

VFW DAY OF SERVICE

BACKGROUNDER

VFW's #StillServing Campaign

Launched in October 2020, [VFW's #StillServing](#) highlights how America's combat veterans continue to serve in their local communities after transitioning from the military. What started as a campaign became **a movement** as veterans across the country stepped up to share stories of how they are still serving.

In the two years since #StillServing began:

- **More than 2.5 million** people have engaged with #StillServing.
- It has generated more than **97 million impressions** across social channels and in earned media.
- Increasingly, **younger, more diverse** veterans are represented in #StillServing year-to-year.
- **Over 300 news outlets** have reported on the hundreds of acts of service by veterans still serving after leaving active duty in areas that include:
 - Food drives
 - PTSD therapies
 - Toy drives
 - Personal item collections
 - Military-to-civilian transition support
 - Service animal training
 - Residential placement
 - Support service liaison
 - Severe weather relief – tornado, hurricane, flood
 - Accessibility builds
 - Local legislative advocacy
 - Emergency response volunteering
 - Volunteer classroom teaching, mentoring, assistance
 - VA hospitals, clinics, retirement facilities visits
 - National Guard deployments to field hospitals
 - Vaccination clinics

The overwhelming response by veterans and the civilian community to #StillServing led to additional launches:

2021 and 2022 #StillServing Dogs, asked veterans to bring attention to the role of dogs in areas such as aiding veterans with physical or mental injuries; veterans who train service, working or therapy dogs; dogs who assisted service members during a military operation; dogs aiding in emergency response units.

2022 #VFW Day of Service, inviting veterans, non-profit organizations and civilian community members to come together to raise resources (not funds), meet needs and make a tangible difference. Day of Service launched Saturday, May 7, 2022, marking the start of community service projects taking place throughout the month of May.