PROGRAMMING FOR LEGION LEADERS

Vol. 1 August 1953 No. 8

"KNOCK ON EVERY DOOR--FOR '54!"

The theme for early enrollment of 1954 American Legion membership is beamed to the door-step of every eligible veteran. With your help, Mr. Post Commander, these words "KNOCK ON EVERY DOOR--FOR '54!" will give a practical demonstration of our intention to invite all veterans of World War I, World War II and the Korean War, who are honorably discharged, to join The American Legion.

Mats Available

But remember: It's going to take more membership getters than ever before to roll up a Legion membership mark for the simple reason that there are more member prospects than ever before.

Nationally, we can provide the theme - and such membership aids as planning booklets, brochures and application blanks—through your Department Headquarters. But it is up to you, Commander--and your entire post membership committee to provide the real membership music: PERSONAL CONTACT!

Here's some steps that you can take:

1. Call a preliminary meeting of 1954 Post Officers including your post executive committee and membership committee to discuss over-all plans for '54.

2. See that everybody at that meeting has <u>their</u> 1954 dues paid. Arrange for mailing out notices (First Notice Statement of Dues form) to all other members of previous years who haven't paid their 1954 dues.

3. Determine number of eligible prospects in the area served by your post. Don't forget that the ranks have been swelled by honorably discharged K-Vets. Set your 1954 goal.

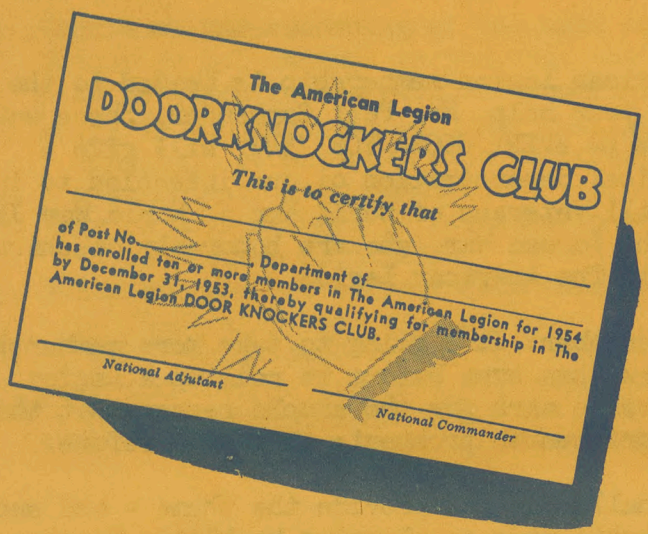
4. Keep in mind that there should be at least one potential member in every community block. Try to assign a Legion membership salesman to practically every block. Give these assignments to Legionnaires you can depend on to follow through.

JOIN THE "DOORKNOCKERS CLUB":-

Every knock (on a door, that is) is a boost for membership, providing your door knockers are enthusiastic and know the product they are selling. Here's where we can help.

The brand new planning booklet "KNOCK ON EVERY DOOR--FOR '54" will be of great assistance to you, Mr. Post Commander and your Post Membership Chairman. These will be mailed to you from your Department Headquarters. Read it thoroughly and brief your membership teams of potential door knockers accordingly--fitting it in to any plan that may work best in your particular bailiwick.

The companion pieces--the smaller "Knock On Every Door" application salesbook and the pamphlet "My Name Is Al" are available in quantity from Department Headquarters. They are excellent Legion membership material for door knockers who deliver the goods.



Door knockers can use this sign 'em up sales book with six application blanks and ten good reasons for joining The American Legion--as they sign up prospects.

"My Name Is Al" is to be left with the prospect. Let him look it over and keep it. This pamphlet is worth reading and remembering.

You might call the first meeting of your door knockers a "panel discussion". But no matter what you call it--it should create an 'open door policy' among your prospects--as a result of the proper briefing of your Legion salesmen.

The theme "KNOCK ON EVERY DOOR--FOR '54" will come to life and become a membership objective, if your group of potential door knockers--becomes actual door knockers.

National Headquarters of The American Legion will award to every Legionnaire "door knocker" in the '54 campaign who secures ten or more members for '54, new or renewals, prior to December 31, 1953, a wallet sized membership card in the DOORKNOCKERS CLUB.

The card--which is illustrated on this page--will carry the signature of the National Commander and the National Adjutant. Post Commanders should certify the names of all qualifying "Door Knockers" not later than January 15, 1954.

K-VETS CAN CONTINUE TO FIGHT REDS--BY JOINING THE LEGION!-

More than one and a half million of our Korean War veterans have been discharged from service. They are back home after their fight against communism. They are happy to be back home--but, in some instances, a little bewildered.

"We fought the Reds on the Korean front" they say. "What goes on here at home? Is no one interested in keeping these communists from destroying everything we hold dear?

You can tell these young men just out of uniform that the best way they can continue to fight communism on all fronts is to join The American Legion.

The American Legion has been opposed to communism since it first drew breath. The Legion fought commies in the streets of Centralia, Washington, back in 1919. It refused to recognize Russia and was responsible for the formation of the House Un-American Activities Committee and bills to outlaw communism.

It makes indelible mention of this fact in our Preamble to the American Legion Constitution when it states one of the Legion's cardinal principles: "To foster and perpetuate a 100% Americanism."

These Korean War veterans know what communism is all about. They have seen this dread disease close up. Many of them have shed their blood fighting communists. We welcome them to our ranks. The American Legion will be a better bulwark against communism if they join forces with us in this fight. See to it that every Korean veteran in your hometown gets an invitation to join the Legion.

WHAT IS YOUR POST DOING IN COMMUNITY SERVICE?:-

Some 17,250 American Legion post commanders should have received the two-color broadside "HELP BUILD YOUR COMMUNITY" mailed from National Headquarters. In some instances this poster has been mailed to the outgoing commander--but in any event, it should have been the topic of a Legion post meeting and then prominently displayed on the post bulletin board.

If your post has not received one of these paper posters, which offers a variety of suggestions as to how the American Legion can best serve the community write to "PROGRAMMING", The American Legion National Headquarters, P.O.Box 1055, Indianapolis, Indiana. If you want more--and will USE them--ask for them.

Two column mats of the illustration shown above "AS YOU SOW--SO SHALL YE REAP" are yours for the asking if you can use them in your Legion post publication.

"PROGRAMMING" would like to hear from post commanders who have taken the lead in some service to the community as a result of suggestions contained in this broadside.

POST MEMBERSHIP PUBLICITY KIT AVAILABLE:-

Post Publicity Officers should be advised that a brand new "KNOCK ON EVERY DOOR--FOR '54" membership publicity kit is theirs upon request. Write to Membership and Post Activities Director C. M. Wilson, The American Legion, P.O.Box 1055, Indianapolis, Ind. The kit contains news releases, editorials, spot announcements and radio scripts.

HERE'S WHAT TO DO TO PROMOTE 33rd ANNUAL AMERICAN EDUCATION WEEK:-

Good schools are your responsibility! Your Legion post can help keep them good by stressing their importance to the community.

Here's how:

Contact local P.T.A. presidents, school officials, teachers and other groups interested, well in advance of AMERICAN EDUCATION WEEK, November 8-14.

Secure proclamation by mayor on observance of American Education Week.

Work out a cooperative program with local churches, service clubs, civic and social organizations.

Arrange for an outstanding Armistice Day program; and for school visitations by American Legion and Auxiliary members.

Arrange with local theaters for showing of two-minute trailer available from The National Education Association, 1201 Sixteenth St., N. W., Washington, 6, D. C.

Arrange radio programs and advertise time schedule of broadcasts.

Arrange with local papers and business firms to carry newsworthy features and releases.

Arrange for banquets, dinners and rallies.

Promote attendance of "Open House" and other scheduled "School Observance" events.

Distribute Americanism literature. The American Legion Education Week pamphlets are available through your Department Headquarters.

PROGRAMMING FOR LEGION LEADERS
THE AMERICAN LEGION
NATIONAL HEADQUARTERS
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INDIANAPOLIS 6, IND.

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PRE-CONVENTION MEMBERSHIP MEETING IN ST. LOUIS

Membership plans and strategy for 1954 - stressing the local post procedure - will come from a meeting at the Hotel Jefferson, St. Louis, on August 29-30.

The National Commander and national direct sales specialists will confer with membership work leaders of the 58 departments.

Be sure that your membership representatives report to you after the convention.