

**PROGRAM FUNCTION – White Clover – (Ideal time line, Nov. and/or May)**

**THE JOB:**

The function of administering the White Clover program is to raise funds to support our hospitalized veterans and their fellow citizens. *It is about people helping people.* It also provides an excellent opportunity to get AMVETS exposure in the community.

**Objectives for This Year**

Dates and Locations	Post	
	Last Year's Total Sales	This Year's Total Sales
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Tasks to be carried out in executing this program.**

- Post selects a Chairperson for the program.
- Chairperson reviews the literature and resources available.
- Debrief any previous committee chairs/members who conducted the program in prior years.
- Recruit your committee that will assist you.
- Determine if you will conduct your campaign on Veterans Day or Memorial Day or both.
- Secure your White Clovers from the National Quartermaster.
- Secure the approval to conduct your campaign in a highly visible area where there is a lot of pedestrian traffic.
- Develop some nice signage, AMVETS logo posters, etc., that can be displayed.
- Assign specific team members to specific time slots and encourage them to wear their “covers” and a broad smile.
- Involve your Post PRO in providing information about your program to local media.
- Try to arrange the first “White Clover sold” photo op to support/promote your event. It could be the Post Commander or other high profile veteran – accepting a donation from the Mayor, etc.

**Set dates in post calendar for tasks and meetings**

Jan	Feb	Mar	Apr	May	Jun
Jul	Aug	Sep	Oct	Nov	Dec