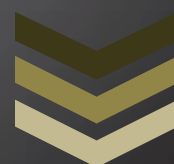


VFW EDUCATION & TRAINING SERIES

Quartermaster Guide to Cross of Malta & Logo Usage



Cross of Malta



The Veterans of Foreign Wars of the United States adopted for its symbol the Cross of Malta, which has a heritage of honor, duty, sacrifice and courage that dates back to the 11th century.

Each design aspect of VFW's Cross of Malta symbolizes something special. The Great Seal of the U.S. contains a modified scroll from "E Pluribus Unum" (Out of many, one) to "Pro Deo Pro Patria" (For God For Country) together with the cross and radiating rays symbolize the character, vows and purposes distinguishing VFW as an order of warriors who have traveled far from home to defend sacred principles. Its eight points represent the beatitudes prescribed in the Sermon on the Mount: Blessed are the poor in spirit, the meek, the pure, the merciful, the peacemakers; blessed are they who mourn, seek righteousness and are persecuted for righteousness' sake. VFW added the sun's rays between the eight points and the cross. These emphasize the vigor and warmth with which the present-day brotherhood is pledged to defend the nation and to extend its mercy. Superimposed over the cross is the American eagle—the sacred symbol of a proud nation and people. While the Maltese Cross has religious origins and was used by the crusading Knights of St. John as a battle standard centuries ago, it is equally relevant today as a symbol of all those battling for noble ideals.

The Cross of Malta trademark was issued June 9, 1931. Pursuant U.S.C. Title 36, Chapter 7A, Sections 111-120, the Veterans of Foreign Wars of the United States has the exclusive right to the use of its name and the sole exclusive right to the use of the emblem and badges adopted by the corporation. Additionally, the Veterans of Foreign Wars of the United States has registered the precise logo appearing on your merchandise with the United States Patent Office. Finally, it is a federal offense to use the name or emblems of a federally chartered veteran's organization. See Federal Criminal Code, U.S.C.A., Title 18, Section 705.

The 115th National Convention approved a change to the National By-Laws clarifying the approval necessary for the use of the name "Veterans of Foreign Wars of the United States," and any associated logos or emblems. While the VFW's name, emblem and other marks continues to be protected by law, the amended By-Laws (Sec. 801, 803, and 805) now specifically require written consent by the VFW's Quartermaster General for the manufacture and use of those marks.

Departments and Posts are authorized to use the VFW name, logos, or emblems for printed or digital use for VFW activities, such as the creation of brochures for membership drives, Post events and other community outreach efforts, and do not need to submit a request form. Current logos for non-commercial use may be obtained from the VFW Communications Department by emailing Communications@vfw.org.

The VFW Store and its licensed vendors are the only authorized sources to use the VFW name and Cross of Malta on apparel, caps, and other merchandise. The first line of contact for merchandise is the VFW Store. The VFW Store can assist with certain custom items even though they are not in the catalog. Visit the VFW Store online at www.vfwstore.org or call 1-800-821-2606. If the VFW Store is unable to assist, use the attached form to request authorization to use a third party vendor.

If requesting items that cannot be procured by the VFW Store or its licensed vendors, complete the attached form in its entirety and submit to the Quartermaster General's Office prior to production. Please allow ample time to process your request.

The right to use the VFW marks is the "exclusive right" of the VFW of the United States and is not transferable. This means that any authorizations to use the VFW marks can only be granted by written approval by VFW's Quartermaster General. For instance, if a VFW Post wants to use the VFW name on a website, it may continue to do so through the use of the materials provided by the VFW Communications Department. If, however, a VFW Post wants to partner with a business and that business wants to use the name "VFW" on advertising, then permission to use the VFW name must come from the Quartermaster General. If the Quartermaster General has not granted written permission to use our name or marks, then it is a violation of law.

VFW Trademark Authorization Request



Date: _____

Instructions:

- Departments and Posts are authorized to use the VFW name, logos, or emblems for printed or digital use for VFW activities, such as the creation of brochures for membership drives, Post events and other community outreach efforts, and do not need to submit this form. Current logos for non-commercial use may be obtained from the VFW Communications Department by emailing Communications@vfw.org.
- The VFW STORE and its licensed vendors are the only authorized sources to use the VFW name and Cross of Malta on apparel, caps and other merchandise. Your first line of contact for merchandise is the VFW STORE. The VFW STORE can assist with certain custom items even though they are not in the catalog. Visit the VFW STORE online at www.vfwstore.org or call 1-800-821-2606. If the VFW STORE is unable to assist, you may use this form to request authorization to use a third party vendor.
- If requesting items that cannot be produced by the VFW STORE or its Licensed Vendors, complete this form in its entirety and submit to the Quartermaster General's Office prior to production. Please allow ample time to process your request.

I request written permission to use the following emblem and/or name exclusively for the purpose listed below:

- | | |
|---|--|
| <input type="checkbox"/> 'Veterans of Foreign Wars of the United States' Name | <input type="checkbox"/> 'Veterans of Foreign Wars of the U.S.' Name |
| <input type="checkbox"/> 'Veterans of Foreign Wars, U.S.' Name | <input type="checkbox"/> 'Veterans of Foreign Wars' Name |
| <input type="checkbox"/> 'VFW' Acronym | <input type="checkbox"/> VFW Cross of Malta |
| <input type="checkbox"/> Other: _____ | |

Item and Reason for Use: _____

When: _____

Where: _____

Quantity: _____

Use of Proceeds: _____

Color Version (1 color, 2 color, full color): _____

File Format (jpg, tif, pdf): _____

VFW Information

Dept/District/Conference/Post _____

Contact Name and Title _____

Address, City, State & Zip _____

Email _____

Phone Number _____

Producing Company Information

Company Name _____

Contact Name _____

Address, City, State & Zip _____

Email _____

Phone Number _____

I understand that any use of the VFW Emblem and/or VFW name requires prior written permission from the Quartermaster General of the Veterans of Foreign Wars of the United States. I understand that the use of the VFW Emblem and VFW name are the exclusive rights of the Veterans of Foreign Wars of the United States and any unauthorized use is a violation of federal law. I understand that the authorization, if given, may not be transferred and is subject to revocation at any time.

Signature _____

Printed Name & Title _____

Please return completed form to:

Quartermaster General
VFW National Headquarters
406 West 34th Street, 11th Floor
Kansas City, MO 64111
E-mail: qmgeneral@vfw.org
Fax: (816) 968-1189

Office Use Only	Approved?
	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Date _____
	State _____

VFW Auxiliary Trademark Authorization Request



Date: _____

Instructions:

- Departments and Auxiliaries are authorized to use the Auxiliary name, logos, or emblems for printed or digital use for Auxiliary activities, such as the creation of brochures for membership drives, Auxiliary events and other community outreach efforts, and do not need to submit this form. Current logos for non-commercial use may be obtained from the VFW Auxiliary at mzinn-sanchez@vfwauxiliary.org.
- The VFW STORE and its licensed vendors are the only authorized sources to use the VFW Auxiliary name and emblem on apparel, caps and other merchandise. Your first line of contact for merchandise is the VFW STORE. The VFW STORE can assist with certain custom items even though they are not in the catalog. Visit the VFW STORE online at www.vfwstore.org or call 1-800-821-2606. If the VFW STORE is unable to assist, you may use this form to request authorization to use a third party vendor.
- If requesting items that cannot be produced by the VFW STORE or its Licensed Vendors, complete this form in its entirety and submit to the Quartermaster General's Office prior to production. Please allow ample time to process your request.

I request written permission to use the following emblem and/or name exclusively for the purpose listed below:

- 'Veterans of Foreign Wars of the United States Auxiliary' Name
- Veterans of Foreign Wars of the United States Auxiliary Cross of Malta
- Other: _____

Item and Reason for Use: _____

When: _____

Where: _____

Quantity: _____

Use of Proceeds: _____

Color Version (1 color, 2 color, full color): _____

File Format (jpg, tif, pdf): _____

VFW Information

Dept/District/Conference/Aux

Contact Name and Title

Address, City, State & Zip

Email

Phone Number

Producing Company Information

Company Name

Contact Name

Address, City, State & Zip

Email

Phone Number

I understand that any use of the VFW Auxiliary Emblem and/or VFW Auxiliary name requires prior written permission from the Quartermaster General of the Veterans of Foreign Wars of the United States. I understand that the use of the VFW Auxiliary Emblem and VFW Auxiliary name are the exclusive rights of the Veterans of Foreign Wars of the United States and any unauthorized use is a violation of federal law. I understand that the authorization, if given, may not be transferred and is subject to revocation at any time.

Signature

Printed Name & Title

Please return completed form to:

Quartermaster General
VFW National Headquarters
406 West 34th Street, 11th Floor
Kansas City, MO 64111
E-mail: qmgeneral@vfw.org
Fax: (816) 968-1189

Office Use Only
Approved?
<input type="checkbox"/> Yes <input type="checkbox"/> No
Date _____
State _____

AVAILABLE IN THE VFW STORE



VFW RECRUITING KIT

This kit contains everything needed to set up an effective recruiting booth or table to target either veterans or active-duty service members. Included are 25 each of the following "Take Pride flyers" (suitable for framing): WWII Service Medal, Korea Service Medal, Vietnam Service Medal, Southwest Asia Service Medal, Iraq Campaign Medal, Afghanistan Campaign Medal, Armed Forces Expeditionary Medal, Navy & Marine Expeditionary Medal, Occupation Service, Korea Defense Service Medal, China Service, Kosovo Campaign Medal, and Combat Duty. Also included are large posters, door hanger self-mailers, VFW decals, and a collection of applications, brochures flyers, copies of the VFW magazine, and a heavy-duty, nylon briefcase for transporting these items. A supplies reorder form is included for your convenience.

POST CHARTER KIT

All the tools necessary for a new Post (or perhaps an existing Post that needs a fresh start) to get up and running quickly and easily. This complete kit contains everything necessary to conduct meetings, obligate members, account for members and funds, submit reports, conduct programs and more. Included are the following: an altar cloth, altar flag set (including a POW-MIA flag), Bible, gavel, eight copies of the VFW bylaws, Manual of Procedure and Ritual, a service office guide, Post minute book, quartermaster ledger, a pad of misc. receipt forms, draft book, receipts and disbursements pad, trustees report of audit pad, two VFW Store catalogs, a membership binder, 100 eligibility folders, 50 VFW Cross of Malta lapel pins, 100 membership application forms, 50 VFW benefits flyers, 50 membership recruitment brochures, a "Membership Campaigning on the Post Level" booklet, 50 "Planning A Successful Buddy Poppy Campaign" brochures, 50 "History of the Buddy Poppy" brochures, one "Starting A New Post" booklet and two copies of the absolutely vital "Report of Institution" form. Everything you'll need to ensure the success of a new Post in one convenient package.



NEW POST STARTER KIT

A new "Post in a box." Designed to equip a team of up to four recruiters with everything needed to form a new Post. This comprehensive kit includes: An application for Post charter, "Starting A New Post" guide, 100 membership applications, 100 membership recruitment brochures, 100 VFW benefit flyers, 100 door hanger self-mailers, 100 VFW decals, four pocket recruiter guides (an absolute must for your recruiters), four eligibility folders, four "Membership Campaigning on the Post Level" booklets, four "You've Earned It" Posters and 20 of the new "Post Forming Soon" Posters. All kits available through the VFW Store by calling toll-free 1.800.821.2606 or go to www.vfwstore.org.

*Contents may vary as items are updated and new items become available.



Rev. 10/27/14



RECRUITING JUST GOT EASIER

The VFW Membership Department has everything you need to make your membership efforts successful at little or no cost.

Phone: 1.816.756.3390
E-mail: membership@vfw.org



RECRUITING TOOLS

some materials may be available online by logging in to www.vfw.org and following the Membership Recruitment & Retention Materials link.

Membership Applications

This two-part carbonless form is necessary for recruiting and reporting new members. Includes a copy to be forwarded to Department or National Headquarters with your dues transmittal, a Post record card and a temporary receipt card for the new member.

Door Hanger Self-Mailer

An exciting way to spread the word about the VFW and garner new leads. Includes benefit information, a reply card and die-cut slots for a Post business card. Make these a central feature of your next membership campaign.

Take Pride Flyers

Full-color of your qualifying campaign medal with its history: WWII Service Medal, Korea Service Medal, Vietnam Service Medal, Southwest Asia Service Medal, Iraq Campaign Medal, Afghanistan Campaign Medal, Combat Duty and more.

Membership Recruitment Brochure

Full-color, and with a distinctive design, this brochure is an essential part of any recruiting campaign. Recently updated, this brochure answers the question, "Why should I join?" Because *No One Does More for Veterans*.

VFW Eligibility Fold-Up Poster

Asking the question, "Where in the world have you been?" This 33" x 22" world map is the perfect addition to membership recruiting booths. Some 24 medals, ribbons and badges are pictured to coincide with eligibility information.

VFW Magazines

Just the thing to hand to prospective members and to those who haven't paid their dues in a while. Use them in membership booths or recruiting campaigns. Issues may vary, depending on what is available at the time of your order.

Women Veterans Brochure

Excellent for recruiting events with female veteran attendees. This attractive brochure highlights the camaraderie, support and benefits that come along with being a VFW member.

Recruitment Table Drape

Bring attention to your recruiting booth with this cloth table drape, available in 6' and 8' sizes. Available through the VFW Store by calling toll-free 1.800.821.2606 or go to www.vfwstore.org (#3472 and #3473).

VFW Tent

Maximum visibility and shelter for all your VFW events! 10' x 10'; steel frame; water resistant, fire retardant polyester canopy; easy set-up, collapses and folds into a convenient carry bag. Great for recruiting, Buddy Poppy events, setting up a remote service officer station and more! Store item #3482.

PROMOTIONAL ITEMS

"VFW Post Forming Soon" Poster

A glossy, full-color, 33" x 23" Poster announcing the formation of a new Post in your area. An up-to-date look and eligibility listing will make your next Post development effort a breeze. Includes space for contact information along with meeting times and locations.

"Join Now" Poster

Like our "VFW Post Forming Soon" Poster, this exciting tool is up-to-date and will make your next recruiting campaign easier than you thought. Includes space for contact information along with meeting times and locations. Glossy, full-color and 33" x 23".

Membership Eligibility Sheet

A complete and convenient reference tool. Always be up-to-date in your understanding of eligible service locations and dates.

TRAINING TOOLS

Recruiter Pocket Success Guide

Enables a recruiter to answer most questions posed by prospective members and their families. Conveniently tabbed sections cover topics such as: membership eligibility, benefits, veterans service, programs for active duty and their families, community service, young people and legislative efforts. Has an easy-to-use back cover flap to hold membership applications, along with pages of useful recruiting tips.

"Starting A New Post" guide

A primer for establishing a new VFW Post, including information on getting a Post Charter, recruiting members, communicating with local city and civic leadership, holding informational meetings, and an explanation of the procedures for new Post formation.

Legacy Life Brochure

Leave a lasting legacy by upgrading your life membership to a bronze, silver or gold Legacy Life Membership.

"Membership Campaigning on the Post Level" Booklet

Twenty-four pages, chock-full of information and strategies used in planning and conducting a successful membership campaign. Covers the basics of planning, contact techniques (with scripts) and follow up.

Recruiter Training Student Guide

This educational guide comprises informational material that parallels the instructors guide, along with additional forms relevant to hands-on recruiting. Includes an attractive folder to make a useful "take-away" package for your next recruiter training session.

ENSURE THAT YOUR POST GROWS BY USING EVERY AVAILABLE METHOD AND PRODUCT AVAILABLE THROUGH THE VFW BECAUSE...
NO ONE DOES MORE FOR VETERANS.®



Membership Department

406 W. 34th Street
Kansas City, MO 64111

Tel: (816) 756-3390

Fax: (816) 968-2728

Email at membership@vfw.org

ORDER FORM

Revised: May 2017

**Previous editions are obsolete!*

SHIP TO: NAME: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 PHONE: _____-_____-_____-_____ E-MAIL: _____
 DEPT: _____ POST or DISTRICT #: _____
 CHECK ONE: CDR ADJ QM CNR Member VSO

DATE: _____

Please refer to the VFW Store order form for kits.

Quantity Ordered	Item Description	Quantity Per Package	Package Price	TOTAL PRICE
	Membership Application (see note below , above payment details)	25	FREE	
	Brochure, Women Veterans Recruitment	25	FREE	
	Brochure, Legacy Life Membership	25	FREE	
	Brochure, New Member Recruitment- Generations of Service	25	FREE	
	Brochure, Member Benefits	25	FREE	
	Brochure, Starting a New Post	1	FREE	
	Brochure, Legislative Priority Goals	50	FREE	
	Fact Sheet – VFW Talking paper	1*	FREE	
	Eligibility Information Sheet	1*	FREE	
	Brochure, Membership Campaigning on the Post Level	1	FREE	
	Door Hanger, Self-Mailers	25	\$1.00	
	Guide, Recruiter Success (pocket size)	1	\$1.00	
	Poster, "Join Now"	1	\$0.50	
	Poster, "New Post Forming"	1	\$0.50	
	Poster, "World Map of Eligibility"	1	\$0.50	
	Take Pride Flyers- Recruiter Kit Refill (Afghanistan Campaign Medal)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (Armed Forces Expeditionary)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (Combat Duty)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (Global War on Terrorism)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (Iraq Campaign Medal)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (Inherent Resolve Medal)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (Korea Defense)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (Korean Service Medal)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (Kosovo Campaign Medal)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (Navy/Marine Expeditionary)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (Occupation Medal)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (SW) Asia Service Medal)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (Vietnam)	25*	\$1.50	
	Take Pride Flyers- Recruiter Kit Refill (WWII)	25*	\$1.50	
	Promotional Items, VFW Window Clings or Oval Bumper Sticker	25*	FREE	
	Promotional Items, VFW ask me how to join bumper sticker	1	FREE	
	Guide, Recruiter Training (Student Guide)	1	\$1.50	
	Take Pride, Fact Sheet & Eligibility PDF's available at www.vfw.org *			

For information and pricing on Membership items included in the Membership Product Catalog but not listed here, please contact the Membership Department. NOTE: **If you order applications only, the shipping is free.**

Sub-Total
Shipping
TOTAL

Payment Details:

PAYMENT METHOD: Cash Check/Money Order
 Bill me (*Quartermaster only*) Credit Card
Card Type: AMEX MasterCard VISA Discover
Name on Card: _____
Credit Card #: _____-_____-_____-_____
Credit Card Exp. Date: ____ / ____

Shipping Information:

Sub-Total	Shipping Cost
\$0.00 to \$10.00	\$5.00
\$10.01 to \$25.00	\$7.00
\$25.01 to \$50.00	\$11.00
\$50.01 to \$75.00	\$15.00
Over \$75.00	Call for quote

Thank You!



**2017
VFW Store**

406 W. 34th Street - Kansas City, Missouri 64111
Website - www.vfwstore.org - **Customer Call Center** -
 1-800-821-2606 - **Fax** - 816-968-1196

Order #	_____
Date	_____
Name	_____
CCB	_____
Check Amt.	_____
Cash	_____

For Office Use Only

DATE: _____
 SHIP TO: _____
 POST # _____ DEPT _____ Member # _____
 CUSTOMER NAME _____
 STREET ADDRESS _____
(Avoid using P.O. Box number)
 CITY _____ STATE _____ ZIP _____
 HOME PHONE _____
 BUS. PHONE _____
 E-MAIL ADDRESS _____

BILL TO: Must match credit card billing address.

POST # _____ DEPT _____ Member # _____
 CUSTOMER NAME _____
 STREET ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 HOME PHONE _____
 BUS. PHONE _____
 E-MAIL ADDRESS _____

Stock Number	Quantity	Catalog Description of Merchandise	Price	Totals
4261		VFW Recruiting Kit	\$38.50	
4003		Post Starter Kit	\$55.00	
4002		Post Charter Kit	\$288.00	
3472		6' VFW Black Table Cover	\$180.00	
3473		8' VFW Black Table Cover	\$220.00	

Total for Merchandise Ordered	
Missouri Resident Only - Add 8.475% Tax	
Shipping & Handling	
Balance Due from Previous Order Be Sure to Show Invoice No.	
Total Amount \$	

**Orders may be faxed to (816) 968-1196 when using a credit card.
 When orders are faxed - To avoid duplication, PLEASE DO NOT MAIL IN ORIGINAL ORDER.**



Credit Card Number: _____

Expiration Date: _____ / _____

SHIPPING & HANDLING	
Up to \$10.00	Add \$4.00
\$10.01 to \$25.00	\$7.00
\$25.01 to \$50.00	\$8.00
\$50.01 to \$75.00	\$10.00
\$75.01 to \$100.00	\$12.00
\$100.01 to \$200.00	\$14.00
\$200.01 to \$300.00	\$16.00
\$300.01 & Over	\$20.00
Prices effective through 8-31-16	

For your protection, do not send cash or stamps. Make check or money order payable to Veterans of Foreign Wars of the U.S.

Signed _____ Money Order No. _____ Post Check No. _____