PROGRAMMING

FOR AMERICAN LEGION LEADERS

PREPARED AND DISTRIBUTED BY MEMBERSHIP AND POST ACTIVITIES,
NATIONAL HEADQUARTERS, THE AMERICAN LEGION, INDIANAPOLIS, INDIANA

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OPERATION MOP-UP! APRIL 1-27

National Commander Seaborn P. Collins has asked all American Legion Posts to wind up their 1955 membership efforts in a dramatic and colorful climax called "OPERATION MOP-UP!"

In a letter to Post Commanders the National Commander named April 1 to April 27 as the dates for the 1955 membership clean-up drive. (See page 3)

Legionnaire membership brigades will sally forth on dawn to dusk maneuvers or weekend efforts to mop-up bitter-enders, reluctant dragons, and legendary last minute dues payers.

In addition to mopping-up renewals the American Legion sales teams are asked to scout for new membership 'recruits' among the Korean veterans or newcomers in town.

"PROGRAMMING" suggests a miniature 'mop' for American Legion member-getters to wear in their lapels. Auxiliary might devote time to preparing these appropriate insigne for the Legionnaires sales task force.

Kick-off rally for "OPERATION MOP-UP" could be held in the Post clubrooms or a hall decorated with mops.

All kinds of publicity gimmicks can be tied in with "OPERATION MOP-UP". For example: You might have membership 'mop brigades' competing against each other, with the losing team having to actually mop up clubroom floor--or some well known public place designated in advance--with attendant publicity and photo flash bulbs.

The local janitor supply house might be glad to co-operate in the loan of mops for prominent window display or decoration.

SUGGESTED NEWS RELEASE FOR "OPERATION MOP-UP":-

{ RETYPE-ADD LOCAL ANGLE FOR HOMETOWN PAPERS }

FOR IMMEDIATE RELEASE

From_____
Publicity Chairman
American Legion Post No._____
TELEPHONE_____

"Operation Mop-Up" is under way!

A community-wide canvass of all eligible veterans will climax the local American Legion membership campaign scheduled April 1 to April 27.

Plans call for a house to house 'dragnet' which will be called "OPERATION MOP-UP" according to an announcement made today by Post Commander_____. Member-getters in sales teams of two will make their rounds this weekend in a dramatic and colorful climax of The American Legion's 1955 enrollment.

Competing teams are wearing miniature mops in their lapels, designed by the local American Legion Auxiliary Unit. Threats have been made that the losers in the race to enroll the most members may have to 'mop-up' the local post meeting rooms.

The local Post Commander said:"We intend to invite all honorably discharged veterans of World Wars One and Two, and the Korean War to join The American Legion. The invitation is especially extended to veteran newcomers and recently returned Korean veterans."

He pointed out that the local membership was recorded in the state American Legion headquarters. "If our total state American Legion membership is greater than last year, May 2, our parade position and seating at the National Convention will be so much better," he said.

"Our American Legion Post has pledged National Commander Seaborn P. Collins 100% co-operation in helping to make "OPERATION MOP-UP" a success."

POST PLEDGE:- { MAIL TO NAT'L HDQTRS. }

If your Post plans to participate in "OPERATION MOP-UP" fill out the pledge form which appears below: (Can be cut out and pasted on postcard)

To: Seaborn P. Collins
National Commander
The American Legion
Indianapolis, Indiana

Date _____

_____Post No._____, American Legion located at _____, _____pledges to
(City) (State)
take an active part in the membership "OPERATION MOP-UP". We have set aside _____ to_____as the time we will conduct the drive in our community. We pledge our Post's 100% co-operation to enroll a maximum number of veterans during "OPERATION MOP-UP".

/s/ _____
Post Commander

THE AMERICAN LEGION
NATIONAL HEADQUARTERS

OFFICE OF THE
NATIONAL COMMANDER
INDIANAPOLIS 6, IND.

March 25, 1955

Dear Comrade Commander:-

May I, as your National Commander, thank you for your unselfish interest in The American Legion and convey to you my personal appreciation for your efforts in behalf of membership enrollment.

In view of the fact that at this moment the national membership current total shows a gain over last year at this time, we have reason to feel pleased in this respect. You, as a Post Commander, know whether or not your membership record for 1955 to date is something to cheer about.

We both realize that our current totals are not enough. Right now, the benefits and services which we believe in so dearly are in serious jeopardy. The increasingly bold challenge to the very concept of veterans benefits stems primarily from the recommendations of the Hoover Commission on Government Organization...made within the last few weeks.

The American Legion will fight with every resource at its command to preserve and protect essential veteran benefits. This fight will be based upon principle, not personalities; on facts, not opinions.

A greatly increased membership is the best weapon we have to protect those benefits.

With that in mind, I urge all American Legion Posts to stage a final 1955 membership enrollment campaign which shall be known as "OPERATION MOP-UP!" Now is the time. From April 1 to April 27 we have four good weekends to do that all important job. In some cases a 'dawn to dusk patrol' will be enough to 'mop-up' the remaining 'hold-outs' among veterans in your community. Ask all eligible veterans to join with us in this fight for veterans.

I know you share my pride in The American Legion's accomplishments over the years. With your help in making "OPERATION MOP-UP" a success, we can do much more in our combined efforts to continue to serve our country and help maintain an enlightened program of mutual benefit to the community, state and nation.

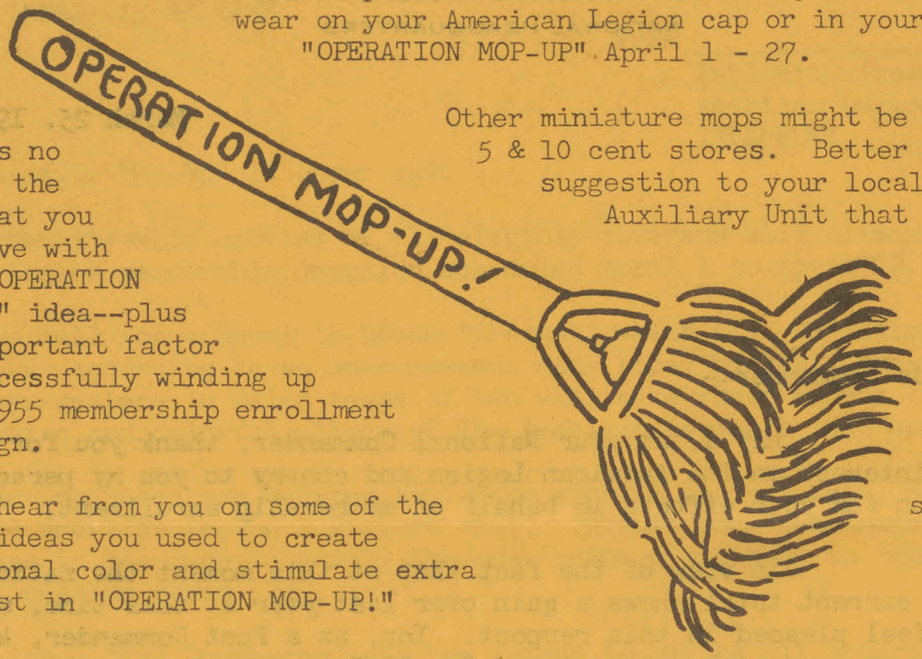
Sincerely,

Seaborn P. Collins

SEABORN P. COLLINS
National Commander

MINATURE MOP MAKES MEMBERSHIP 'MOP-UP' INSIGNIA:-

Here's a sure fire attention getter! Cut out and paste up this miniature mop illustrated here or make yourself a better one to wear on your American Legion cap or in your lapel during "OPERATION MOP-UP" April 1 - 27.



There's no end to the fun that you can have with this "OPERATION MOP-UP" idea--plus the important factor of successfully winding up your 1955 membership enrollment campaign.

Let's hear from you on some of the other ideas you used to create additional color and stimulate extra interest in "OPERATION MOP-UP!"

Other miniature mops might be obtained in local 5 & 10 cent stores. Better still, offer the suggestion to your local American Legion Auxiliary Unit that they design such a membership token as a badge of the campaign.

Here's a challenge to local 'do-it-yourself' shop smithers!

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NATIONAL HEADQUARTERS

P. O. BOX 1055

INDIANAPOLIS 6, IND.

"OPERATION MOP-UP"

APRIL 1-27