0360
E-mail: tamjen@earthlink.net
tamijenn@gmail.com

cc: National Line Officers
National Conference Chairman
Past National Presidents
National District Council Members
Department Presidents
Department Cancer Aid and Research Program Chairman