

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

Resolution No. 3: Authority to Enter into Revenue Enhancement and Marketing Relationships on a Test Basis
Origin: Marketing Commission
Submitted By: Finance Commission

WHEREAS, Research and development, testing, initial stages roll-out, and pilot programs and operations are essential to develop information and documentation necessary to properly consider the merits of new revenue enhancement opportunities and marketing endeavors; and

WHEREAS, Resolution No. 4, "Testing of Revenue Enhancement and/or Marketing Programs," was passed by the National Executive Committee on May 7-8, 2014; and

WHEREAS, The intent of Resolution No. 4 is still valid, but requires updating due to changes in the structure of the national organization; and

WHEREAS, This resolution has been recommended for adoption by the Marketing Commission, the Finance Commission, and the Subcommittee on Resolutions; 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 permission is hereby granted to the national adjutant to authorize testing of revenue enhancement opportunities and marketing programs that appear beneficial to The American Legion in order to develop information and documentation necessary for proper consideration of the merits of any such new revenue enhancement or marketing opportunity after such testing has been approved by both the Marketing Commission chairman and Finance Commission chairman, and the national commander has consented to same; and, be it further

RESOLVED, That the results of any such tests shall be reported to the Marketing Commission and to the Finance Commission within a period not to exceed 15 months from commencement of testing; and, be it further

RESOLVED, That such projects, once successfully tested and recommended for continuation by the appropriate commissions, shall not be implemented in the absence of an authorizing resolution which has been approved through the normal and customary channels, including adoption by the National Executive Committee, and the execution of appropriate contracts; and, be it finally

RESOLVED, That Resolution No. 4 (NEC, May 7-8, 2014) is hereby superseded and rescinded.