

WHERE

Busy street intersections are effective locations. Prior permission should be obtained in advance wherever you set up your location and always consider the safety of those you have enlisted.

ADVERTISING

Promotion and exposure are very important. Run ads, distribute flyers, and make the community aware. Seek participation from local community businesses. Announcements on radio or television are effective. Be creative and, most of all be persistent!

MATERIALS

White Clovers, as well as White Clover Medals are **available through the AMVETS National Quartermaster.** 800-454-3254

White Clovers (\$70.00/1000) *

White Clover Medals (\$6.95 @) *

* **Price at time of brochure revision. (April 2007)**

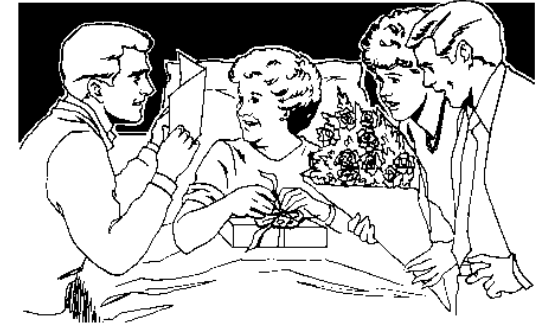


THE WHITE CLOVER MEDAL

Recognition for an AMVETS member who exemplifies service to veterans, most often service to our hospitalized veterans. There is not one specific criterion; in fact various Departments have differing criteria. However, it is frequently used to recognize a Post Service Officer or member who has performed some special task(s) in the line of service to hospitalized veterans. Some Departments/Posts award it to the member leading the most successful White Clover Sale that benefits patients at the Veterans Affairs Medical Centers. Some Departments/Posts award it to the person who represents their "AMVET of the Year." Typically, one award per year is made.

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WHITE CLOVER PROGRAM

**"PEOPLE HELPING
PEOPLE"**

WHITE CLOVER: TRIFOLIUM REPENS

A perennial with trifoliate *green* leaves, stems that root at the nodes, and *white flowers*. White clover is found throughout the United States and around the world. Occasionally the plant produces a *four-leaf aberration* that traditionally has come to represent Good Luck for the person who finds such a plant.

AMVETS AND WHITE CLOVER

The White Clover, meaning, “remember me” is the official flower of AMVETS, it symbolizes the states from which the U.S. Armed Forces were drawn and the worldwide battlefields on which they fought. (*Ours is the four-leaf.*)

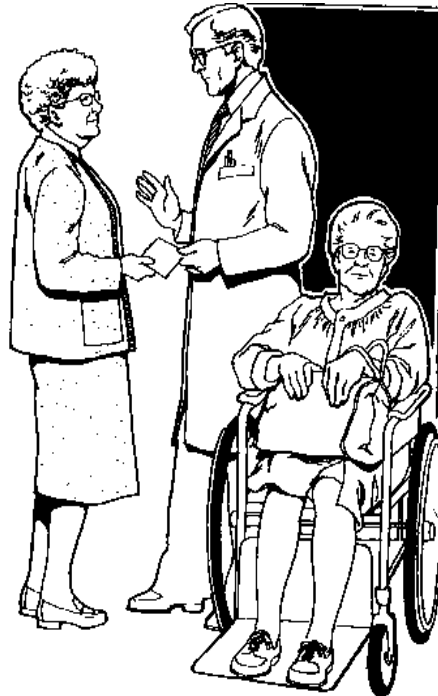
BUT WHY A SYMBOL AT ALL?

A symbol is a device for representing something by association, something often invisible. The White Clover is symbolic of the universal struggle for freedom. It also reminds us of the needless misery, deprivation and death caused by war, of those who gave their lives, are seriously disabled or still confined in hospitals with the injuries or illnesses they suffered. As a

veteran’s service organization, AMVETS is ever cognizant of those who can use its help with the proceeds of its sales of White Clovers. Both veterans and their fellow citizens in need of help benefit from these sales.

PEOPLE PULLING TOGETHER

Nearly every community has sick or injured servicemen and women, hospitalized veterans, disaster victims, widows and orphans. They can benefit by your support of the White Clover sale.



KEYS TO A SUCCESSFUL DRIVE

The key to a successful post or department White Clover Drive is effective organization. A White Clover committee should be established at least eight weeks prior to the campaign day. This committee should be responsible for establishing campaign goals and procedures, and ensuring that the post contributes the proceeds to worthwhile charities.

WHEN

Good dates to be considered for White Clover Drives are Veterans Day and Memorial Day. Be sure to obtain approval from your city and/or state officials before making firm plans. Your campaign should last no more than one day. Saturdays are usually a particularly good time to conduct the campaign.

SUPPORT

Conducting White Clover Drives requires people – as many people as you can enlist. In addition to the members of your post and ladies auxiliary, call upon their sons and daughters. Enlist the support of teenagers from your local high school.