# PROGRAMMING

## FOR AMERICAN LEGION LEADERS

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

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### STRIKE UP THE BAND FOR 1956 MEMBERSHIP!

The 1956 American Legion membership campaign is under way. Our theme for the upcoming year is "It's GREAT To Be An AMERICAN LEGIONNAIRE".

This edition of "PROGRAMMING" features membership promotional material available to all American Legion Posts. It is yours for the asking, supplied to you by National Headquarters through your Department Headquarters. Free!

This is an unusual year. Through the good offices of your National Commander Seaborn P. Collins, we are able to get a much earlier start on the membership enrollment before the national convention.

As the outgoing 1955 Commander, he has expressed the hope that all efforts will be directed to rolling up the greatest American Legion membership of all time for 1956.

As a result, newly elected officers should come out of the Miami conclave with a head start second to none.

As a Post Commander you should have received your 1956 membership cards from Department Headquarters. In addition to these cards, you should have a supply of 1956 membership promotional material. Through the pages of "PROGRAMMING" we want to tell you how to put that material to good use.

1956 PLANNING BOOKLET:- This is a 32 page planning booklet which is an invaluable aid to Post Commanders and Post Membership Chairmen. It is show-how, know-how, practical thesis on American Legion salesmanship. This booklet is

designed for you. Read it thoroughly and follow the practical suggestions it contains. It will be most effective when used as a supplement to the membership plan best suited for your community.

"THE MAGIC FORMULA":- This is a pocket salesbook for American Legion salesmen. It is truly the magic formula since it contains five membership application blanks, the most vital ammunition for member-getters; plus information on eligibility; and ten reasons for joining The American Legion. This "Magic Formula" is available in quantity through your Department Headquarters.

"'AL' THE VETERANS' PAL" For The Prospect:- Here is a hold-over by request. This attractive two-color cartoon booklet is a bell ringer for your ASK Forces. It's a 14 page booklet in easy to read cartoon strip style. It can be used as a handout for prospects as well as a mailing piece. "'AL' the Veterans' Pal" is a potent pal of the member-getter. It is available in quantity through Department Head - quarters.

MEMBERSHIP PUBLICITY KIT:-For Post Publicity Officers, contains suggested news releases, editorials and radio material. May be had upon request to National Headquarters. Prepared and distributed by Membership and Post Activities, this publicity kit will help do the job especially in communities served by small daily and weekly newspapers.

WRITE FOR FREE "AL WEEKS" ADVERTISEMENT:- "It's GREAT To Be An AMERICAN LEGIONNAIRE" is the theme of our American Legion Weeks cooperative advertisement on page 3 of "PROGRAMMING". Mats of this advertisement are free upon request to this office. Plan your "AL WEEKS" campaign now. Your Post can sponsor the advertisement or solicit cooperative sponsors among friendly merchants. Fill out the coupon below to order your "AL WEEKS" ad now.

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PROGRAMMING FOR AMERICAN LEGION LEADERS
National Headquarters, The American Legion
P. O. Box 1055, Indianapolis, Indiana

Please send me _____ co-op advertisement, 3 column size

Please send me _____ co-op advertisement, 5 column size

Post No. _____ , Department of _____ plans to promote American Legion Weeks October 20--November 11. We are making arrangements to have this advertisement appear in our local newspaper.

Signed _____

_____ _____
(City) (State)

# AL WEEKS • OCT. 20 to NOV. 11

AMERICAN LEGION

**The American Legion wants the world to know "It's GREAT To Be An American Legionnaire!"**

**GREAT** because The American Legion gets things done.

**GREAT** because Legionnaires help make their hometowns better through community service.

**GREAT** because its membership is truly American—from every walk of life—a cross section of America.

**GREAT** because it gives veterans a chance to help wartime buddies and their families through rehabilitation and child welfare programs.

**GREAT** because of its promotion of positive youth activities and in combating un-American propaganda.

**GREAT** because it's endorsed by 3 million veterans of 3 wars in more than 17,200 posts.

**If you are an honorably discharged veteran of World War I, World War II, or the Korean war and not yet affiliated with The American Legion, why not contact your local post today?**

**There's a world of good comradeship waiting for you. You'll be quick to agree: "It's GREAT To Be An American Legionnaire!"**

**Here's Your Invitation to Join Us**

Post Name
Address
City
I am a vet. I'd like to be a Legionnaire.
Name _____
Address _____
**POST NAME**

**AMERICAN LEGION WEEKS Oct. 20 - Nov. 11**

***This Advertisement Sponsored by*** _____

**NOTE TO ADVERTISING MGR.: Insert name and address of Local American Legion Post in coupon.**

ORDER THIS MAT NOW

## MEMBERSHIP - GETTING AWARDS :-

NATIONAL AWARDS:- The National Commander will send a special letter of commendation to all Posts reaching or surpassing 100 per cent of their 1955 membership for 1956 by Veterans' Day, November 11,. 1955.

The American Legion

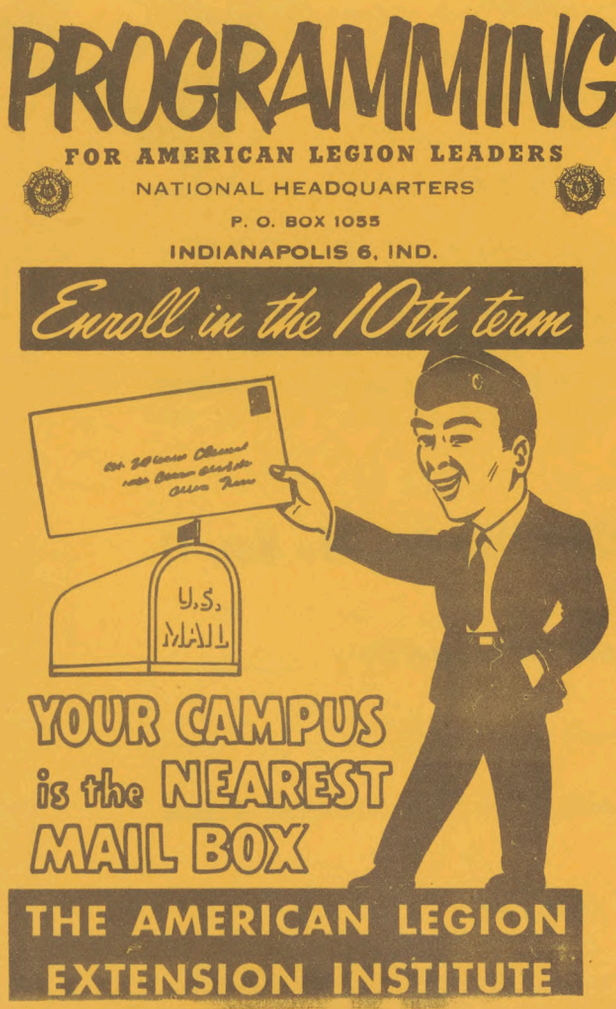
**DISTINGUISHED DOZEN**

*This is to certify that* 12

of Post No._____, Department of_____
has enrolled 12 or more members in The American Legion for 1956 by December 31, 1955, thereby qualifying for membership in The American Legion DISTINGUISHED DOZEN.

*National Adjutant* *National Commander*

KEEP MEMBERSHIP BUZZIN'- SIGN UP A DOZEN!

National Headquarters will present a "Distinguished Dozen" recognition card which will go to all members who sign up 12 or more members for 1956, new or renewals, prior to December 31, 1955.

National Headquarters will award through the Department Headquarters a Special Certificate of Most Distinguished Service to all Posts re-enrolling by November 11, 1955, an advance membership for 1956 equaling or surpassing the 1955 membership.