



#STILLSERVING

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 four 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:

#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.

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. #VFWDayofService initially launched in 2022 and continues to be an annual event. The first Saturday in May marks the start of community service projects taking place throughout the month of May.