

THE AUXILIARY CHRONICLE

“Preserving Yesterday • Reporting Today • Inspiring Tomorrow”

DEPARTMENT OF SOUTH CAROLINA

HISTORIAN & MEDIA RELATIONS EDITION

2026–2027

EVERY AUXILIARY HAS A STORY TO TELL

By the Historian & Media Relations Program — Every meeting, patriotic event, Buddy Poppy activity, fundraiser, hospital visit, youth program, membership event and community project becomes part of the VFW Auxiliary story. The Historian & Media Relations Program helps preserve that history while telling our communities about the important work being done for veterans and their families. **If we don't document it today, it may be forgotten tomorrow.**

NATIONAL AMBASSADOR CALLS FOR DIGITAL HISTORY OF EVERY AUXILIARY

The National Ambassador is focusing on creating a **digital history of each Auxiliary since its institution**. Auxiliaries are encouraged to preserve their story from the date they were instituted through today. Gather photographs, important milestones, memorable events, awards, accomplishments, newspaper clippings, programs and the stories of members who carried the mission forward. **Begin gathering, scanning, identifying and organizing your Auxiliary's history now.**

HISTORIANS: RECORD IT AS IT HAPPENS

A good history is built throughout the year—not at the last minute. Take photographs at Auxiliary events and activities. Record names, dates, locations and details. Save flyers, programs, newspaper articles and special announcements. Record awards and accomplishments, and document members serving veterans and their communities.

BUILD YOUR ARCHIVE

Create a year-end history, scrapbook, album or digital collection. For older materials, identify the people, place and approximate date whenever possible. Digital copies can help preserve fragile photographs and clippings for future generations.

BE THE REPORTER

Media Relations makes sure the community knows who we are and what we do. Share Auxiliary news with local newspapers, community publications, radio, television, social media, community calendars, newsletters and VFW/Auxiliary communications.

THE SIX QUESTIONS

When writing a news release or event announcement, answer the basic questions: **Who? What? When? Where? Why? How?** Clear facts make it easier for reporters—and your readers—to understand the story.

WHY REPORT?

Reports document the impact Auxiliaries are making throughout South Carolina. They preserve accomplishments, recognize volunteers and show how members continue to serve veterans and their families. **Your activity matters—make sure it gets counted.**

PHOTO DESK

Take action photos! Capture members handing out Buddy Poppies, preparing donations, working an event, visiting veterans, participating in patriotic programs or volunteering in the community. A strong photograph can tell the story before a reader reaches the first paragraph.

HISTORIAN'S CHECKLIST

- Take pictures
- Record names and dates
- Save flyers and programs
- Keep media coverage
- Document activities
- Share accomplishments
- Submit reports on time
- Preserve your Auxiliary's history

SOCIAL MEDIA DESK

Use social media to celebrate members, promote events, recognize veterans and show the positive impact of the VFW Auxiliary. Keep posts positive, accurate, respectful and focused on the mission.

MAKE HISTORY — THEN SHARE IT!

Capture the Moment • Tell the Story • Share the Mission • Honor Our Veterans