PROGRAMMING

FOR AMERICAN LEGION LEADERS

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

Vol. 4 August 1956 No. 8

MEMBERSHIP IS A MANY SPLENDORED THING:-

Membership is the blood and guts of The American Legion.

It's the substance and sinews of all American Legion programs and activities.

It puts the "man" in the mandates and the "fin" in the finances.

It's the helping hand of rehabilitation and child welfare.

It's the hand that holds high the torch of Americanism "for God and Country."

It's the warm handclasp of good comradeship, the strong right arm of national security and the open hand of community service.

It's the hand that strokes a fevered brow or leaves a basket on the doorstep.

It's the hand that writes a G. I. Bill of Rights or a War Veterans Security Bill.

Membership is a many splendored thing.

This 1957 Planning Booklet is Dedicated to the 'Do-It-Yourself' Guys and Gals of The American Legion—the World Champions of Membership Enrollment for the World's Greatest Veterans' Organization.

1957 PLANNING BOOKLET

GET YOUR COPY OF THE 1957 MEMBERSHIP PLANNING BOOKLET NOW THROUGH YOUR DEPARTMENT HEADQUARTERS. START GETTING MEMBERS FOR 1957.

MEMBERSHIP IS A 'DO-IT-YOURSELF' PROJECT

YOU DON'T NEED EXPENSIVE TOOLS TO DO THE JOB!

Do-It-Yourself Aids—Free

THRU DEPARTMENT HEADQUARTERS

Membership is a "Do-It-Yourself" project. It's the job of every post commander, every membership chairman and every member of the membership committee.

This means **YOU . . . YOU . . . AND YOU!** Because in every American Legion Post worth its salt—EVERY member is on the membership committee!

Which gets us down to cases. YOU are The American Legion.

It's your organization. Its future depends on YOU.

What can YOU do to keep it The World's GREATEST Veterans' Organization?

What can YOU do to make it grow?

If you could:

tabulate the man hours given by volunteer Legionnaires to building of The American Legion since 1919—

count the dollars put into unselfish activities by members down through the years—

place a measuring stick alongside these many and varied activities—

determine just what has been accomplished for America—and America's veterans.

If you could do these things, you would have a practical demonstration of WHY: "It's GREAT To Be An American Legionnaire!"

The sum would be an amazing total of millions. Millions of man hours. Millions of dollars. Your measuring stick would reveal that The American Legion is the greatest force for good—next to the church—in these United States.

It would shout from the house tops—"Sure It Is! It's GREAT To Be An American Legionnaire!"

You can help spread that kind of gospel.

POST COMMAND CHECK LIST

- ✔ Review 1957 planning booklet; consider suggestions made as they apply to your Post.
- ✔ Call meeting of all Post Officers and Post Executive Committee members to plot your Post membership strategy.
- ✔ Name membership campaign chairman.
- ✔ Name membership publicity-chairman—who will take advantage of all publicity channels.
- ✔ Help organize membership sales teams.
- ✔ Prepare master prospect list.
- ✔ Indoctrinate all with 1957 theme: IT'S GREAT TO BE AN AMERICAN LEGIONNAIRE.
- ✔ Get membership sales teams to spread that same gospel — see that every eligible veteran in the community is asked to join The American Legion.

FOR *God and Country* *Join!* THE AMERICAN LEGION

Brilliant colored Legion "Dayglo" bumper strips illustrated in the 2" x 8" size is one of two sizes that can be used on windshields, store windows and other means of display. Every Legionnaire motorist in your post should have at least one of these strips on his car. The 2" x 8" size is available for bumpers with adhesive on back or inside window with adhesive on front. Specify.

Keep The American Legion out in front through National Emblem Sales membership car stickers and bumper strips.

Order an ample supply to help boost your membership campaign.
Prices for the strips are:

3" x 14½"	$0.15 each
2" x 8" (Specify bumper or window)	.04 each

Minimum order 25 strips.
Mail your orders to National Emblem Sales.

SALES HELPS

National Headquarters provides sales helps which will give your K FORCE the answers. Most of this material is available through partment Headquarters and is supplied FREE upon request.

E MAGIC FORMULA (illustrated): Every membership work- should have this handy application booklet. It's a must for Ameri- Legion salesmen. Carry it with you at all times. Available in ntity for your membership teams.

AL—THE VETERAN'S PAL (illustrated): For the prospect. n be used as a hand-out or convenient mailing piece. It's a capsule toon comment on The American Legion. Available in quantity.

MEMBERSHIP PUBLICITY PACKET: Available only upon re quest. For post publicity officers. Contains suggested news releases editorials, radio script and spot announcements. Write to Nationa Headquarters for this packet.

CO-OPERATIVE AD MATRIX: Three and five-column mats suitable for cooperative advertisements in your hometown newspapers Will be available upon request to National Headquarters. For pro motion of "AL WEEKS", October 20-November 11—and The Amer ican Legion Birthday, March 15-17.

DEPARTMENT MATERIALS—Be sure to use membership ma- terials from your Department Headquarters.

'YOU-ALL-DID-IT' AWARDS

The good works that men do live after them. But let's give them the bows and bouquets while they are still alive.

Illustrated on these pages you will find the Annual Honor Ribbon and National Commander's Personal Appreciation Card.

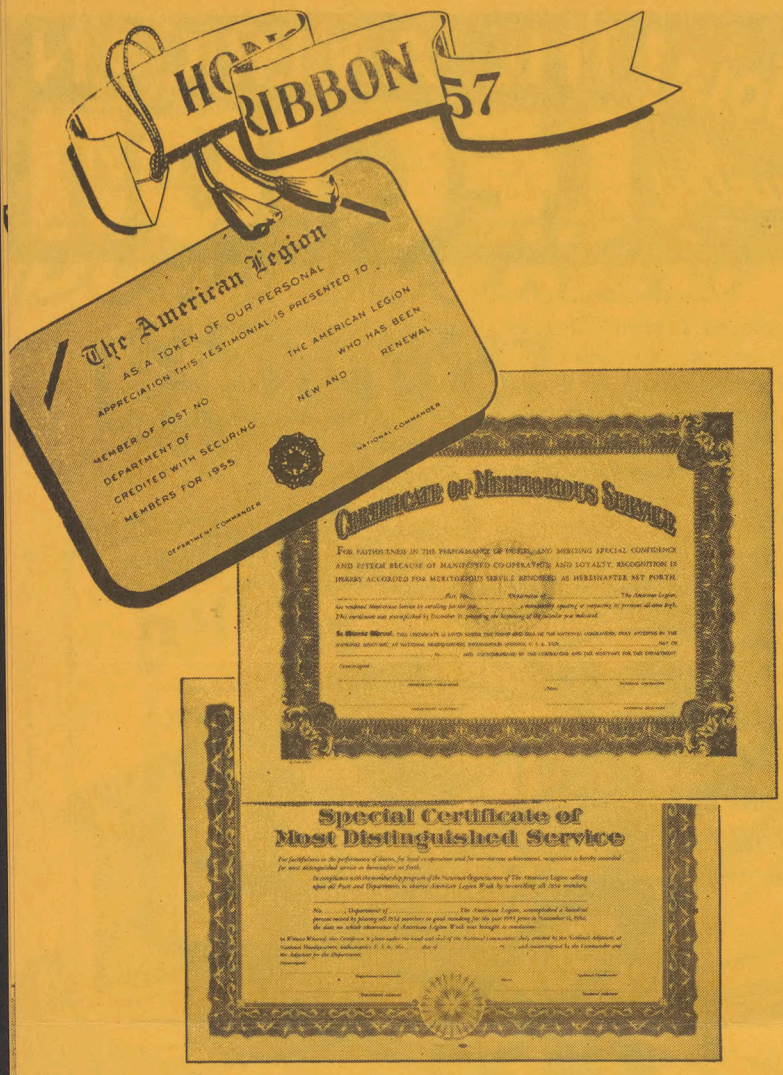
The Honor Ribbon is awarded to all American Legion Posts reaching or surpassing their 1956 membership [for 1957] by December 31, 1956.

The National Commander will award a special Personal Appreciation Testimonial Card to all Legionnaires enrolling 25 or more 1957 members, new or renewal, any time during the year.

The National Commander will send a special letter of commendation to all posts reaching or surpassing 100% of their 1956 membership [for 1957] by Veterans' Day, November 11, 1956.

National Headquarters will award through Department Headquarters a Special Certificate of Most Distinguished Service to all posts re-enrolling by November 11, 1956, an advance membership for 1957 equaling or surpassing the 1956 membership.

A Certificate of Meritorious Service will go to all posts which have a 1957 membership equal to or greater than their all-time high membership by December 31, 1956.



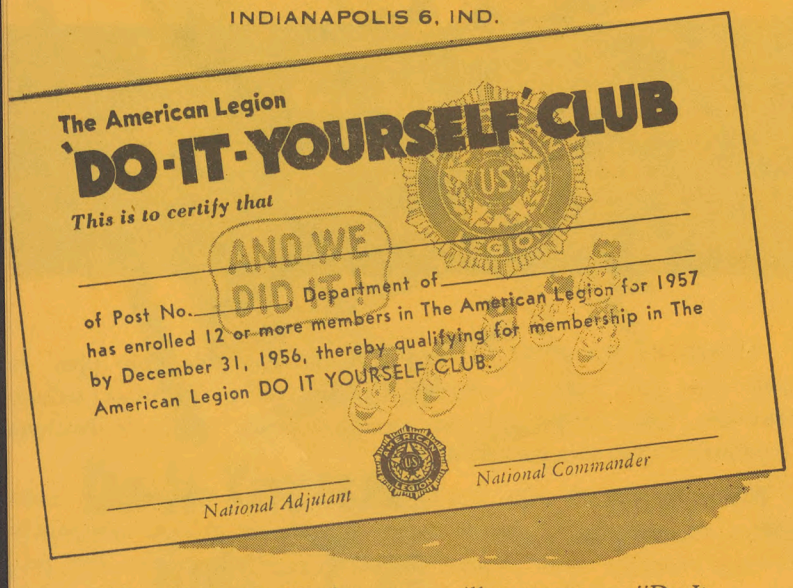
PROGRAMMING

FOR AMERICAN LEGION LEADERS

NATIONAL HEADQUARTERS

P. O. BOX 1055

INDIANAPOLIS 6, IND.



● The National Headquarters will present a "Do-It-Yourself" recognition card which will go to all members who sign up 12 or more members for 1957, new or renewals, prior to December 31, 1956.