NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
INDIANAPOLIS, INDIANA
October 18-19, 2006

Resolution No. 33: Project The American Legion Image—"Brand" Our Programs With Our Name
Origin: Internal Affairs Commission
Submitted by: Internal Affairs Commission

WHEREAS, The American Legion Membership Retention Ad Hoc Committee met and provided a Special Report to the National Commander from its meetings on July 5-6 and 24-25, 2006, of its findings and recommendations on membership retention in The American Legion; and

WHEREAS, Under Programs and Services in the Summary Outline of Recommendations by the Committee "Using 'The American Legion' name in all Programs sponsored by The American Legion" was identified; and

WHEREAS, The concern identified was the lack of "self promotion" of the great programs that The American Legion at all levels does for veterans, families, community, state and nation; and

WHEREAS, Many programs and activities (e.g., "Heroes to Hometown," Boys State, Oratorical, Temporary Financial Assistance, National Emergency Fund, Junior Shooting Sports, Career Center, etc.) throughout the organization are in place to provide exceptional assistance to our nation's veterans, our total force components (Active Duty, National Guard and Reserve) and their families, specifically our children and youth, communities, state and nation; and

WHEREAS, Many youth programs have lost their sponsors' identity through using the various nicknames; e.g., Premier Boys State, Keystone Boys State, Hoosier Boys State, Lone Star Boys State, etc., or in some instances no name is attached, just the program identification; and

WHEREAS, The identification of these programs are rarely prefaced by the organization's name, "**The American Legion**" for the general public or media outlets; and

WHEREAS, The general public, to include potential members, are unable to identify The American Legion with said programs, and do not associate The American Legion name with these outstanding programs; and

WHEREAS, The American Legion should at all times be proud of its name and take advantage of promoting its programs throughout every community, state and our nation; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled in Indianapolis, Indiana, on October 18-19, 2006, That in all designations of The American Legion programs and activities the words "THE AMERICAN LEGION" shall either preface or follow all said program names; and, be it finally

RESOLVED, That all The American Legion Posts, Districts, Counties, Departments and National shall use "The American Legion" name tied to all programs and activities in all public events, publications, websites, promotional material, written and spoken correspondence to include media releases, advertisements and radio and television spots.