THE AMERICAN LEGION

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A Day to Remember

A Community Commemoration in Remembrance of September 11, 2001

Event Planning and Promotion Guide

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The American Legion
National Executive Committee
Held on May 8-9, 2002
RESOLUTION

WHEREAS, the unprovoked attacks of September 11, 2001, upon America by foreign terrorists have thrust the United States, and other countries, into a war it never envisioned, militarily or diplomatically; and

WHEREAS, this new great unknown and uncertainty has woven itself into all the threads of society; and

WHEREAS, the challenges facing all the civilized people of the world as they relate to the war on terrorism will not end until those fanatics are eliminated or brought to justice; and

WHEREAS, America is fully committed through the Operation Enduring Freedom campaign to ensure our freedoms remain unfettered and sovereign for all generations, now and forever; and

WHEREAS, world opinion needs to remain focused upon the eradication of these inhuman acts perpetrated around the globe; and

WHEREAS, one way to accomplish this is to NEVER FORGET that those innocent victims did not die in vain; and

WHEREAS, America can fight back by reminding the world the deaths of these people will always be remembered and they will be forever loved; and

WHEREAS, A noble and appropriate way to accomplish this is through the annual celebration of their living; and

WHEREAS, This commemoration should be held each September 11th throughout the land with a tribute to include:

- The promotion of global peace and goodwill;
- The demonstration of America's resolve and perseverance to win the war on terrorism;
- The advancement of responsible citizenship;
- The encouragement of patriotism and love of country; and
- The poignant remembrance of those innocent victims that needlessly died on September 11, as heroes, one and all;

now therefore be it

RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled in Indianapolis, Indiana, on May 8-9, 2002, that it does affirm its support and encourage the members, Posts, and Departments of The American Legion to honor the victims of 9-11 by planning and executing an appropriate annual patriotic or memorializing event in the community on that September date so their memories do not fade.

Our Mission

To honor the victims of the Sept. 11, 2001, terror attacks by planning and executing an appropriate annual patriotic or memorializing event in the community on that date so the memories of the victims do not fade.

To demonstrate our support of the U.S. Armed Forces and our total commitment as Americans to defeat terrorism once and forever.

The Event

The National Executive Committee, meeting in Indianapolis during May 8 and 9, 2002, approved Resolution 30, encouraging Legionnaires to take the lead in their respective communities and organize annual commemoration events to always remember the victims killed in the attack on America on Sept. 11, 2001.

This guide offers a package of event planning and promotional products based on a noontime ceremony to be conducted in Everycity, USA, on Sept. 11 of every year.

This packet includes a commemorative memorial service of about 35 minutes featuring the town or city mayor as the keynote speaker, signing and reading a proclamation. Post commander remarks include a presentation of a Blue Star Service Flag to the city if one has not yet been provided. Other participants include various chaplains of different denominations, a military speaker, an emergency-services speaker and a pre-ceremonial presentation of Blue Star Service Banners to families of those with loved ones currently serving in the armed forces. The recommended master of ceremonies is the local radio station morning-show personality. Placement of a ceremonial wreath and ringing of bells to commemorate past war dead conclude the formal ceremony unless a military flyover can be arranged with the Air National Guard.

Included is a script for the master of ceremonies, Resolution 30, press releases and advisory templates, a sample program and insert for church programs, a timetable and message points for media interviews. Radio station promotional copy is attached, and both radio and television spots on CD and videotape are available upon request from National Headquarters Public Relations. Each radio and television public-service spot leaves room at the end for post identification and event date, time and location.

The recommendations in this event planning document are only that. Each event can be modified to accommodate local circumstances and participants. The following suggestions are provided as ideas to supplement the basic event.

IMPORTANT

If your city or town has more than one American Legion post, coordinate event planning with other post commanders and the district commander.

Morning House of Worship Bell-Ringing

As a prelude to the noon event, the ringing of bells followed by one minute of silence can begin the commemoration on the morning of Sept. 11 — each at the exact moment when a hijacked aircraft slammed into the World Trade Center towers, the Pentagon and a Pennsylvania field on the day of the attacks. Suggested letters to religious leaders, a sample insert for religious service bulletins and a post news release template are provided.

Sponsorship

One of the goals of the commemoration is to make citizens aware of The American Legacy Scholarship Fund for the children of our armed forces who died on active duty on or after Sept. 11, 2001. An enclosed flyer may be reproduced and placed at an information table at the event. Americanism has available a full-color information pamphlet explaining the need for the fund and why it's different from other funds for the families of victims killed in the World Trade Center attacks.

Contact the city's chamber of commerce to solicit business contributions for The American Legacy Scholarship Fund. Local businesses that donate can be listed on the back of the event program for public recognition.

Sponsorships also may be sought for the cost of the memorial wreath, flowers, transportation of a local band, awards, Blue Star Service Banners and commemorative handouts.

Student Participation

One way to get your community's youth involved in the Sept. 11 Commemoration is to coordinate a contest allowing area students to pay tribute to those who lost their lives in the terrorist attacks. Coordinate with local schools and, perhaps, find business sponsors for a contest in which students can use various forms of expression to honor the Sept. 11 victims.

In this guide is a press release template that can be used to promote the competition. Submit it to community newspapers and, perhaps, even involve the papers in the judging. They may be willing to help out with sponsorship.

If your post is located in a centralized area, have students either mail to or drop the entries off there. Make sure to publicize the contest well in advance, and allow the judges plenty of time to choose winners. Break the contest down into categories, perhaps by grade level and type of entry (written essay, photograph, painting, etc.).

If you have booths set up at the Sept. 11 ceremony, see if it will be possible to display all the entries or as many as possible. You also might want to consider displaying some in your post. For the essay winners, ask if the local paper will publish them on a school page.

Using the Materials

The information and media materials enclosed are designed to be "user friendly." Fill in the blanks, add your own quotes, put on post letterhead and deliver or reprint as needed.

FOR EASE IN EDITING, some of the documents contained within this booklet will be made available for download from our Web site. Using this text will enable you to edit, cut and paste the text, and print a completed document on your post letterhead.

FOR ELECTRONIC PRODUCTION OR COLOR OUTPUT, some flyers and programs will be made available (in both black-and-white and color Acrobat PDF files) on our Web site. The documents included in this booklet are suitable for photocopying and distributing. However, downloading these documents and electronically reproducing them will provide a superior result. Using these high-resolution PDF files will enable you or your printer to output the appropriate documents electronically.

A NOTE ABOUT USAGE RIGHTS: The usage rights granted to The American Legion for the Ground Zero photo are specific to this project. North Jersey Media Group Inc. owns the copyright to the Ground Zero photo. It may not be used for any reason other than in connection with promoting this event in your community on these specific documents. It cannot be downloaded, reprinted, altered, modified, copied or transmitted, other than for the limited purpose of reproducing the documents within this packet EXACTLY as they appear.

You must type the Web address below into your browser's URL window.

www.legion.org/documents/legion/pdf/sept11th_planning_guide.pdf

Resolution

Resolution No. 30 provides the background, calling on The American Legion to coordinate annual commemorative events in communities across the nation.

Proclamation

The proclamation is based on Resolution 30 and is provided as a suggested city/town proclamation for placement on city letterhead and signature by mayor, county executive or borough president, as applicable. It should be provided to the city at initial contact when requesting the mayor to be the keynote speaker and locking in the event on the city's schedule. He/she should read the proclamation as part of his/her 10-minute remarks at the commemoration, ideally outdoors in a prominent location.

Media Advisory

Add event information and send or deliver to local media on or about Sept. 9.

News Release(s)

Add local information and send bell-ringing release several weeks prior to event. Release should trigger media to request interviews with commander and local religious leaders and serve as initial story. Event release should be sent Sept. 3.

Television Public-Service Announcements

"Pitch" them to local television and cable system public-service directors. Note a space at the end of each spot where event and post information can be superimposed by the station. Personal visits are recommended to sell the airing of the spots and explain the community-service aspect of the commemorative event. If the station wants to run them, the National Public Relations Division will send a free broadcast-quality BetaSP videotape of the PSA upon request.

Radio Public-Service Announcements

Radio copy to be read by station announcers is included in this package. Some stations will ask you to read them in studio and record them for later airing.

Ad Slicks

For use in newspapers or copied in quantities for distribution as a flyer or posted on public bulletin boards. Several sizes are provided. Space is provided for including local event and post contact information.

Religious Community Documents

A recommended letter to area clergy, a recommended bulletin insert and a bell-ringing press release are provided to help market this part of the commemoration.

Event Script

After filling in the names and introductions for local participants, the script is ready for the master of ceremonies to conduct the event from the podium. It provides the coordination for various parts of the ceremony from open to close, including introductions, bell ringing and laying of the wreath. Recommend printing in size 18 bold type after filling in the details for ease in reading at the podium.

Suggested Program

Included with a pre-printed cover, a blank page for your event agenda with names of participants and your city's proclamation. The names of businesses supporting the event and contributing to The American Legacy Scholarship Fund can be printed on the back. Master copy can be reproduced by a local business.

Commander's Remarks

Four-minute recommended comments are provided, including presentation of the Blue Star Service Flag to the mayor. The flag is available from National Emblem Sales, (888) 453-4466.

Planning Documents

Milestones — a suggested schedule of actions required to plan event.

Message Points — "soundbites" to remember for media interviews.

Handouts

For your creativity. Items must be tasteful and in accordance with the purpose of remembering victims who perished in the attack. Small, handheld U.S. Flags, "Support Our Troops" bumper stickers and pamphlets on The American Legacy Scholarship Fund are some examples.

American Legion Web Site

Provides download capability for support of event with special Web address:
www.legion.org/documents/legion/pdf/sept11th_planning_guide.pdf

Pitching the Media/Letters to the Editor

Rather than just mailing or faxing releases and advisories, personal contact with reporters, producers and editors is much more effective. Given that the event will most likely be the major local (and national) story on Sept. 11, your input will be valued. Be prepared to provide an interview and recommend other interviews, including members of the military, Guard or Reserves and fellow veterans actively engaged in supporting our troops. Mention the Blue Star Service Flag and Banner programs and what your post is doing to support the war effort, including the Family Support Network, school visits, blood donations, etc. As post commander, write a personal letter to the editor of the local newspaper(s) inviting residents to the event, citing why it's important to remember and the need for The American Legacy Scholarship Fund. Write from the heart as a veteran of the United States and a Legionnaire.

To obtain free radio or television public-service announcements or other promotional materials, contact the National American Legion Public Relations Office:

Phone:	(317) 630-1253
E-mail:	pr@legion.org
Address:	The American Legion National Headquarters
	Public Relations Division
	700 N. Pennsylvania St.
	Indianapolis, IN 46204

Message Points

A Day to Remember

- As a free people, we must NEVER FORGET that the innocent victims of the Sept. 11, 2001, attacks on America did not die in vain.

- We stand united as a nation and are committed to wiping out terrorism and those who plot the murders of innocent civilians throughout the world.

- The American Legion asks all Americans to honor the ultimate sacrifice of U.S. military personnel who gave their lives on and after Sept. 11 by contributing to The American Legacy Scholarship Fund to provide their children with an education.

- We must remain committed to supporting the young men and women of our armed forces who go in harm's way on our behalf. Write them, pray for them and thank God they serve America with honor, courage and commitment.

- The men and women serving in the U.S. military today in the war against terrorism are our nation's newest veterans.

Milestones

Upon Receipt:	Contact mayor's office to offer recommended proclamation, OBTAIN MAYOR'S SUPPORT AND COMMITMENT TO BE THE KEYNOTE SPEAKER and lock in event on city schedule.
	Invite other speakers, chaplains and members of Congress. Also invite available patriotic musical or vocal groups, band, military personnel, buglers and bell for ringing at event (Naval Reserve or city firefighters).
	Ask a local radio station morning show personality to emcee the event.
	Obtain necessary permits, police and medical support, etc.
	Request flyover from local Air National Guard, if desired.
July 31:	Letters/phone calls/personal invitations to area religious leaders to participate in Sept. 11 morning bell-ringing commemorations.
Aug. 1:	Contact local school superintendent and newspaper regarding "student expression" project. Arrange for outdoor bulletin boards to post student essays and art at event for public viewing.
	Obtain a Blue Star Service Flag for presentation on Sept. 11 to mayor, and enough Blue Star Service Banners for families.
	Order quantities of The American Legacy Scholarship Fund brochure from the Americanism Division at National Headquarters.
Aug. 2:	Meet with Chamber of Commerce about sponsorship of event and corporate donations to The American Legacy Scholarship Fund. Business contributors can be listed on back of event program.
Aug. 15:	Send inserts to religious leaders for use in bulletins.
Aug. 21:	Send event programs to printers as soon as speakers are committed.
Aug. 23:	Ask local newspaper to solicit names of families who have loved ones serving in the armed forces so they may be presented with banners on Sept. 11.
Aug. 26:	Send news release to media.
	Provide ad slicks to local newspapers, radio spots to stations, and television spots to area stations and cable systems. Personal delivery/pitching recommended.
	Pitch post commander/PR officer appearances on local radio/television morning and drive-time shows to promote commemoration activities and encourage public participation.
Aug. 30:	Invite schools to bring classes to event.
Sept. 2:	Send letter to the editor of newspaper about the importance of remembering and the need for all citizens to participate. Ask the public to support The American Legacy Scholarship Fund.
	Provide chamber of commerce flyer to distribute promoting event and The American Legacy Scholarship Fund. Encourage them to solicit business contributions and fly Blue Star Service Flags.
Sept. 3:	Send event news release.
Sept. 9:	Issue media advisory of activities.
Sept. 10:	Confirm podium, sound system, porta-potties, seating, etc., with source (city, contractor) for Sept. 11.
Sept. 11:	Legionnaires participate, organize, support and lead in community solidarity.
	Have table set up with handouts on The American Legacy Scholarship Fund (available from Americanism).
	Post may consider conducting an afternoon blood drive in memory of victims and support of troops.

(Post Letterhead)

SAMPLE Media Advisory

(City), Legion to Conduct 9-11 Remembrance

Who: Mayor (Name)
American Legion Post (#) Commander (Name)
National Guard Commander (Name)
Emergency Service Speaker (Name)
Etc.

What & Why: "We Will Remember" memorial event to commemorate victims of the attack on America and U.S. military members killed in Iraq, Afghanistan and other fronts in the war on terrorism; show of solidarity for our armed forces; display of student essays and commemorative art; laying of wreath.

When: Noon, (day), Sept. 11, (20XX)

Where: Town square (location)

This is an outdoor event; inclement weather alternate: (location).

Legion commander will be available for one-on-one media interviews prior to and after this event. Call the contact person at the bottom of this page to arrange.

Background: The 2.4 million-member American Legion, the nation's largest veterans organization, is coordinating a nationwide noontime commemoration of the attack on America. The American Legion moved to rekindle the Blue Star Service Banner tradition just before the Sept. 11 terrorist attacks. Those attacks created quick interest in and understanding of the program, which recognizes families who have a loved one serving in the U.S. Armed Forces. The Blue Star Corporate Flag is an extension of the banner program for government and businesses to show their support of military men and women serving in the war on terrorism. A flag will be presented to the mayor by the Legion commander during this event. The American Legion also created The American Legacy Scholarship Fund for children of U.S. military personnel killed on or after Sept. 11.

Media Contact: (name and telephone number)

(Post Letterhead)

For Immediate Release

(City) to Conduct 9-11 Remembrance Event

CITY (September 3, 20XX) — (No.) years after the terror attacks on America, citizens of (CITY) will come together in a commemoration ceremony to honor the victims of Sept. 11, 2001.

The commemoration ceremony honors the victims of the attacks on the World Trade Center, Pentagon, airline flight takeovers and the American military service personnel who have died in the war against terrorism while other members of the service continue to fight.

American Legion posts across America are energizing their communities to ensure that the innocent victims will never be forgotten.

"We must not forget all of those who gave their lives for this great country," Post Commander (NAME) said.

"Everyone in (CITY) is invited to join together in this uniting ceremony."

(If commitment from churches etc. have been made, the following can be included.) (City) church bells will be heard ringing at the exact times the incidents of Sept. 11 took place. (Possibly include the exact times and locations of the attacks.)

The ceremony will begin with recognition of emergency-service personnel who have remained strong throughout the entire ordeal on the attack of America and who have upheld the honor of patriotism.

A Blue Star Service Corporate Flag will be presented to the city of (NAME) and Blue Star Service Banners will be presented to families of military personnel on active duty. The banners were first created in 1917 during World War I.

There will be a number of different events during the ceremony, including the placement of a ceremonial wreath to commemorate past war fighters who are now deceased.

"This ceremony will not only honor those who have died, but also those who live and continue to fight for the freedom of this great nation," (POST COMMANDER'S LAST NAME) said.

"As a nation united, we must remain committed to supporting the men and women of our armed forces as they serve with honor and courage."

The ceremony will take place at noon Sept. 11 in/at (LOCATION).

— 30 —

Media Contact: (name and telephone number)

(Post Letterhead)

For Immediate Release

Bell-ringing to begin 'Patriot Day' Sept. 11 commemoration

CITY (Date) — Houses of worship will join American Legion Post (#) and citizens of (city) in commemorating Patriot Day on Sept. 11, (20XX), by bell-ringing followed by a minute of silence during the times of each of the Sept. 11, 2001, terrorist attacks.

The bells will ring at approximately 8:45 a.m., 9:03 a.m., 9:43 a.m. and 10 a.m. Each ring commemorates the crash of American Airlines Flight 11 into the north tower of the World Trade Center, United Airlines Flight 175 into the south tower of the World Trade Center, American Airlines Flight 77 into the Pentagon and United Airlines Flight 93, which went down in a field about 80 miles southeast of Pittsburgh.

"We have the divine honor of participating in this event," (name of local clergy who will join in the service) said. "Each time a bell rings on this day, a chord will strike in our hearts as we remember the sadness of the attacks and thank God for allowing us to remain a strong nation through all of this."

A noontime commemoration ceremony coordinated by American Legion Post (#) will follow the bell ringing. It will honor the victims of the attack, emergency-service workers and American military service personnel who have died in the war against terrorism.

"This ceremony will help us all to remember the sacrifices of those who died on Sept. 11," Post (#) Commander (name) said. "We must also remember those who continue to give of themselves daily while fighting for our freedom."

"We Will Remember" is the theme of The American Legion's National Sept. 11 "Patriot Day" Commemoration. Participants will include (names and titles). It will be conducted at (location), and the entire community is encouraged to attend.

Congress passed Public Law No. 107-89 on Dec. 18, 2001, designating Sept. 11 "Patriot Day."

— 30 —

Media Contact: (name and telephone number)

(Post Letterhead)

For Immediate Release

Legion seeks student tributes for 9-11 remembrance

CITY, (Sept. __, 20XX) — As America remembers those who lost their lives in the 2001 terrorist attacks, American Legion Post (#) is reaching out to (CITY) students in order to preserve their memories. Victims include those at the World Trade Center in New York City and the Pentagon in Washington, as well as those who lost their lives on Flight 93 in Pennsylvania, and military personnel killed in the war against terrorism.

"The good and decent people who gave their lives in America's newest war that began that sunny day last September shall never be forgotten," (NAME), post commander, said.

"We will honor those who've sacrificed their lives as well as our newest veterans – the military men and women who continue to fight for our freedom."

Students in preschool through seniors in high school are invited to participate in the (20XX) Patriot Day Arts Festival, "We Will Remember." Students may use any form of expression to pay tribute to those Americans whose lives were lost. Categories include essays, photographs, visual art and musical compositions.

"Children and young adults have a wonderful way of expressing themselves through their many talents," (LAST NAME of post commander) said. "Sept. 11 has affected us all as a nation, and we're calling on our students to help memorialize the event with their creative insight."

Students are asked to provide just one entry to the contest. Fill out the entry form below, attach it to the entry and either mail it or drop it off at American Legion Post (#), (address) (or at the local _____store sponsoring the competition).

(Provide prize and winning entry information in this paragraph.)

— 30 —

Media Contact: (name and telephone number)

Suggested Community Radio Public Service Announcements

Work with local radio stations to customize PSAs for your event.

Sept. 11 Remembrance #1
30-second Radio PSA (59 words)

The annual Sept. 11 Remembrance Ceremony in (city) will be conducted at (location). Members of The American Legion family in (city) ask everyone to take time to gather (in/at location) to remember the tragedy that pulled our nation into the war against terrorism.

(Day) – Sept. 11. (Place). A time to remember – a time to renew our resolve.

# # #

Sept. 11 Remembrance #2
30-second Radio PSA (72 words)

The American Legion family of (city) invites you to be a part of the annual Sept. 11 Remembrance Ceremony. (Band, school groups, etc.) will be joined by civic and business leaders in a special time of reflection as we remember.

Remember Sept. 11, 2001 – when terrorism slaughtered so many in New York City, the Pentagon and the Pennsylvania countryside.

Remember Sept. 11 – (day) (time) (location). It's the right thing to do.

# # #

Sept. 11 Remembrance #3
60-second Radio PSA (145 words)

America did not want the war on terrorism, just as Americans did not want any war in our history. Yet, here we are (#) years since the images of the World Trade Center in New York, the Pentagon and the Pennsylvania countryside were seared into our memory.

The American Legion family in (city) reminds us that as we go about our lives, young members of our armed forces are fighting the war on terrorism in Iraq, Afghanistan and around the world. Just as veterans of earlier generations understand that our precious freedoms come at a high price, so do today's men and women in uniform.

On Sept. 11, it's time to pause and remember what happened two years ago. The annual Sept. 11 Remembrance Ceremony will be conducted (at/in location) at (time).

Join civic and business leaders and your neighbors — pause to remember Sept. 11, 2001 – (day) (location).

# # #

Sept. 11 Remembrance #4
60-second Radio PSA (168 words)

The ability to remember important dates often escapes each of us in our busy lives. Yet, one date can never be forgotten – Sept. 11 2001.

Members of The American Legion, American Legion Auxiliary and Sons of The American Legion in (city) urge you to attend the annual Sept. 11 Remembrance Ceremony.

Civic, business and military leaders will lead a special time of remembrance in (location) starting at (time) on (day).

More than 3,000 innocent men, women and children lost their lives on Sept. 11, 2001, when four hijacked airliners were used as weapons of mass destruction.

We must remember those who died, and we must remember that even today brave Americans are engaged in the war on terrorism. Our men and women in uniform understand that America's freedom has always been purchased by the blood of patriots, as do generations of veterans before them.

Plan now to pause and remember Sept. 11. A special Sept. 11 Remembrance Ceremony will be conducted at (time) in/at (location).

# # #

Official Entry Form

Patriot Day Commemoration

This form must be filled out in its entirety for all youth entries.

Grade ☐ **Age** ☐

Grade Division (check one)

- ☐ Primary: Preschool
- ☐ Grammar: K-2
- ☐ Intermediate: 3-5
- ☐ Middle/Junior: 6-8
- ☐ High School: 9-10
- ☐ High School: 11-12

Arts Area (check one)

- ☐ Writing
- ☐ Photography
- ☐ Visual Arts
- ☐ Musical Piece

Title of Work _____

Dimensions of Work (inches & type of paper) _____

Describe media used and technique _____

As a free people, we must NEVER FORGET that the innocent victims of the Sept. 11, 2001, terror attacks on America did not die in vain. We stand united as a nation and must remain committed to supporting the young men and women of our armed forces.

"As an American, I will promote global peace and goodwill. I will help to demonstrate America's resolve and perseverance to win the war on terrorism. I will be a responsible citizen. I will encourage patriotism and the love of my country. I will remember the innocent victims who needlessly died on Sept. 11 as heroes, one and all."

Student name _____ Signature of student _____

Home address _____

City _____

Zip Code _____ Telephone _____

Student's school _____

Teacher's name _____

School address _____

Student's statement: What inspired you to produce this work/project? What techniques were used?

_____

_____

_____

(Post Letterhead)

Dear Clergy:

As the spiritual leader of your congregation, I would like to direct your thinking to Sept. 11, "Patriot Day."

The U. S. Congress passed legislation that names Sept. 11 as "Patriot Day" (Public Law 107-89). The American Legion is working with community leaders across the nation to conduct memorial services on Sept. 11 to remember those who died as a result of the terrorist attacks on Sept. 11, 2001. The Legion also wants to remember those men and women in uniform killed in the ongoing war against terrorism.

We of The American Legion ask that on the Sunday prior to Sept. 11, in every house of worship, that time be taken to pause and remember those killed on Sept. 11, 2001, and those in uniform who have lost their lives in the war against terrorism.

Second, on Sept. 11 The American Legion asks that each house of worship ring its bells at:

- 8:45 a.m.(*local time*), in remembrance of those who died when American Airlines Flight 11 struck the North Tower of the World Trade Center.
- 9:03 a.m., in remembrance of those who died when United Airlines Flight 175 struck the South Tower of the World Trade Center.
- 9:43 a.m., in remembrance of those who died when American Airlines Flight 77 struck the Pentagon.
- 10 a.m., in remembrance of those who died when United Airlines Flight 93 crashed near Shanksville, Pa.
- Noon in remembrance of all those lost to acts of terrorism.

Won't you help remember those lost?

Sincerely,

signature of post chaplain

THE REV. (NAME)
Post (XXX) Chaplain

We will remember

Sunday, Sept. (XX), we ask you to please join us in prayer for our nation, our leaders, and our men and women in uniform.

Sept. 11 is a date we have set aside to remember those who have given their lives in the war against terrorism that we might live as "one nation under God."

Today, we should pray for those who fight for our freedom and also for the families of those whose lives were given to pay for this liberty that we enjoy.

On Sept. 11, 2001, we watched in horror as two hijacked airliners were flown by terrorists into the twin towers of the World Trade Center. In disbelief, we watched as another airliner crashed into the Pentagon in Arlington, Va., and another into a Pennsylvania field. As a nation, we mourn the terrible loss of life. As a nation, our hearts go out to the many families that have suffered the loss of a father, a mother, a son, a daughter or a close friend. Words cannot fully nor adequately express our sorrow and grief.

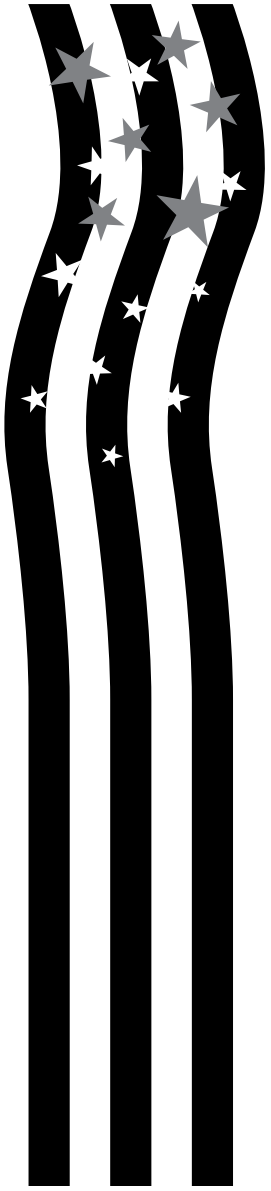
Today, a new group of young men and women are answering the call of their nation to bring to justice those who perpetrated this act of terror. They are a new group of patriots that will train and fight for our freedom.

We ask that you join us in prayer for God to protect these service personnel and to comfort those families who have lost a loved one in this war against terrorism.

Pray for our men and women in uniform

Eternal God, Our Heavenly Father, please protect our sons, daughters, husbands and mothers who have answered our country's call, that they might return safely home. We also remember those who gave their all, remembering with gratitude their courage and devotion to duty. Look upon your bereaved servants with your mercy. As this day brings them memories of loved ones lost, may it also bring your consolation and the assurance that they are alive now and forever in your living presence.

Now, Father, allow us to continue to serve You as one nation under God, and please, God, bless America during these difficult times. Amen.



THE AMERICAN LEGION

National September 11th Commemoration

A Message from
The American Legion

A Day to Remember

The unprovoked attacks of Sept. 11, 2001, upon America by foreign terrorists have thrust the United States and other countries into a war it never envisioned, militarily or diplomatically.

This new great unknown and uncertainty has woven itself into all the threads of society.

The challenges facing all the civilized people of the world as they relate to the war on terrorism will not end until these fanatics are brought to justice.

America is fully committed through operations Enduring Freedom and Iraqi Freedom to ensure our freedoms remain unfettered and sovereign for all generations, now and forever.

World opinion needs to remain focused upon the eradication of these inhuman acts perpetrated around the globe.

One way to accomplish this is to NEVER FORGET that those innocent victims did not die in vain.

America can fight back by reminding the world that the deaths of these people will always be remembered, and that they will be forever loved.

A noble and appropriate way to accomplish this is through the annual celebration of their lives.

This commemoration should be conducted each year throughout the land and be known as **Sept. 11, "Patriot Day."**

... Lest We Forget

The American Legion asks that on the Sunday prior to Sept. 11, in every house of worship, that time be taken to pause and remember those men and women in uniform who were killed Sept. 11, 2001, as well as those who have lost their lives in the ongoing war against terrorism.

Second, on Sept. 11, The American Legion asks for each house of worship to ring its bells at:

- 8:45 a.m. (*local time*), in remembrance of those who died when American Airlines Flight 11 struck the North Tower of the World Trade Center.
- 9:03 a.m., in remembrance of those who died when United Airlines Flight 175 struck the South Tower of the World Trade Center.
- 9:43 a.m., in remembrance of those who died when American Airlines Flight 77 struck the Pentagon.
- 10 a.m., in remembrance of those who died when United Airlines Flight 93 crashed near Shanksville, Pa.
- Noon, in remembrance of all those lost to acts of terrorism.

For more information about the Sept. 11 Memorial Service, contact The American Legion at:

www.legion.org

A Day to Remember

National September 11th Commemoration

The American Legion

Program Agenda

Place your information here.

See “Patriot Day” sample program provided on the following page.

Proclamation

Place your information here.

See City Proclamation sample provided on a following page.

Patriot Day – "We Will Remember"
Sept. 11 Commemoration

PROGRAM

Music by (band name or recorded selection)

Noon Striking of the Four Fives
Introduction of Dignitaries
Special Recognitions
Posting of Colors by American Legion Post (#) Color Guard
National Anthem by (name)
Invocation by Clergy (name of clergy)
Remarks by (military rank/name)
Remarks by American Legion Commander (name)
Remarks by (fire/police chief name)
Keynote Address by Mayor (name) (includes reading proclamation)
Memorial Prayer by (name of clergy)
Laying of Wreath/Bell tolls
Rifle Squad Salute Volley by (group name)
"Taps"
Benediction by (name of clergy)
Retire the Colors
(Flyover by [unit name] during playing of "Battle Hymn of the Republic," if scheduled)

LEFT INTERIOR PAGE OF PROGRAM

Create your own localized version of the program. Reduce to fit into the left-hand interior page of the pre-printed program provided in the booklet.

(City Letterhead)

Proclamation

"A Day To Remember"

WHEREAS, the unprovoked attacks of Sept. 11, 2001, upon America by foreign terrorists have thrust the United States, and other countries, into a war it never envisioned, militarily or diplomatically; and

WHEREAS, the challenges facing all the civilized people of the world as they relate to the war on terrorism will not end until those fanatics responsible are eliminated or brought to justice; and

WHEREAS, America is fully committed to ensuring our freedoms remain unfettered and sovereign for all generations, now and forever; and

WHEREAS, world opinion needs to remain focused upon the eradication of these inhuman acts perpetrated around the globe; and

WHEREAS, one way to accomplish this is to NEVER FORGET that those innocent victims did not die in vain; and

WHEREAS, America can fight back by reminding the world that the deaths of these people will always be remembered and that they will be forever loved; and

WHEREAS, a noble and appropriate way to accomplish this is through the annual celebration of their living; and

WHEREAS, this commemoration should be conducted each Sept. 11 throughout the land to include:

- The promotion of global peace and goodwill;
- The demonstration of America's resolve and perseverance to win the war on terrorism;
- The advancement of responsible citizenship;
- The encouragement of patriotism and love of country; and
- The poignant remembrance of those innocent victims who died Sept. 11, as heroes, one and all;

now therefore be it

RESOLVED, as the mayor (or other official) of the city of (XXXXXX), I am issuing this proclamation to memorialize those men, women, and children who lost their lives; and be it further

RESOLVED, that this proclamation be publicized for all to see and know that the citizens of (CITY) remember with eternal respect those whose lives were suddenly, without cause and pointlessly taken from them on Sept. 11, 2001.

May they forever rest in peace and abide in our memories.

Respectfully Submitted and Approved, on this (#) day of September, (20XX).

[Signature/seal can go here.]

RIGHT INTERIOR PAGE OF PROGRAM

Create your own localized version of the proclamation. Reduce to fit into the right-hand interior page of the pre-printed program provided in the booklet.

Suggested Program for Community-wide Sept. 11 Memorial Service "Patriot Day"

Musical interlude played either by live band or from CD/cassette through public address system.

MC Good day to all. Thank you for taking time to join with others from _____ to remember September 11, 2001 – and to remember the price the United States of America paid for our continuing freedom.

I'm _____ from _____. I am honored to serve as the master of ceremonies for this time of remembrance.

We begin our time of remembrance with a fire service tradition that dates back to the mid 1800s. Long before radios, pagers or fire alarms, daily announcements were sent from headquarters to firehouses by a system of bell commands and telegraph. When a firefighter died in the line of duty, headquarters would transmit five bell strikes, repeated in four series. This custom has continued through the years to this day. It is a form of rendering final honors to departed comrades. In the fire service this is known as "striking the four fives."

Please rise in respect as _____ strikes the four fives.

Fire department representative strikes the four fives from firetruck or other apparatus with a bell.

Thank you _____.

MC Please take your seats.

At this time I want to introduce the members of our official party, as well as the distinguished guests in the audience.

Please hold your applause until everyone has been introduced.

Beginning on my right:

Names and titles of dignitaries are read. Official party should include the highest ranking member of each branch of the military available, chaplains/minister who will give invocation, memorial prayer and benediction, mayor/other civic leaders, American Legion post commander. Other corporate representatives who played key roles in organizing the event should be seated in the front row and be invited to stand as a group for recognition.

After all introductions, **MC leads applause.**

Next paragraph to be used when local family members who lost loved ones in the Sept. 11, 2001, attacks are present.

MC An honored group of family members is with us this morning who I would like to have stand and be recognized. They are the family members of men and women who died in the terrorist attacks of Sept. 11, 2001, or in the ensuing war on terrorism. We cannot feel your deep pain, yet we share your loss. May God grant you strength and peace.

MC leads applause.

Next paragraph to be read if a pre-service presentation of Blue Star Service Banners was conducted.

MC Another very special group of family members is with us today. They have members of their family serving on active duty today. No matter where they may be stationed, they are part of America's war on terrorism. We are thankful for these men and women. We pray for them and we pray for their families.

Just before we started this remembrance, members of The American Legion presented Blue Star Service Banners to each of these families. The Blue Star Service Banner dates back to 1917. It enjoyed its highest level of use during World War II. Today, The American Legion is working to bring these banners back to the front windows of homes. The Blue Star Service Banner lets neighbors know just how close to home the war on terrorism truly is. Would those Blue Star Service Banner family members please stand and be recognized?

Lead applause.

Next paragraph to be read if a pre-service presentation of Blue Star Service Banners was NOT conducted.

MC Another very special group of family members is with us today. They have members of their family serving on active duty today. No matter where they may be stationed, they are part of America's war on terrorism. We are thankful for these men and women. We pray for them and we pray for their families.

Would those men and women serving in the military and their family members please stand and be recognized?

Lead applause.

MC Yet another special group of family members is with us. They are the ones who every day kiss their husband or wife, son or daughter, goodbye as they leave for work. Police officers, firefighters and emergency medical technicians. The events of Sept. 11, 2001, taught all of us that these professions are inherently dangerous.

Would those who serve and protect, and their family members, stand and be recognized?

Lead applause.

MC Now, please rise as the Color Guard from American Legion Post _____ presents the colors. Please remain standing for the singing/playing of our national anthem by _____.

Post color guard enters venue and posts colors. As color guard salutes, the national anthem is sung/played through PA system.

MC Now, for our invocation I call on _____.

Minister delivers invocation.

MC Thank you _____.

MC *Introduces highest-ranking military representative for remarks.*

Military leader's remarks

MC Thank you _____.

MC *Introduces American Legion post commander for remarks.*

Legion leader's remarks

MC Thank you _____.

MC *Introduces representative of first responders for remarks.*

Police/fire/EMT representative speaks.

MC Thank you _____.

MC *Introduces mayor or other civic leader for keynote remarks.*

Mayor speaks.

MC Thank you _____.

MC Now I call on _____, who will lead us in the memorial prayer. Please rise.

Memorial prayer by _____

MC Thank you _____.

You may take your seats.

MC Now, we come to a solemn portion of our service: the laying of a memorial wreath. The wreath is in remembrance of all who perished on Sept. 11, 2001 – and for those in uniform who have lost their lives in the war on terrorism. Placing the wreath is (mayor, member of family who lost someone Sept. 11 or in the military, a member of the local fire department, police department and/or EMS).

While our official party is placing the wreath, a bell will toll 11 times, once for each of our nation's major conflicts. This is to remind us that those we remember today are the latest in a struggle for freedom that has continued since 1776.

Bell tolls as MC reads name of war and then pauses. Can be same bell used to start service or meeting for American Legion post.

Strike the bell solidly at the reading of a war.

The wreaths are placed and presenters return to their seats as the sounding of the bells continues. They should be back in their seats by the time the bell has tolled 11 times.

MC The American Revolution

(bell tolls)

The War of 1812

(bell tolls)

The Mexican War of 1848

(bell tolls)

The American Civil War

(bell tolls)

The Spanish-American War

(bell tolls)

World War I

(bell tolls)

World War II

(bell tolls)

The Korean War

(bell tolls)

The Vietnam War

(bell tolls)

The Persian Gulf War

(bell tolls)

The War on Terrorism

(bell tolls)

MC Now, I ask all to rise as a rifle squad from _____ fires a salute volley. As the last shots ring out, "Taps" will be sounded by _____. [OR As the last shots ring out, the mournful sound of "Taps" will be played in a fitting final tribute to those we remember this day.]

Rifle squad fires

"Taps": Live or CD/audio cassette through PA system.

MC Please remain standing as _____

leads us in the benediction.

Benediction

MC Thank you _____.

Now, the color guard from American Legion Post _____ will retire the colors.

Color guard advances, retrieves colors and immediately departs venue.

MC Once again, thank you for coming to today's ceremony. Your presence sends a message to all that we will remember Sept. 11, 2001, just as we remember Pearl Harbor, the only other attack on American soil.
(PAUSE)
Yes, we WILL remember.

Musical closing played by live band or CD/audio cassette. Choice of local organizing committee.

Suggested Post Commander's Remarks

On Sept. 11, 2001, in an unforgivable and horrific attack, terrorists robbed America of more than 3,000 lives.

Quite simply, Sept. 11, 2001, wounded our nation in a way we had not known since the shock of Pearl Harbor.

In bringing down the World Trade Center, damaging the Pentagon and downing an airliner in a Pennsylvania field, the day ranks as the most devastating in our nation's history.

We vowed we would not forget. But have we?

Domestic issues and war in Afghanistan have our attention, and for good reason. But I fear Sept. 11 is fading in our memories, now relegated to a single paragraph in newspaper stories and occasional references on television.

Hundreds of families, though, still suffer gaping holes. A mother, a father, a brother, a child is no longer among them. Along with these loved ones, more than 300 emergency-service workers perished in the attacks. Their survivors live with pain of Sept. 11 daily.

Those of us who were not directly affected by the attacks are at a disadvantage. With Ground Zero not outside our front door and the Pentagon not visible from our window, the anger we felt that day is perhaps starting to fade.

Although bin Laden is history, the enemies who hatched the Sept. 11 plot hope to spawn even more terror. They are counting on our complacency.

Convinced we are a nation of selfish materialists, they do not think we have resolve. They do not cower. They do not think we will triumph over them.

Let it be said on this Patriot Day that we shall win. Even as we gather to remember those lost in the attacks, America's military is tracking down terrorists and securing liberty at home and abroad.

If the memory of Sept. 11 is fresh for anyone, it is our men and women in uniform. Along with our elected officials and our intelligence agencies, they are tasked with preventing another tragedy of that magnitude.

As they patrol Iraq and Afghanistan, weathering rocks, bullets and extreme heat, they are dismantling piece by piece the terror networks that threaten peace and security worldwide.

We are indebted to them for their willingness to protect our country. God bless our armed forces.

(Pause)

Now, I would like to present a special Blue Star Service Flag to our mayor to fly high at city hall. This flag proudly tells all who see it that we citizens of (CITY) stand behind our men and women in uniform, and that our prayers and thoughts are with them wherever they must go to defend our way of life. They are America's newest wartime veterans.

(Present flag to mayor)

Thank you, Mr. Mayor. Thank you all for honoring them today.

# # #

The American Legion Legacy Scholarship

Providing for the children left behind.

It's the Least *We Can Do*

Send your tax-deductible contributions to:
The American Legion Legacy Scholarship Fund,
P.O. Box 1055, Indianapolis, IN 46206.

Opportunities to attend college should not be out of the reach of the children left behind because a parent died on active duty while serving in the U.S. Armed Forces. That is why The American Legion established the "American Legion Legacy Scholarship" for the children of active duty United States military and Guard, and Reserve personnel who were federalized and die on active duty on or after September 11, 2001.

PROVIDING FOR THE CHILDREN LEFT BEHIND

The terrorist attacks on the United States were unspeakable acts that left families torn apart. As an unfortunate consequence of Sept. 11 and the subsequent war against terrorism, many children of America's active duty military personnel are now members of single-parent families. In most cases, this also means their opportunity to attend college has been greatly diminished.

Children of active duty military killed at war are entitled to receive federal money towards a college education. **But it's not enough.** The American Legion has fought long and hard to see that our active duty military personnel and their families are looked after. But despite our efforts, there are significant shortfalls in dollars that have been allotted by our government in recent years. The educational benefit provided to surviving children is one of these shortfalls.

There are 1.2 million dependent children in the U.S. military; of those nearly 1 million are age 11 or younger.

Help us bridge the gap

The facts are indisputable. The money provided by law has not kept up with what a higher education costs today, let alone what college will cost in years to come. Remember, these children are the direct descendants of people who died while actively protecting our country. Their parents sacrificed their lives. The least we can do is make sure that their children are provided for.

Critical Education Gap

4-year, State College	$51,184
4-year, Out-of-State College	$105,216
4-year, Private College	$121,468
Total Military College Benefit	$36,135

2006-07 school year

As this table illustrates, the total benefit for these survivors is just a little more than $36,000 to be used for a college education. In today's dollars, this benefit will pay little more than half of what a college education costs in the most affordable category. This gap grows even greater when the cost of a college education in the future is estimated. The most conservative estimates predict that these costs will increase by 5 percent per year, meaning that in 16 years, the most affordable college education will be more than $106,300. Military compensation will not keep up with these dramatic increases. It is clear these children will need our help.

The American Legion Legacy Scholarship

We are raising funds to fill the gap. Providing for the children that were left behind is our civic duty. Helping to provide for their education is a powerful way to show our thanks. These parents died protecting our country. We owe it to them to see that their children get the opportunity a college education can provide. That is why we have established the American Legion Legacy Scholarship.

Please join us in our effort

We need the support of many to make The American Legion Legacy Scholarship a reality. Too many men and women in uniform have died in the fight to preserve our nation's freedoms. Together, we can make sure their children have the opportunity these parents were unable to provide. We encourage you to give generously to **The American Legion Legacy Scholarship Fund**. Help us to bridge the gap and restore the faith of these special children.

Send your tax-deductible contributions to:

The American Legion Legacy Scholarship Fund, P.O. Box 1055, Indianapolis, IN 46206.

www.legion.org/scholarships/legacy

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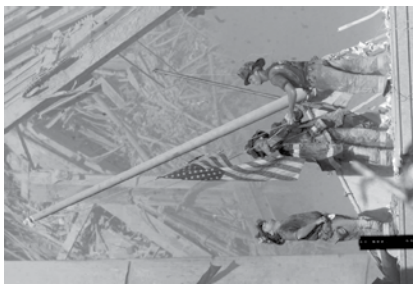
A Day to Remember

National September 11th Commemoration

A Day to Remember



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National September 11th Commemoration

www.legion.org

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www.legion.org/whatsnew/eventplanning

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A Day to Remember

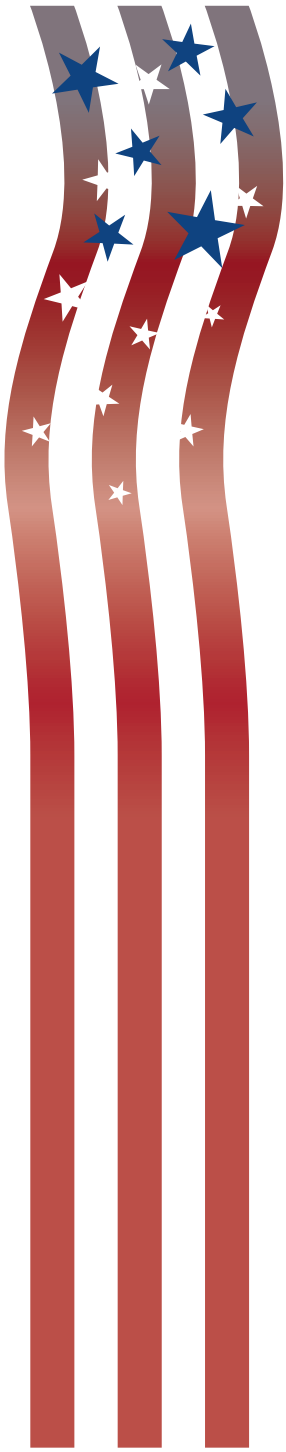
As a free people, we must never forget that the innocent victims of the Sept. 11 attack on America did not die in vain.

National September 11th Commemoration

PLACE LOCAL EVENT INFORMATION HERE

Please join us in remembering those who died and to show our support for America's newest veterans engaged in the war on terrorism.

www.legion.org



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