

**NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
INDIANAPOLIS, INDIANA
May 8-9, 2002**

**Resolution No. 17: Parade Positioning, Convention Seating and Housing Based on
Traditional Membership**

Submitted by: Internal Affairs Commission

WHEREAS, The American Legion is made up of nearly 15,000 posts whose goal is to support the aims and programs of The American Legion through its members and Post involvement in local community activities; and,

WHEREAS, the continued growth of The American Legion programs and its membership, depends heavily on our ability to retain and sign up new members to execute these activities; and,

WHEREAS, we have seen an increase during the last two years in the traditional retention and new starts remain consistent with previous years; and,

WHEREAS, tools such as Direct Renewal and Direct Marketing have added value to our current retention and new member recruitment efforts, they were never meant to replace the “human” touch which has guided us for 83 years; and,

WHEREAS, we see a greater dependency on technology through the efforts of the Direct Renewal and Direct Membership Solicitation (DMS) programs; and,

WHEREAS, many Departments benefit more than others through the DMS program which puts them at an advantage when DMS totals are counted; and,

WHEREAS, none of the current membership awards, except the All-Time High award, includes DMS totals; and,

WHEREAS, those Departments who do not, from year to year, receive a large number of members from the DMS program still manage to maintain a higher renewal and new start percentage than those who do receive a larger percentage from DMS; therefore, be it

RESOLVED, By the National Executive Committee of The American Legion regular meeting assembled in Indianapolis, Indiana on May 8-9, 2002, That the determination for parade positioning, convention seating and convention housing at The National convention, effective the 2002-2003 membership year, be determined based on traditional membership minus DMS totals.