PROGRAMMING

FOR AMERICAN LEGION LEADERS

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WISHING YOU OUR HAPPIEST MEMBERSHIP YEAR!

"WITH ALL AMERICAN LEGIONNAIRES TAKING AN ACTIVE PART IN THIS "ASK YOUR NEIGHBOR" MEMBERSHIP CAMPAIGN WE WILL TOP THE THREE MILLION MARK FOR 1957!"

NATIONAL COMMANDER 'DAN' DANIEL LAUNCHES 'ASK YOUR NEIGHBOR' DRIVE. HE IS SHOWN HERE WITH MRS. CARL W. ZELLER, NATIONAL PRESIDENT OF THE AMERICAN LEGION AUXILIARY, AND CHESTER F. NAUMOWICZ, CHEF DE CHEMIN DE FER OF THE FORTY AND EIGHT, WHO WILL AID THE AMERICAN LEGION IN THEIR 1957 MEMBERSHIP OBJECTIVE TO TOP THE 3 MILLION MARK.

Brass Tacks of 'Ask Your Neighbor' Operation in Question and Answer Form

QUESTION—What is this "ASK YOUR NEIGHBOR" plan?

ANSWER—It is a simple membership operation through which each and every member of your Post, Mr. Commander, is asked to visit with his neighbors and ask them three short questions.

QUESTION—What are the three questions to be asked?

ANSWER—1—Are you a veteran?
2—May I take your application for membership in The American Legion?
3—Will you be my guest at our next Post meeting?

QUESTION—When is this plan to operate and for how long should it run?

ANSWER—Your planning meeting for the operation should be held in January, actual visits to neighbors take place from now until The American Legion Birthday, March 15-17. The time consumed by the campaign should be determined by your Post, depending upon the number of prospects to be reached.

QUESTION—What's your first step, Mr. Commander, in organizing your Post for this campaign?

ANSWER—Call a meeting of your Post as early in January as possible for the purpose of explaining to your members what the plan is all about. Arrange for a feed or entertainment of some kind so as to bring out the maximum number of members. See that every member is notified of when and where the meeting is to be held. A postal card notice or a telephone campaign will help in bringing out a high percentage of your membership for your meeting. At this meeting give to all in attendance a complete briefing of the plan and ask for campaign pledges from those who will take part.

QUESTION—What can your members use in the way of selling points when talking with their neighbors?

ANSWER—Tell them the story of the activities of your Post. Secure from your Department Headquarters a supply of the folder "'AL' the Veterans' Pal" and the booklet "The Magic Formula," which contains reasons for joining along with membership application blanks. It's important that every Legionnaire taking part be equipped with membership application blanks.

QUESTION—Just who are to be considered as neighbors in this operation?

ANSWER—The folks next door or in your neighborhood. The people you do business with. The folks you meet on the way to work. Your fellow worker. Your luncheon club associates. Your colleagues in other organizations.

QUESTION—What meeting of the Post should the veteran neighbors contacted in the drive be invited to attend?

ANSWER—This "Be my guest meeting" might well be your Post's annual birthday party with the customary birthday cake and the usual birthday trimmings, along with a speaker invited to present the story of the work of the organization. Such a speech would be an effective part of the indoctrination program for the visiting veterans. Legionnaires should be asked to personally escort their veteran neighbors to this meeting.

QUESTION—How about publicity for the campaign?

ANSWER—It's important that you release to your local papers and radio stations:

1—An advance story on the planning meeting that your Post is holding to prepare for the "ASK YOUR NEIGHBOR" campaign.
2—A follow-up story on the various committees appointed to handle the details.
3—Follow-up stories on the actual results of the campaign.
4—A story on plans for the big annual birthday party at which meeting new members will be guests.
5—A suggested editorial for your local newspaper reviewing the activities of your Post, and activities of the organization nationally.
6—Spot announcements for use of your local radio stations alerting all veterans in the community to the fact that they will be visited by Legionnaires during the dates selected by your Post for the campaign locally.

Finally, it is important that your Post transmit the cards and dues for all members secured, new or renewals, without delay to your Department Headquarters so that final transmittals can be made by your Department Adjutant to National Headquarters prior to the birthday, March 15-17.

ALMOST 3 MILLION IS OUT! LET'S MAKE IT OVER 3 MILLION!

ADDITIONAL QUESTIONS YOU CAN ASK YOUR NEIGHBOR:-

When you read "Brass Tacks" of "ASK YOUR NEIGHBOR" operation on Page 2, you'll discover the most important questions you can ask your neighbor -- are three simple queries around which this campaign is built: 1. "Are You A Veteran?" 2. "May I Take Your Application for Membership in The American Legion?" 3."Will You Be My Guest At Our Next Post Meeting?"

They are the most important, as far as getting down to "Brass Tacks"-- but we know you are not going to barge in and expect to sign up any eligible prospect by limiting your conversation to three questions. We have a few more suggested questions which should produce positive answers. All of the prospect's answers should be "YES", because The American Legion's programs of Rehabilitation, Americanism, Child Welfare and National Security are made possible by members who have answered "yes" to such questions through service to God and Country in The American Legion. Here is the type of question that can do much to bring about an affirmative answer from any eligible veteran in the prospect list of your neighbors. If they answer "yes" to these questions - they belong in The American Legion!

MR. VETERAN...
What Kind of a Guy are You?

★ Here's a chance to analyze yourself. (As a human being and a veteran). If you are the kind of a guy who 'just wants the facts,' read each page carefully. Place your check mark in the YES or NO box at the bottom of each page.

Let's see how you stack up...

Want to Support Veterans Legislation?

that helps all U. S. veterans—Laws like the G. I. Bill of Rights for veterans of World War II and Korean Conflict? Want to see to it that veterans retain preference in Civil Service?

☐ YES ☐ NO

Want to Build a Better America?

through positive Americanism programs? Such as giving the youth of your community a chance to learn good citizenship by participating in Boys State—Junior Baseball—School Medal Awards—Boys Nation—Oratorical Contests, etc.?

☐ YES ☐ NO

Do You Care?

about what happens to disabled veterans and their dependents? Are you interested in their welfare? Do you want to do something about it? Would you like expert advice on rehabilitation?

☐ YES ☐ NO

Would You Help a Child?

Would you like to help the children who are orphans of veterans and need assistance? Do you believe in a square deal for every child? The kind of a deal you'd like your child to get if you weren't around.

☐ YES ☐ NO

Do You Like to Have Fun?

at picnics, parties and potlucks? Do you like to go to reunions; to meet with vets like yourself and talk about "the outfit which won the war?" Do you want to 'win friends and influence people'?

☐ YES ☐ NO

(Continued on Page 4)

ADDITIONAL QUESTIONS YOU CAN ASK YOUR NEIGHBOR:-

Are You Going Our Way?

—Back To God, that is. Do you agree that the family which prays together—usually stays together? Do you think children should be taught religion?

☐ YES ☐ NO

Are You for Peace . . . Through Strength?

through a program of National Security? Do you want to keep this country strong? Would you like to do your part to back such a program?

☐ YES ☐ NO

Would You Like a Passport of Welcome?

to a local veterans group with state and national standing, where that same welcome is yours for the asking in more than 17,000 similar posts with close to 3,000,000 members?

☐ YES ☐ NO

Would You Pitch In?

to help build YOUR community? Do you want to make your hometown a better place to live in?

☐ YES ☐ NO

All of Your Answers Should Be "YES" AND YOU Belong in THE AMERICAN LEGION!

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