100th Anniversary Media Toolkit

THE AMERICAN LEGION

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Share the Legacy. Be part of the Vision

"The American Legion wishes to call to the attention of the American people the record of achievements that have been accomplished by The American Legion during the 100 years since its founding, to emphasize the impact the organization has had upon the American society, and the extent of its contributions to the national security and the welfare of military veterans, their families and their communities ...

The American Legion wishes to set forth the objectives and the aims that will motivate its programs and activities during the years ahead and to illustrate the contribution made to the future of our country as intended by these programs and activities ...."

Resolution No. 31, Spring 2011, National Executive Committee

Legacy and vision.

These are the two primary planks in The American Legion's 100th Anniversary Celebration platform. Since The American Legion National Executive Committee passed Resolution 31 in 2011, plans for the organization's centennial celebration in 2018 and 2019 have followed two related paths: legacy of the last 100 years and vision for the next 100.

At the national level, The American Legion centennial will be honored in multiple ways – including a Gift to the Nation, an illustrated history, major centennial conventions in 2018 and 2019 and other initiatives.

The heart of The American Legion beats loudest, as we all know, at the local post. Every major program of the organization, from Boys State to American Legion Riders, was born at a local post. Whether your post was chartered in 1919 or 2016, whether it's an American Legion Baseball powerhouse or a beacon of hope for needy children at winter – or more – it has a story that needs to be told in your community during the centennial. The opportunity to share your post's legacy and its vision is upon you, and all of us as an organization, as the centennial spotlight is cast on our time-honored place in American society.

The 100th anniversary is a perfect time to chart a course for your post's second century. New generations of veterans will depend on the kind of vision shared, expressed and executed by the Legion's World War I-era founders, a vision that has proven timeless. How will your post extend a similarly impactful vision and values to future generations?

As the centennial nears, we should be wrapping up the gathering and documentation of our post history and sharing it on our interactive website at www.legion.org/centennial. Once that's complete, it's time to share those stories and celebrate them in our communities. This toolkit aims to help you do just that, with easy-to-use templates, suggestions and resources. The goal is to get the message out beyond the post, in front of the public, using all media tools available.

Continue Gathering Your Post Story

The American Legion centennial window will soon open. Across the country, in every department, committees have been collecting, scanning, writing, interpreting and presenting their unique legacies. More than 2,000 post profiles have been started at ***www.legion.org/centennial***.

If your post has not yet started gathering and documenting, there's still time, but it's running short.

The first step is to organize a centennial committee to plan and execute local activities, from the collection and dissemination of history to public events to celebrate and raise awareness of the the organization. How that works is as unique as each post. Whether it's one individual leading the charge, a committee, or the entire local Legion Family working from a master strategic plan, how you do that is up to you and how your organization best operates.

The "Legacy & Vision" booklet on the centennial celebration website ***(www.legion.org/centennial/legacy)*** is a good resource for committee organization ideas, including a local honorary committee that might consist of prominent area residents whose lives have been improved by the Legion – youth program alumni, scholarship recipients, etc. That kind of committee can put your post on the right path for greater public reach.

The American Legion Centennial Celebration website ***(www.legion.org/centennial)*** was designed for posts to display their history – no matter their age – with photos, timelines and more.

The Centennial Celebration Workbook ***(www.legion.org/centennial/workbook)*** walks a post through the process of gathering history it doesn't already have, and then uploading it to the website. The site was designed so you can add to it as you find more information. Material from the site will soon be presented on a new national centennial web platform to celebrate the 100th anniversary, as well as in printed materials.

Carry the Celebration into the Next 100 Years

As we reflect on The American Legion's legacy, it's also the perfect time to think about its future. It takes a deliberate effort to think of strategies to drive membership and awareness of the organization as it enters its second century.

Post 60 in Cascade, Idaho, has done a masterful job of setting itself up for the future by examining its activities and community needs, then crafting a strategic plan to carry it forward and sticking to it. Over the last 10 years, membership has nearly doubled, and hundreds of lives have been made better by the post's plan.

A story about Post 60 ***(www.legion.org/centennial/headlines/10667/centennial-post-revitalized-and-energized-second-century)*** describes "a self-made revitalization effort centered on community outreach" that played to post strengths and fulfilled unmet community needs. Any post can do the same.

The first step is to sit down and map out everything your post does right now, both internally and externally. Think about what the post does for its members, military personnel, local veterans, youth and families. What is it doing to memorialize the past, plant roots for the future and meet today's changing needs? As you do that, be honest about how well those efforts are going. Has a longtime activity seen a drop in attendance? Have you been trying to start something new that just isn't getting off the ground?

Once that is assessed, look at the community. Ask questions at the schools, among law enforcement officers, social workers and others who understand who – or what – needs help from the Legion.

The American Legion Membership Public Relations Guide ***(www.legion.org/publications/218256/american-legion-membership-public-relations-guide)*** is an excellent source for anyone wanting to understand how to convert American Legion service and advocacy into media attention and public awareness. It includes a list of questions (Page 36) that can help:

- What are the needs of veterans in the community? Are they being met? Does the community know what those needs are?
- What is, and who is in, the power structure of the community?
- What is the community's attitude toward, and knowledge of, The American Legion?
- What are the community clubs and organizations, and what do they do?
- What are the mutual needs and interests of the community and the Legion?
- What is the history of relations between the post and the community?

Another related question to ask: what is the Legion's brand in your community? What do residents with no personal connection to your post think of when they hear the words "American Legion"? Do they think of a regular presence on patriotic holidays? A network of youth support through programs and scholarships? A social club for veterans to meet and have fun? Or some combination of these? When it comes to community relations, as with public relations, perception is often reality. If you are doing many good things but nobody really knows about them, improvement in that area needs to be a priority of your strategic plan.

The next step is to bring the community's needs and the Legion's goals together. Set milestones and timelines. Think of concrete (yet flexible) initiatives to help meet community needs. They can be based on what has worked for over 90 years, or be a completely new direction.

A robust public awareness program is vital, especially during the centennial. The more members and eligible veterans know about what the post is doing, and how they can help, the more likely they are to join, get involved and renew their memberships. The Membership Public Relations Guide is a valuable tool to learn about internal media like websites and social media, external press releases, public events and more.

These efforts can lead to a vision statement – a succinct description of how your post plans to serve its community for the next 100 years. This vision statement can be used when publicizing the centennial in your local community, right alongside the story of your post's legacy.

Plan to Celebrate Your Story with Special Events

What kinds of events is your post known for putting on? Outdoor festivals? Open houses? Assemblies? Forums? Job fairs? The 100th anniversary is an opportunity to continue the traditions you've become known for, and a perfect opportunity to make a special effort to put yourself top of mind in your community. It may be useful to piggy-back centennial events or messaging on traditional post activities, such as Memorial Day ceremonies, job fairs and membership rallies.

Planning is essential. In planning your post centennial activities, remember that:

- Other activities in your community during that time (such as September 2018, March 2019 or November 2019) that might draw away people's attention must be considered.
- Resources (such as people, money, facilities, etc.) are finite, and you have to understand what you have available through the post, business relationships, strategic alliances with schools or even sponsorships with others in your community.

A suggested timeline for centennial event planning is as follows:

1. Meet with key event planners as soon as possible to lock in the dates and discuss the opportunities.
2. Draft a simple mission statement of no more than three or four sentences to maintain focus.
3. Brainstorm events you can produce to celebrate the centennial, whether they extend throughout the 15-month celebration window or conducted all at once at a particular time.
4. Develop an overall outline for all the centennial events, and separate outline for each individual event, making sure to answer the 5 Ws and H: Who, What, When, Where, Why and How.
5. Contact other community entities to invite their participation and support. These may include the local chamber of commerce, city and county officials, schools, churches, other veterans groups, youth organizations such as Boy Scouts, and others.

6. Seek help and support from those alliances. Support doesn't necessarily need to be about money. Volunteer commitments, promotional support and facility use are good examples of non-monetary contributions that can come from community relationships.
7. Plan the local public-relations program and share it with community media channels.
8. Develop a step-by-step script of the event(s) itself, including suggested remarks for the master of ceremonies, and timing estimations to keep the event(s) flowing.
9. Conduct the event or events, and quickly follow up with a separate after-action discussion to go over what worked and what did not in order to improve future efforts.

Some American Legion departments are already planning centennial celebration events. The Department of Minnesota, host of the 2018 National Convention in Minneapolis to kick off the centennial, is planning an activity to use period military vehicles, re-enactors and more. The Department of Connecticut is planning a large centennial parade for 2019. The Department of Arkansas will have special centennial events at its conventions through 2019.

The earlier you start putting the pieces together, the more likely it will be successful.

Share Your Story through a Media Campaign

Reaching out through public and media relations ensures that people know all the good things you're doing, which stimulates support and even membership.

You may have reached out to community entities while gathering your post history. Maintaining those connections as the centennial draws near is vital. Key alliances in the local centennial effort include:

- Schools
- The business community
- Churches
- Local historical societies and museums
- Local government entities
- Other local service organizations
- Alumni of post youth programs

An essential connection is with community media – newspapers, websites, social channels, radio, TV, etc., to include military base media outlets. Local media are eager to deliver interesting content that appeals to their audiences, and the Legion centennial has multiple opportunities.

Your post's Centennial Celebration profile page can be a valuable focal point. It distills the legacy of your post's good works in one place in an easily navigated format. It also provides one place for links to all your

PR connections. When you click the Edit tab to add elements to the front page, the lower part includes fields to insert links to websites and the most popular social media platforms.

The post's regular website can and should feature messaging about the centennial, including interesting facts from the post chronology, bios of past members and youth program alumni of note, along with a strong message about the post's vision for the next 100 years.

Social media is an outstanding forum for centennial message-sharing and celebration. Some of the most significant channels of social media the Legion can use include:

- **Facebook** In the third quarter of 2016, Facebook had 1.79 billion (yes, billion) monthly active users. Legion Family members are avid users of this social media channel, and when they see centennial information, they can convey it to their friends and followers, expanding the post message exponentially.
- **Twitter** Adweek listed Twitter's monthly active user count at 320 million in March 2016. Although restricted to 140 characters, Twitter is a great place to share links and deliver short messages about the Legion centennial.
- Photo-dominant social media channels such as **Flickr, Pinterest** and **Instagram** provide excellent platforms to upload and share images of your post's history and identity. Consider, for instance, a Pinterest campaign to "pin" images of historical and unique artifacts found inside your post home.
- **YouTube** is a video-sharing website that has been ranked as the third-most-visited web page behind only Google.com and Facebook. Consider making a mini-documentary about your post history and uploading it to YouTube, or perhaps a tour of memorials and monuments in your district, many of which were probably funded or built by members of your post.

No matter the social media platform, make sure to include links back to your centennial celebration web profile and your post's website. Always link back to your site so the visitor can dig deeper, learn more and join the excitement.

The American Legion centennial information campaign is a hundred-year event that can be indexed according to three key elements:

1. The post history and legacy – its stories, characters, accomplishments and notable beneficiaries through the past 100 years
2. The present, or current good works, that your post delivers every day in its community
3. The future, or vision, of your post, to include testimonial voices of young veteran members, their reasons for joining and their commitment to continue serving

To assist you in your centennial campaign, National Headquarters has created a set of templates that can help get the word out in your local community. When accessed online, you can customize the templates with information specific to your post and its events. Delivering these to media outlets, with background on who your post is and what the Legion does, can solidify your post's status as a go-to resource for the media when it comes to veterans issues, children and youth programs, Americanism and support for the military.

American Legion Centennial Message Points

- The American Legion was founded in March 1919 in Paris, France, by U.S. World War I military personnel stationed there who were dedicated to four pillars of service and advocacy: veterans, military personnel, youth and patriotic values.
- The American Legion today consists of 55 "departments" in each of the 50 states as well as the District of Columbia, France, Mexico, the Philippines and Puerto Rico. There are approximately 13,000 local posts worldwide.
- Current national membership is over 2 million. Combined with the American Legion Auxiliary and Sons of The American Legion, membership in what is known as The American Legion Family exceeds 3 million.
- American Legion membership is open to military personnel and veterans who have served their nation on active duty during wartime. Eligibility has been open to all who have served on active duty since Aug. 2, 1990, the beginning of continuous U.S. armed conflict in the Middle East and other locations around the planet.
- The Legion has been instrumental in the creation of a number of major institutions of American society, including formation of the Department of Veterans Affairs, creation of U.S. Flag Code, passage of the GI Bill and more.
- American Legion posts annually:
  - » Donate more than 3.7 million hours of volunteer service in their communities
  - » Provide assistance on more than 181,000 VA benefits claims and cases
  - » Donate more than 80,000 pints of blood to collection centers nationwide, which makes the Legion the nation's single largest blood donor
  - » Awards more than 8,000 medals to Junior ROTC students
  - » Sponsors more than 2,500 Scouting units serving more than 64,000 young people
  - » Awards more than $4 million in college scholarships
- The American Legion will mark its 100th anniversary with a 15-month celebration running from its national convention in August 2018 through Veterans Day 2019.

- Among the prominent Americans serving on the national 100th Anniversary Honorary Committee are:
  - » Chairman **Theodore Roosevelt IV**, grandson of American Legion co-founder Theodore Roosevelt Jr
  - » **Tom Brokaw**, former American Legion Baseball player and American Legion Boys State participant
  - » **Mitch Daniels**, Purdue University President, former American Legion Boys State and Boys Nation participant and former two-term governor of Indiana
  - » **Jamie Corkish**, former American Legion Junior Shooting Sports champion and 2012 U.S. Olympic gold medal winner
  - » **Diane Carlson-Evans**, Vietnam War combat nurse
  - » **Gen. Patrick Brady**, Medal of Honor recipient
  - » **Val Nicholas**, NBC News Vice President
  - » **Susan Eisenhower**, international policy adviser and granddaughter of President Dwight Eisenhower.
- The American Legion 100th Anniversary mantra is "Legacy and Vision" – both a celebration of past accomplishments and a renewal of the organization's resolve to serve communities, states and the nation for a second century.

Post Centennial Message Points

As the centennial approaches, local post message points will come in handy – succinct, fact-based clauses or sentences that provide information you can easily share with others.

A set of national American Legion message points can be found at www.legion.org/publications, under the Media & Communications section. Keeping on hand or memorizing message points can be very useful in preparing for media interviews or other occasions where you talk about the Legion to others.

To accompany national message points, posts are encouraged to create their own, featuring local historical facts, activities, programs and services. After completion, they can be saved for future use by PR or membership officers.

A few questions you can ask yourself as you prepare local post centennial message points include:

- Who is the post namesake and what is his or her story?
- Who founded the post, and when?
- Who are some notable members in your post's history?
- Who are some notable alumni of your youth programs?
- What are some important dates in the history of your post, and what happened to make them important?
- What community organizations has your post associated with over the years?
- What community service role does your post play now, or has it played in the past?
- What great things has your post done for your community, such as the construction of a war memorial, sponsorship of a Scouting unit or presentation of the Colors at local patriotic events and activities?

Your post's Consolidated Post Report ***(www.legion.org/publications/161252/consolidated-post-report)*** is a one-stop shop for the latest numbers on all the good your post is doing in the community. The CPR, fillable online or on paper, is documents the various activities the post conducts during a 12-month reporting period of June 1 to May 31. It covers Veterans Affairs & Rehabilitation, National Security, public relations, funeral honors, Americanism, Children & Youth, Internal Affairs and more. About two-thirds of posts submit CPRs each year, and the other third is strongly encouraged to – putting numbers on what you do will help in the delivery of your post centennial message.

Event Ideas and Suggested Materials

Following is a list of possible event ideas to celebrate the Legion's 100th anniversary with your community. Following each idea is a list of brochures and other resources that can be downloaded from ***www.legion.org/publications*** or requested from National Headquarters to have available at the event.

Anything on the Publications page can be requested by contacting the relevant division at ***www.legion.org/contact***. Also available, in the Media & Communications section, are downloadable message points for several American Legion divisions and programs. American Legion Auxiliary and Sons of The American Legion materials are also strongly encouraged to help share the centennial story.

An antique car or military vehicle show stretching back to the founding of your post

Materials to have on hand:

- American Legion Family Membership Applications
- This is The American Legion
- Why You Should Belong
- Action Programs of Americanism
- Troop Support Pamphlet
- Children & Youth Programs
- Legion Riders

A historical pageant or dramatic presentation, with re-enactors performing different events in your post's history

Materials to have on hand:

- American Legion Family Membership Applications
- How We Help
- Post-9/11 Veterans
- This is The American Legion
- Why You Should Belong
- Action Programs of Americanism
- Citizenship Outreach Guide
- Get Out the Vote Brochure
- Operation Comfort Warriors Brochure – Because We Care
- The American Legion & Scouting
- Troop Support Pamphlet
- American Legion Child Welfare Foundation
- Children & Youth Programs
- Family Support Network
- National Family Week
- Play it Safe

An open house at the post, with historical artifacts on display

Materials to have on hand:

- Annual Report
- American Legion Charities brochure
- American Legion Family Membership Applications
- How We Help
- Planned Giving Guide
- Post-9/11 Veterans
- Why You Should Belong
- American Legion Baseball Promotional Booklet
- Boys State Program
- Get Out the Vote Brochure
- Junior Shooting Sports – Join a Club
- Legacy Scholarship Handout
- Operation Comfort Warriors Booklet – How You Can Help
- Oratorical Contest Promotional Brochure
- The American Legion & Scouting
- Troop Support Pamphlet
- American Legion Child Welfare Foundation
- Children & Youth Programs

An assembly, with guest speakers talking about the ways in which the local post has influenced their lives

Materials to have on hand:

- American Legion Family Membership Applications
- American Legion Charities
- How We Help
- Planned Giving Guide
- Post-9/11 Veterans
- Why You Should Belong
- Action Programs of Americanism
- Troop Support Pamphlet
- American Legion Child Welfare Foundation
- Children & Youth Programs
- Family Support Network
- Temporary Financial Assistance
- Blood Program Booklet
- Veterans Affairs Voluntary Service Brochure
- Homeless Veterans Handbook

An outdoor carnival with children's activities, food trucks and music

Materials to have on hand:

- American Legion Family Membership Applications
- Why You Should Belong
- American Legion Baseball Promotional Booklet
- Boys State Program
- Get Out the Vote Brochure
- Junior Shooting Sports – Join a Club
- Legacy Scholarship Handout
- Oratorical Contest Promotional Brochure
- The American Legion & Scouting
- Troop Support Pamphlet
- April is Children & Youth Month
- Children & Youth Programs
- Family Support Networks
- Gateway Drugs
- Make Halloween a Safe and Fun Night
- National Family Week
- Play it Safe
- Temporary Financial Assistance
- Warning Signs
- Legion Riders
- Blood Program Booklet
- Gulf War Era Benefits & Programs
- What to Do Before a Veteran Dies

A centennial dinner at the post

Materials to have on hand:

- American Legion Charities
- American Legion Family Applications
- How We Help
- Planned Giving Guide
- Post-9/11 Veterans
- This is The American Legion
- Action Programs of Americanism
- Get Out the Vote Brochure
- Operation Comfort Warriors Brochure – Because We Care
- Troop Support Pamphlet
- American Legion Child Welfare Foundation
- Children & Youth Programs
- Family Support Network
- National Family Week
- Temporary Financial Assistance
- Legion Riders
- Blood Program Booklet

A ceremony at a cemetery, memorial or monument

Materials to have on hand:

- American Legion Family Membership Applications
- Why You Should Belong
- What to Do Before a Veteran Dies
- How We Help
- Planned Giving Guide
- Post-9/11 Veterans
- This is The American Legion
- American Legion Baseball Promotional Booklet
- Boys State Program
- Get Out the Vote Brochure
- Junior Shooting Sports – Join a Club
- Legacy Scholarship Handout
- Operation Comfort Warriors Booklet – How You Can Help
- Oratorical Contest Promotional Brochure
- The American Legion & Scouting
- Troop Support Pamphlet
- American Legion Child Welfare Foundation
- Children & Youth Programs
- Temporary Financial Assistance
- Legion Riders
- Veterans Affairs Voluntary Service Brochure
- What to Do Before a Veteran Dies

A centennial canned-goods, toy, clothing or blood drive

Materials to have on hand:

- American Legion Charities
- American Legion Family Applications
- How We Help
- Post-9/11 Veterans
- Operation Comfort Warriors Booklet – How You Can Help
- Troop Support Pamphlet
- National Family Week
- Blood Program Booklet
- Homeless Veterans Handbook
- VA Home Loans Brochure

An American Legion birthday party, for the post, the national organization or both

Materials to have on hand:

- Annual Report
- American Legion Family Applications
- How We Help
- This is The American Legion
- American Legion Baseball Brochure
- Boys State Program
- Junior Shooting Sports – Join a Club
- Operation Comfort Warriors Brochure – Because We Care
- Oratorical Contest Promotional Brochure
- The American Legion & Scouting
- Children & Youth Programs
- Legion Riders

A U.S. Flag event (etiquette lesson, folding procedure, retirement ceremony, honor guard, etc.)

Materials to have on hand:

- American Legion Family Applications
- Why You Should Belong
- The American Legion & Scouting
- Legion Riders
- What to Do Before a Veteran Dies

A crafting event, to make something for a servicemember or veteran in your area

Materials to have on hand:

- American Legion Charities
- American Legion Family Applications
- How We Help
- Planned Giving Guide
- Post-9/11 Veterans
- Action Programs of Americanism
- Legacy Scholarship Handout
- Operation Comfort Warriors Booklet – How You Can Help
- Troop Support Pamphlet
- Children & Youth Programs
- Family Support Network
- Temporary Financial Assistance
- Blood Program Booklet
- Veterans Affairs Voluntary Service Brochure
- Homeless Veterans Handbook

A career fair for veterans and their families

Materials to have on hand:

- Annual Report
- American Legion Family Applications
- Post-9/11 Veterans
- Why You Should Belong
- Operation Comfort Warriors Brochure – Because We Care
- Troop Support Pamphlet
- Family Support Network
- Temporary Financial Assistance
- Legion Riders
- Gulf War Era Benefits & Programs
- Homeless Veterans Handbook
- VA Home Loans Brochure
- Veterans Preference Information

For Immediate Release

Date

Sample Media Advisory

American Legion Post (Post Number) planning celebration of Legion's 100th anniversary

WHO	American Legion (NAME) Post (POST NUMBER)
WHAT	The American Legion Family of Post (POST NUMBER) is celebrating the 100th anniversary of the national Legion organization with several events that will include the entire community in a demonstration of the legacy and vision of the national and local outposts alike. The events will include: (LIST OF EVENTS)
WHEN	(DAY /DATE /LOCAL START TIME.)
WHERE	(ADDRESS FOR EACH EVENT)
WHY	The American Legion is the nation's leading advocate for veterans, a strong national defense, patriotic youth programs and Americanism. Post (POST NUMBER) has been living that commitment to service since (YEAR) through programs such as (SHORT LIST OF YOUR MOST HIGH-PROFILE PROGRAMS).
HOW	Learn more online at (WEBSITE ADDRESS) Call (NAME AND PHONE NUMBER). Or visit the post at (ADDRESS).

Contact: (NAME, PHONE NUMBER)

For Immediate Release

Date

The American Legion Post (Post Number) to celebrate centennial

(CITY) (MONTH DATE, YEAR) – The American Legion is turning 100, and American Legion Post (POST NUMBER) in (CITY) is planning to celebrate.

The post, located in (COMMUNITY), was chartered on (MONTH DATE, YEAR). The organization as a whole traces its roots to March 15-17, 1919, in Paris, France, in the aftermath of World War I. The American Legion was federally chartered on Sept. 16, 1919, and quickly became an influential force at the national, state and local levels, dedicated to service to veterans, strong national defense, youth and patriotism.

A year after it was formed, The American Legion had chartered more than 5,400 local posts that continue to operate today. Since then it has grown to more than 13,000 posts around the world, and more than 2.2 million wartime-veteran members. Throughout its first century, The American Legion built a legacy on such accomplishments as leading the way to create U.S. Flag Code, helping start the Veterans Administration, drafting and getting passed the Servicemen's Readjustment Act of 1944 – the GI Bill – which transformed America in the second half of the 20th century, and helping veterans receive benefits for health-care conditions based on their honorable service, including acceptance of Agent Orange exposure as service-connected. Today, The American Legion has nearly 3,000 accredited service officers worldwide who assist veterans with their benefits claims and other concerns.

Post (POST NUMBER), named for (NAMESAKE), currently numbers XXX members plus XXX in the affiliated American Legion Auxiliary and Sons of The American Legion. Among those whose lives have been touched by Post (POST NUMBER) are: (BOYS STATE ALUM, BASEBALL PLAYER, FAMILY, SOLDIER, POLITICIAN, ETC.)

"The American Legion Family of (YOUR TOWN) is excited to share both the legacy and the vision of our organization," Post (POST NUMBER) Commander (FULL NAME) said. "We've done a lot of good, and intend to keep doing it for a second century."

(PROVIDE DETAILS OF EVENTS; WHAT, WHERE AND WHEN; ANY CHARGES; IF VOLUNTEERS WOULD BE WELCOME)

###

For Immediate Release

Date

Post (Post Number) wants to hear from beneficiaries of American Legion services, programs and activities

(CITY) (MONTH DAY, YEAR) – As The American Legion prepares to observe its 100th anniversary in 2018 and 2019 at the national level, The American Legion Family of Post (NUMBER) in (CITY) is preparing to celebrate its own legacy and vision at the local level.

Post (POST NUMBER) was chartered in (CITY) on (MONTH DAY, YEAR). The national organization began on March 15-17, 1919, in Paris, France, in the aftermath of World War I. The American Legion was federally chartered on Sept. 16, 1919, and quickly became an influential force at the national, state and local levels, dedicated to service to veterans, strong national defense, youth and patriotism.

Post (POST NUMBER) has fulfilled those missions and more since (YEAR), through (LIST LOCAL POST PROGRAMS AND EVENTS). To get ready for the centennial, Post (POST NUMBER) is inviting members of the community to share their own stories of how the post, American Legion Auxiliary unit, Sons of The American Legion squadron or Legion Riders chapter has touched their lives, past or present.

“We don’t have complete records to express how American Legion Family youth programs, veteran-support efforts, patriotic events or memorial observances have influenced the lives of people in local communities, and that’s what we want to record for posterity,” Post (POST NUMBER) Commander (FULL NAME) commented. “We would like to hear from all people whose lives have been touched by the American Legion Family in our community.”

A simple statement of The American Legion’s involvement, when it occurred and what it meant is all the local Legion Family is asking.

“Our post’s history is part of the community’s history, and we’ll have a stronger future together if we understand and share the significance of our relationship,” Post (POST NUMBER) Commander (NAME) said. “The legacy of our post in our community will go a long way toward shaping a vision for the next 100 years. To do that, we want to hear from those who have benefitted from American Legion advocacy at every level, and how we can build on that.”

Submissions will be incorporated into Post (POST NUMBER)’s Centennial Celebration and strategic planning.

To submit your story, contact (NAME OR NAMES) at (CONTACT INFORMATION).

###

For Immediate Release

Date

(City) proclaims Sept. 16 ‘American Legion Centennial Day’

(CITY) (MONTH DATE, YEAR) – The mayor of (CITY) has declared Sept. 16, (YEAR), to be “American Legion Centennial Day.”

During the presentation of the proclamation, Mayor (NAME) praised the veterans service organization, the largest in the nation, which is celebrating its 100th anniversary through Veterans Day 2019. The American Legion has built a legacy of dedicated service to veterans, the military, families and communities since its founding in March 1919. The national organization was formally chartered by Congress on Sept. 16, 1919.

(NAME) also hailed the Legion Family’s legacy of community volunteerism and the organization’s significant national role in everything from development of U.S. Flag Code, passage of the GI Bill and acceptance of Agent Orange exposure as cause for adverse health effects among veterans of the Vietnam War, to support for our nation’s troops in the Global War on Terrorism.

“Since (YEAR), American Legion Post (POST NUMBER) has lived the Legion’s commitment to service,” (name) said. “Their support of youth programs, readiness to assist in national disasters, and call to honor and remember those who came before is unparalleled. I join he citizens of (CITY) as we all look forward to the Legion’s second century of service.”

(FULL NAME), commander of Post (POST NUMBER), expressed his/her gratitude for the proclamation: “We are very grateful to Mayor (NAME) and the city council for their efforts in establishing Sept. 16 as ‘American Legion Centennial Day.’”

With a current membership of 2.2 million wartime veterans, The American Legion was founded in 1919 on the four pillars of a strong national security, veterans affairs, and Americanism and youth programs. Legionnaires work for the betterment of their communities through more than 13,000 posts across the nation and around the world.

-30-

Media contact: (NAME, OFFICE & CELLULAR PHONE NUMBERS; E-MAIL ADDRESS

American Legion Centennial Day

WHEREAS, The American Legion has been a staunch advocate for veterans and their families since 1919; and

WHEREAS, The American Legion was founded on the four pillars of care for veterans, a strong national defense, Americanism, and children and youth; and

WHEREAS, The American Legion has played a leading role in initiatives and breakthroughs that have affected the lives of Americans in every community, from U.S. Flag Code to the GI Bill; and

WHEREAS, Post (POST NUMBER) has fulfilled the Legion's mission since (YEAR) through programs such as (NAME OF PROGRAMS); and

WHEREAS, The American Legion is celebrating its centennial in 2018-2019;

NOW, THEREFORE, I, (NAME), (POSITION OR TITLE) of the (CITY OR STATE) of (CITY, OR STATE), do hereby proclaim (DATE) as "American Legion Centennial Day."

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the official seal of (NAME OF CITY OR STATE) on this (NUMBER) day of (MONTH), (YEAR).

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Celebrate the Centennial

Sample 30-Second Radio Spot

THE AMERICAN LEGION is celebrating
a century of patriotic service.

Since it was chartered in (YEAR),
the (NAMESAKE) American Legion Post (NUMBER) in (CITY)
has been making our community a better place.

This year, The American Legion
celebrates its 100th anniversary,
and Post (NUMBER) wants to
share it with you.

Join us for (EVENT) at (LOCATION) at (TIME, AM/PM, DAY OF WEEK, MONTH, DATE)

Come share the legacy. Be part of the vision.

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The American Legion at 100

Sample 60-Second Radio Spot

Since 1919,
THE AMERICAN LEGION FAMILY
has supported America's servicemembers and veterans,
our families,
our communities
and the youth of this nation.

We provide a helping hand.
We are the veteran's voice on capitol hill.
We fight DAILY to ensure those who have served in uniform
receive the help and benefits they have earned.

At 100, THE AMERICAN LEGION is committed as ever to its founding principles.

Contact American Legion Post (POST NUMBER) online at (WEBSITE),
or call (PHONE), to find out more about THE AMERICAN LEGION,
THE AMERICAN LEGION AUXILIARY or
THE SONS OF THE AMERICAN LEGION.

Join us as we share our legacy, and be a part of our vision for a second century.

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