

**NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
May 5-6, 2021
Virtual**

Resolution No. 30: Authorization for Renewal of Direct Marketing Contract for National Fundraising Activities

Origin: Marketing Commission

Submitted by: Finance Commission

WHEREAS, The American Legion has, since Resolution No. 9 passed by the National Executive Committee May 5-6, 2010, been authorized to contract a reputable vendor to help build and grow a national donor file; and

WHEREAS, Edge Direct, LLC, received the contract to fulfill that need; and

WHEREAS, The American Legion renewed the contract with Edge Direct, LLC by Resolution 6 passed by the National Executive Committee May 5, 2015; and

WHEREAS, the contract was extended by one (1) year as allowed by Section 3. Effective Date; Term - Paragraph (a) of the Contract; and

WHEREAS, the national donor program has grown significantly, to a point where it is producing \$4.06 million net return in 2021, and additional annualized net incomes are expected to exceed \$3.2 million per year, going forward, using Edge Direct, LLC, as the consultant, producer and distributor of national fundraising marketing initiatives; and

WHEREAS, The American Legion active national donor file has grown to more than 384,000 since the relationship began with Edge Direct, LLC, representing growth of about 364,000 active donors or 34.1 percent annualized growth since inception; and

WHEREAS, The national donor program has produced cumulative net income of more than \$18,840,000 since inception of the program; and

WHEREAS, The American Legion Contract with Edge Direct, LLC, is scheduled to expire June 14, 2021; and

WHEREAS, This resolution has the approval of The American Legion Marketing Commission and the Finance Commission; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled virtually on May 5-6, 2021, That The American Legion be authorized to enter into a 5-year contract with Edge Direct, LLC for direct marketing services to develop, manage and continue growing The American Legion national donor program and to raise funds for The American Legion national programs; and, be it finally

RESOLVED, That after review and approval of said contract by the national judge advocate the national commander be and is hereby authorized and directed to execute said contract and that the national adjutant be and is hereby authorized and directed to attest the same.