



## **VFW OPERATION UPLINK** **Free Call Days**

What began as a simple program designed to distribute free calling cards to deployed or wounded service members has evolved into a communications springboard.

In 2006 **VFW Operation Uplink** broadened its focus to expand with changing technology and become a communication tool for the active duty military and hospitalized veterans. Working through MWR SPAWAR internet cafes in Iraq and Afghanistan, **VFW Operation Uplink** has provided over 6.1 million connections through free call days. Free Call Days are now made available twice monthly and growing in popularity. Through more than 600 internet cafes, the monthly Free Call Days average more than 100,000 connections to the U.S. and other home base locations.

Benefits from sponsoring a Free Call Day:

- Banner ad posted online 2 weeks prior to event date with sponsor and date
- FAQ flyer with sponsor information is published online and available to print and post in cafes <http://oif.spawareurope.net/>
- Each caller hears a recorded greeting announcing the Free Call Day and sponsor. Sponsor has the option to record greeting
- Each scheduled Free Call Day is now posted on VFW Facebook under the events tab and includes all the details of the event; time, place, sponsor, sponsor's logo, links, contact information, pictures/video and all pertinent information to the event. <http://www.facebook.com/VFWFans>
- Post will be made on the VFW Twitter account about the scheduled events 2-3 days prior. <http://www.twitter.com/VFWHQ>
- Free Call Day stats and feedback are posted in the "notes" sections of Facebook after the event

This is a fantastic way to show America's troops and their families the support of the VFW and their sponsors.

For information on becoming a sponsor and the benefits to your organization contact John Lowe of the VFW Foundation at 816-756-3390 or [jlowe@vfw.org](mailto:jlowe@vfw.org)

For program information contact Linda Ferguson at 816-968-1102 or [lferguson@vfw.org](mailto:lferguson@vfw.org)