

**NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
INDIANAPOLIS, INDIANA
OCTOBER 12-13, 2016**

**Resolution No. 2: Establish Guidelines for Acceptance of Outside Offers of Membership Benefits
Origin: Marketing Commission
Submitted By: Finance Commission**

WHEREAS, The intent of Resolution No. 33 (NEC, May 9-10, 1984, “Establish Guidelines for Acceptance of Outside Offers of Membership Benefits”) is still valid; and

WHEREAS, The structure of The American Legion has changed since 1984; and

WHEREAS, Market conditions existing in 1984 are largely not relevant to today; and

WHEREAS, The American Legion desires to continue to offer membership benefits that can be executed expeditiously; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled in Indianapolis, Indiana, on October 12-13, 2016, That any offer of a discount program, special service, or other “member benefit” offered by any entity whatsoever shall conform to the following guidelines before acceptance by The American Legion:

- 1. The service, merchandise, discount or other benefit of value must be offered to any member of The American Legion in good standing who wishes to avail him/herself of the offer**
- 2. The acceptance of an offer by The American Legion to participate shall not entail the expenditure of any funds not specifically approved by the Finance Commission**
- 3. The acceptance of such “member benefit” by The American Legion on behalf of its members does not constitute an endorsement of the offering entity or of the product or service, neither shall The American Legion’s letters patent or trademarks be used in promoting the “member benefit” without the expressed permission to the offering entity by The American Legion**
- 4. Acceptance of an offer by The American Legion on behalf of its members does not grant exclusivity to the entity offering the “member benefit” nor does it preclude The American Legion from accepting a similar offer from another such entity; and, be it further**

RESOLVED, That the national adjutant be and is hereby authorized to accept proposals for “member benefits” from persons, commercial firms, corporations, or organizations provided that such proposals have been approved by the national judge advocate for legal sufficiency, and approved by the Marketing Commission chairman and the Finance Commission chairman, and has the consent of the national commander; and, be it further

RESOLVED, That the National Executive Committee will be apprised of all such agreements entered into at each of its scheduled meetings through the report of the Marketing Commission; and, be it finally

RESOLVED, That Resolution No. 33 (NEC, May 9-10, 1984) is hereby superseded and rescinded.