



NEWS RELEASE

Online Media Kit:

<http://joinsheserves.org/2011MediaKit>

Media Contact:

Denise B. Hearden

Johnson Direct

Denise.hearden@johnsondirect.com

800.710.2750 x 139

414.218.5452 (cell)

The Veterans of Foreign Wars (VFW) Reaches Out to Women Veterans

The Veterans of Foreign Wars is reaching out to the more than 5,000 women veterans who will be returning from Iraq at the end of this year – to provide them with the specialized consideration they need and deserve upon their return home.

KANSAS CITY, Mo., November 2011 – The Veterans of Foreign Wars, the nation's largest combat veterans' organization, has formed a new outreach initiative called *She Serves* to specifically honor the service and sacrifice of female veterans who have served faithfully in our overseas conflicts. *She Serves* is designed to offer a sisterhood of support and foster camaraderie by connecting women with other veterans who understand the distinct pride of being a female service member.

She Serves was created to reach out to the women veteran population – the fastest growing segment of veterans, and a largely untapped group – who can bring much-needed vitality, energy and innovation to the VFW. The VFW understands that female service members confront issues that their male counterparts do not and is dedicated to providing the assistance they need.

The VFW created the “She Serves” outreach to build its reputation and membership with female veterans.

-Matt Claussen, Director of Membership, VFW

Not the Good Ole Boys Club ... anymore

Women veterans often don't realize that they are eligible to join the VFW or have the perception they will not be accepted by male members. Through *She Serves*, the foundation for all national VFW female recruiting and retention marketing efforts, women are made to feel welcome and have a sense of belonging to a powerful organization advocating on behalf of all veterans. This member acquisition campaign is designed to increase female membership by raising the relevance of the VFW for women and providing a focus on community and relationships.

New Membership Status for a Virtual World

She Serves is helping to shape a new image for the VFW, depicting it as a place for both female and male veterans of all ages. The VFW's *She Serves* outreach is targeting our country's female veterans online, offering a virtual membership status that reaps the same discounts, benefits and perks as any traditional post membership. As members, women get the camaraderie, advocacy, connections, support and distinction they need to feel a sense of belonging, file for VA benefits, find employment, and access other valuable benefits.

-more-

A Free Perk: The *She Serves* Online Community

Membership for these female veterans automatically includes access to the exclusive *She Serves* community, a free perk where members can:

- Meet and network with other female VFW members
- Share their stories with those who can relate
- Build lasting friendships with women who are dealing with the same situations
- Stay up-to-date on the news and issues that affect female veterans

The *She Serves* outreach is much more than a veterans' organization membership. It is a special community that creates a sisterhood of the shared sacrifice and the pride in belonging to the VFW's distinct group of achievers – female veterans.

The Veterans of Foreign Wars is the nation's largest combat veterans' organization, serving and honoring 2.2 million members in approximately 7,600 Posts worldwide. Ever since its founding in 1899, the VFW has donated millions of volunteer hours, been a strong supporter of our country's youth, a major promoter of patriotic and educational efforts and an unwavering advocate to our military, its veterans, and their families.

For more information:

Online Media Kit	Media Relations Support	VFW Contact
JoinSheServes.org/2011MediaKit	Denise B. Hearden	Matt Claussen
- Women veteran statistics	Johnson Direct	Director of Membership
- About the outreach	Denise.hearden@johnsondirect.com	Veterans of Foreign Wars
- She Serves Community	800.710.2750 x 139	816.968.2786
- Meet VFW She Serves members	414.218.5452 (cell)	MClaussen@vfw.org

Article image options:

Please contact Stacey.Smart@JohnsonDirect.com to request a hi-res version of any of these images or to view other options.



DSCN0043



DSCN0051



DSCN0056



VFWphotosLARGEpix021



VFWphotosLARGEpix095

###