THE AMERICAN LEGION

THE COMPLETE GUIDE TO

YOUR POST'S

CAMPAIGN

(SEPTEMBER – NOVEMBER)

LEGIONTOWN, USA CAMPAIGN GUIDE

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Making your town a Legiontown requires visibility, service and commitment.

WELCOME TO LEGIONTOWN, USA

Legiontown is our town. It is your town. It is *America's* town. The "Legiontown" designation occurs when Legion family members dedicate themselves to a cause greater than themselves. It occurs every time Legionnaires visit patients in a VA hospital or pay final respects during a veteran's funeral. It occurs when a Legion post converts itself into a make-shift shelter after a weather emergency, or when a post sponsors an amateur baseball team that teaches young people sportsmanship. Legiontown members live by the words of Legionnaire and former president John F. Kennedy, "Ask not what your country can do for you – ask what you can do for your country."

Legiontown is The American Legion. In the words of country music artist Michael Peterson: "It's who we are." Thousands of Legiontowns are in the United States and overseas. They provide service to troops and their families, young people, communities and veterans.

Your post is the heart of your Legiontown.

This guide is designed to provide ideas, the tools and practical steps to enable your post to conduct an annual Legiontown, USA information campaign for your town, city or neighborhood to be held annually, September through November. Moreover, you can publicize your "Legiontown" by posting its story at **legiontown.legion.org**.

GOAL

The purpose of the campaign is to roll-out all the services of your American Legion post while educating, involving and activating everyone in your community. Far too often across America, people know that there is a Legion post in their town whose members are military veterans but few really know and understand the services, volunteerism, and positive impact that the post has on their community. This campaign is all about OUTREACH.

OBJECTIVES

1. Educate children, their parents and teachers about the youth programs of The American Legion.
2. Engage community leaders to participate with your post in community service activities.
3. Increase membership. September through November should focus efforts on seeking new members and reaching out to those previous members that have not renewed. While you are conducting the Legiontown, USA outreach, this is a great time to get your post membership retention team to contact each member not yet renewed. People like to be a part of a team that gets good things accomplished. The services and advocacy of The American Legion are second to none. Since 1919, this organization has led the way in advocating for veterans and their families and the youth of the nation. By reaching out to everyone in the community, from children to seniors, there will be veterans who will like what they see and will want to join your post.

Coordinating patriotic community events is one way to keep your post visible.

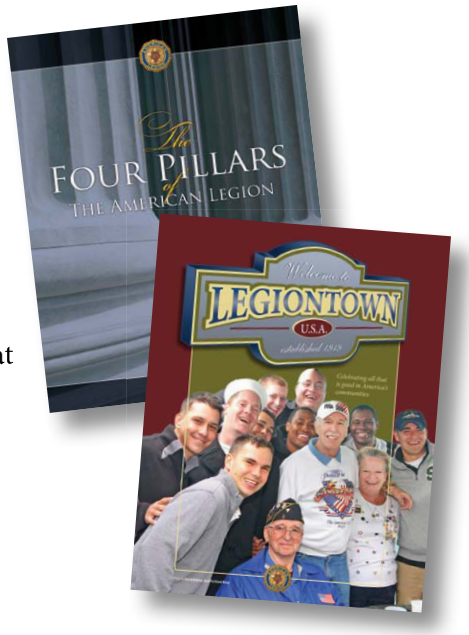
MISSION

In a nutshell, your post's mission is to intensively reach out to your community for a period of three months with public activities that get extensive media coverage and touch the lives of citizens of all ages. As you involve children, their parents will become aware of not only youth programs, but some of them will likely be veterans themselves who would join your post if asked. By focusing these activities in consonance with your membership efforts over a three-month period, the other part of the year can be targeted to improve and expand your post's other programs.

THE BOOKLETS

The two centerpieces of your Legiontown campaign are the *Legiontown, USA* and *Four Pillars of The American Legion* booklets. They complement each other. The Four Pillars publication demonstrates the scope of our organization from being the preeminent voice for veterans in Washington through advocacy of a strong national defense, veterans affairs and rehabilitation, Americanism and children & youth. The *Legiontown, USA* publication illustrates the types of great activities and programs being conducted every day by posts across the nation.

In consonance with each other, they are excellent tools to give to anyone to see for themselves that The American Legion is much, much more than a building on the hill.



Used together, they are great recruiting tools, superb "door openers," and exceptional educational resources. They are available from national headquarters (ordering information at back of this guide).

THE AMERICAN LEGION DAY

Resolution No. 11, The **American Legion Day—September 16th and Membership Retention Month—November** was passed by the National Executive Committee in May 2009. It states:

> **RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled in Indianapolis, Indiana, on May 6-7, 2009, That "The American Legion Day" shall be observed annually on September 16th, a day to emphasize to the nation The American Legion's dedication to America's communities as evidenced through its Four Pillars of service; and, be it further**
>
> **RESOLVED, That November shall be observed as "Membership Retention Month," with special emphasis on renewing the membership of all Legionnaires who are members in good standing; and, be it further**
>
> **RESOLVED, That the President and the Congress of the United States, the Governors of all states and their respective legislatures, and the Chief Executive of municipalities large and small should be encouraged to proclaim September 16th of each year as "The American Legion Day"; and, be it finally**
>
> **RESOLVED, That posts and departments of The American Legion are encouraged to take greatest advantage of the period from September 16th to November 30th of each year to promote The American Legion and the good work done to aid America's veterans, their families and the communities in which American Legion posts are resident.**

Since then, both the United States Senate and U.S. House of Representatives passed resolutions naming September 16 as The American Legion Day.

111th CONGRESS – 1st Session
S. RES. 260

Designating September 16, 2009, as 'The American Legion Day'.

IN THE SENATE OF THE UNITED STATES

Whereas, on September 16, 1919, Congress issued to the American Legion a Federal charter as a wartime veterans service organization;

Whereas the American Legion remains active in communities at the national, State, and local levels;

Whereas members of the American Legion (commonly referred to as "Legionnaires") provide millions of hours of volunteer service to medical facilities of the Department of Veterans Affairs and State homes for veterans throughout the United States;

Whereas the American Legion continues to sponsor activities for children and youth, including the National Oratorical Contest, Boy Scouts, American Legion Baseball, Boys State, and Boys Nation;

Whereas the American Legion awards millions of dollars in college scholarships to young men and women;

Whereas the American Legion National Emergency Fund provides financial assistance to Legionnaires displaced by natural disasters;

Whereas the American Legion Family Support Network provides assistance to members of the Armed Forces of the United States and their families;

Whereas the American Legion Child Welfare Foundation has provided millions of dollars to programs focused on youth in the United States, including the Special Olympics and the Children's Miracle Network;

Whereas the American Legion Temporary Financial Assistance program provides grants to veterans with children experiencing financial hardships;

Whereas the American Legion remains second to none in steadfast support of a strong national defense;

Whereas the American Legion supports maintaining a viable and principled foreign relations agenda;

Whereas the American Legion is a staunch advocate for the principal missions of the Department of Veterans Affairs;

Whereas the American Legion wrote the original draft of the Servicemen's Readjustment Act of 1944 (58 Stat. 284, chapter 268), commonly referred to as the "G. I. Bill of Rights";

Whereas the American Legion continues to support employment programs and opportunities for veterans; and

Whereas Legionnaires believe that a veteran's service to the United States continues long after the veteran is honorably discharged from the Armed Forces of the United States: Now, therefore, be it

***Resolved,* That the Senate designates September 16, 2009, as "The American Legion Day."**

1st Session

H. RES. 679

Supporting the goals and ideals of American Legion Day.

IN THE HOUSE OF REPRESENTATIVES

RESOLUTION – Supporting the goals and ideals of American Legion Day.

Whereas, on September 16, 1919, Congress issued the American Legion a Federal charter;

Whereas the American Legion, a veterans service organization, remains active at the national, State, and local levels;

Whereas American Legion members, known as Legionnaires, donate millions of volunteer hours in Department of Veterans Affairs medical facilities and State veterans homes;

Whereas the American Legion sponsors and supports a number of activities for children and youth, including the National Oratorical Contest, Boy Scouts, American Legion Baseball, Boys State, and Boys Nation;

Whereas the American Legion awards millions of dollars in college scholarships;

Whereas the American Legion National Emergency Fund provides financial assistance to Legionnaires who are displaced by natural disasters;

Whereas the American Legion Family Support Network provides assistance to members of the Armed Forces and their families;

Whereas the American Legion Child Welfare Foundation has provided millions of dollars for programs focused on America's children and youth, such as the Special Olympics and the Children's Miracle Network;

Whereas the American Legion Temporary Financial Assistance program provides grants to veterans who have children and who are experiencing financial hardships;

Whereas the American Legion remains a steadfast supporter of a strong national defense;

Whereas the American Legion supports maintaining a viable but principled foreign affairs agenda;

Whereas the American Legion is a staunch advocate for the principal missions of the Department of Veterans Affairs;

Whereas the American Legion played a principal role in the drafting of the Serviceman's Readjustment Act of 1944, also known as the G.I. Bill of Rights;

Whereas the American Legion supports employment programs and opportunities for veterans;

Whereas Legionnaires believe a veteran's service to the United States goes on long after the veteran is discharged from the Armed Forces; and

Whereas many Americans recognize September 16 of each year as American Legion Day: Now, therefore, be it

Resolved, That the House of Representatives--

(1) supports the goals and ideals of American Legion Day; and

(2) calls upon the people of the United States to observe American Legion Day with appropriate programs and activities.

POST CHALLENGE

At the local level, a similar proclamation will be needed by every mayor or city manager in every Legiontown in America. The following template can be filled out and provided to the mayor's office with a request for a proclamation for your city or town.

Community Proclamation

WHEREAS, The American Legion was chartered by Congress in 1919 on September 16th as a wartime veterans organization based on the four pillars of Veterans Affairs & Rehabilitation, National Security, Americanism, and Children & Youth; and

WHEREAS, Over the years, The American Legion has become a preeminent community-service organization which now numbers more than 2.5 million members -- men and women -- in more than 14,000 American Legion posts worldwide working a variety of programs that support the four pillars and benefit our nation's veterans, its service members, their families, the youth of America and its citizens; and

WHEREAS, The members of The American Legion are dedicated to upholding the ideals of freedom and democracy, while working to make a difference in the lives of fellow Americans; and

WHEREAS, The (insert year) observance of American Legion Day provides an opportunity to recognize Legionnaires in our community for their many contributions to our community (or state).

NOW, THEREFORE, I, (name), (position or title) of the City (or State) of _____ (insert city & state) do hereby proclaim September 16, (insert year), as

THE AMERICAN LEGION DAY

IN WITNESS WHEREOF, I have hereunto set my hand this (written day of month), in the year of our Lord two thousand (insert year).

THE PLAN

The best way to ensure success every year of your post's three-month Legiontown campaign is to develop a plan and stick to it. In this guide there are a number of recommended events that will work well during the September through November timeframe. Most likely, your post is already planning one or more similar events during this period. What is new will be your commitment to reach out to your community with at least two each month during the campaign.

The events listed are suggestions. Members of your post know best what works well in your area and the public venues that your post may host are limited only by your imagination (and budget).

Remember the objectives – to educate and activate as many folks in your community as possible. This guide provides ideas and tools; the leadership and execution is your mission.

The old adage, "It's never too soon to start," is a good axiom to follow. The "milestones" section provides timeline suggestions that provide enough lead time to accomplish needed tasks leisurely in plenty of time to ensure successful events without overloading volunteers with too much, too fast. As Legiontown is designed as an annual campaign, your plan should be adjusted with experience and "lessons learned" every year to make every year's events more successful.

Once you have identified exactly what outreach activities you plan to conduct, put your thoughts to paper and develop an outline plan similar to the following:

1. Type of Events
2. Date/Location/Duration of Events
3. Logistics Required (chairs, bands, transport, etc.)
4. Handout Materials Required
5. Non-Legion Participants
6. Post Staff Requirements and Taskings
7. Milestones & Checklist
8. Budget
9. Results (Membership/Program Participants)
10. Media/Community Relations Plan
11. Administrative Support (letters, emails, signs, posters, etc)
12. Other Categories as Needed

SUGGESTED EVENTS

Many of the reference materials are downloadable at legion.org. (List does NOT preclude any other events which may be more appropriate to your circumstances and location.)

September

Patriot Day City Commemoration (Sept. 11) – A Day to Remember. While many groups and towns hold individual commemorations, your post may be able to coordinate a major event involving the general public, elected officials, first responders, local clergy, and youth organizations. A guide on organizing this event – *A Day to Remember* – is available on request from the public relations office at national headquarters.

American Legion Day (Sept. 16). In addition to the media photo opportunity of the proclamation presentation by the mayor and congressional representative, consider an American Legion family bazaar on your post home parking lot or other public location. Amusement service companies provide family attractions such as moonwalks, inflatable slides, human gyroscopes, trackless trains, rock climbing walls, concessions, pony rides, dunk tanks, obstacle courses, tents, carnival booths and games, etc. (look in your Yellow Pages under "amusement services"). Inside the post home have tables set up with photos, materials, running videos and Legionnaires ready to talk about programs, services and membership.

Disaster Preparedness Week/Day. Working with local firefighters and EMT personnel, set up first aid and CPR courses at your post for youth and adults. Hold a Disaster Preparedness Day at the post where the fire and police departments set up displays of their apparatus, hold demonstrations of canine detection as well as dispense information about family readiness kits. Invite the National Guard unit. September is National Disaster Preparedness month and, as a partner with the Dept. of Homeland Security, The American Legion is well suited to take the lead in communities. Details in the free publication, *Disaster Preparedness and Response for American Legion Posts*, is available from national headquarters.

Community Covenant Ceremony. Organize a public event where city, business, civic and religious leaders will sign the covenant recognizing the strength gained by the partnership of The American Legion post and the support of the local community in helping our military personnel and their families. Include local military units. Complete information, including covenant kits with ideas, documents and other materials is available at **www.army.mil/community/**. Available from the national public relations office is a free DVD of the Community Covenant signing ceremony with the national commander; the chairman of the joint chiefs of staff; the commander, U.S. Central Command; Miss America, and all department commanders at the 91st National Convention in Louisville. The ceremony can be replicated at the local level with elected officials, local military commanders and community leaders.

October

American Legion Legacy Scholarship Fun Run. Organize a community fund-raising event centered on a 5 and 10-kilometer "fun" run, with entry fee proceeds going to The American Legion Legacy Scholarship Fund. Have a fun "walk" for seniors. Corporate/business sponsors may be invited to co-host. A Saturday morning 7:30 or 8 a.m. start is recommended. Have a Legion information table set up at start and finish lines.

Halloween Safety Night. Hold at the post several days BEFORE Halloween. Have a McGruff character on hand for the kids along with the local police department to fingerprint children. Invite law enforcement authorities to brief parents on safety measures and ask local law enforcement to bring a canine unit for a demonstration. Invite all neighborhood families. Embellish with a clown, balloons, face painting and appropriate videos and games.

Heroes to Hometowns Recruiting Week. Choose a week this month to blitz local media with invitations for businesses, civic groups, community organizations, government representatives and others to sign up to become resources for your post's Heroes to Hometowns team. No cost is involved other than a commitment to assist the transition of a wounded warrior and his/her family back into your community when needed. A great cause that should be welcomed by radio and television hosts, news reporters and feature editors. Invite volunteers to a dinner at the end of the week and invite the mayor to address the group to thank them and reiterate the town's commitment to our troops.

November

Veterans Service Day. Coordinate with your district commander to hold an area-wide event to include a job and benefits fair for all area veterans and their families. Invite elected officials and have activities for children. Combine resources with other posts, if feasible for your area, to facilitate a larger scale event. The free publication, *Veterans Service Days*, from the national headquarters public relations office provides details. Consider holding the event the week before Veterans Day.

Assisting veterans to obtain earned benefits and holding local job fairs provide valuable services and attract both veterans and their families.

Education Week/Veterans Day. If your post has regularly planned activities for Veterans Day, consider combining American Education Week with it and reach out to local schools with the video, *America's Veterans*. Meet with school principals and offer to talk with children about veterans and The American Legion and show the video. Teachers are always looking for teaching points and special guests; armed with the DVD and your experiences, you can make a difference. Also, while making contact with school officials, discuss your post's youth programs. Order the DVD, *America's Veterans*, from National Emblem Sales.

Town Hall Meeting(s). If you have a post home, make it available to the public to enable local political candidates to discuss the issues for November elections. Make sure you invite all parties to participate equally. Consider also holding a special town hall meeting on Missile Defense (per American Legion Resolution No. 94) and showing the one-hour video – *33 Minutes*, produced by the Heritage Foundation. Just apply online at http://www.33-minutes.com/host-screening.htm. You'll receive a *33 Minutes* screening kit which includes a DVD of the full-length documentary, a poster to advertise your post's screening, feedback cards for you and your guests to comment on the film and plenty of *33 Minutes* brochures and pens.

Consider posting information about your post events on the national website at ***legiontown.legion.org****.*

MILESTONES

February

- Establish committee to conduct the campaign and select events to be held during the three month period.
- Hold first meeting.
- Activate your Membership Development Teams (Contact, New member and Retention Teams).
- Finalize plans for the membership awards banquet at the Legion Birthday Dinner (March).

March

- Request your membership brochures from department headquarters.

April

- Develop campaign plan.
- Order needed booklets, materials from national headquarters.
- Assign personnel/responsibilities.

May

- Develop a list of potential co-sponsors of event(s).
- Write and send letters to businesses, organizations and clergy.

June

- Begin selecting venues, locations for events.
- Start soliciting companies/businesses for job/benefits fair.
- Assign a chairman for each event.
- Start the new membership year campaign with a kick-off breakfast.
- Estimate goal to have 100% renewal of members by November.
- Begin contacting every member about the upcoming membership campaign.
- Draft letters to the editor and media advisories/releases for later use.

August

- Hold a progress meeting with event chairmen.
- Complete logistic requirements for events.
- Continue ongoing membership retention drive for those members not in Early Bird Program.

September

- Issue media advisories, letters to the editor
- Offer spokesperson on television morning shows, radio talk shows, public service programs.
- Send public service announcements to all local radio and television stations.
- Continue above for October and November events.
- Contact each and every member not renewed.

November

- Evaluate success of campaign events; identify problems and recommended solutions in after-action report.
- Identify individuals to receive awards at The American Legion Birthday celebration in March.
- Conclusion of the membership renewal campaign this month – Hit 100% goal!

SPONSORSHIPS/PARTNERSHIPS

While some events can be held with little or no cost, others require substantial capitol to ensure success. Corporate and business sponsorships are a good way to obtain the needed funds to lock in a public venue, pay for handouts and secure the talent needed for a particular venue. Even when the economy is not at its best, there are firms that take their community responsibilities seriously and would be happy to sponsor an American Legion activity that supports veterans and the youth of their community. In return, recognition of the sponsor can be provided in news releases, publicity, handouts and the post newsletter.

Once you have an event plan developed and know the logistics and budget required, you will know the amount(s) and/or physical resources needed. The next step is simply identifying potential sponsors, contacting their owner/CEO, setting up an appointment, and making the pitch. Most posts find that obtaining sponsorships for specific events that support kids or troops is much easier than expected.

A partnership is a good idea when done with the media. For example, holding the event in conjunction with a local radio station will guarantee plenty of publicity (on that station) and most likely a live remote broadcast from the event, plus teasers on most of their shows for weeks prior to the event. In some cases, partnering with the local newspaper and a radio or television station is possible and increases coverage potential. As with sponsors, approach the publisher/station manager as far as possible in advance of the scheduled event. One year out is not too early.

People of all ages can contribute to successful Legiontown events.

AUDIENCES

In reaching out to the community, it is important to tailor your messages to the specific demographics you want to attract. Since your overall goal is to educate the "public," getting the word out effectively will involve targeting all the specific audiences within your community. The following audiences and targeted messages are examples.

YOUTH have their own message mediums. They use iPods, enjoy texting, and listen to radio stations with youth formats (Disney, etc.). They are particularly responsive to news from peers or kids close to their age. They use social media like Facebook and Twitter. Many high schools have their own student-run radio and low power television stations that would accept public service announcements about American Legion youth programs and events that offer an enjoyable time for them and their friends.

BUSINESS owners read newspapers and follow the business sections closely. Many belong to the Chamber of Commerce which has its own newsletter. Many business people attend Chamber functions to "network" monthly or weekly. They advertise in media that targets users of products they sell including radio and television. Large companies have their own internal newsletters that would publish news about community events, troop support, disaster readiness and even the advantages of Legion membership.

CLERGY reach large numbers of people in their congregations and many publish their own church/synagogue newsletters and weekly bulletins that may include information about troop support/youth events. An ideal way to reach them is by letter or direct contact.

ELECTED OFFICIALS are always looking for public venues and seldom turn down opportunities to speak to audiences or participate in community events. They are community newsmakers themselves and their presence frequently increases news coverage of the activity.

ELDERLY residents of the community likely include a fair share of veterans and are a good source for volunteers. As a demographic, they read daily newspapers and many listen to talk radio stations.

MULTI-MEDIA CAMPAIGN

One press release no longer works in getting your message out to all of the audiences in your community. Today's electronic age of Internet, satellite television, hundreds of cable channels, different formats of radio stations, newspapers, newsletters, bulletins, magazines and specialty publications requires that you have a communications strategy before starting your campaign.

- First, identify the **traditional media** in your area. Find the contact persons who edit, assign and broadcast local news. Get their email addresses, phone numbers, hours they work and plan on setting up a visit with them in plenty of time before your events. Consider talking with feature writers, columnists, and editors in addition to news reporters; they might find unusual or human interest angles to write or broadcast over and above the news-peg.

- Second, establish a **non-traditional media** plan to reach out to school newspapers and radio stations, churches and synagogue bulletins, company in-house publications, and chamber of commerce newsletters. Posters, handbills, and door-knob hangers are old stand-by devices that work well if you have the resources/manpower to print and distribute.

- Third, engage **social media**. Promote heavily on your Internet website. Set up a Facebook page to promote your post's events. Consider a Twitter account to provide short updates leading up to the campaign. Provide information about the "fun and freebees" that would be part of the events with school age children to spread the news virally by texting. Put out information about your post's event on local **blogs** carried by your community newspaper, television and radio stations.

- Fourth, avail your post commander and/or PR spokesperson to any and all media **interview opportunities** on local radio and television morning shows, newspaper articles, high school/middle school communications classes as well as speaking to local civic and community groups well in advance of the campaign. Ask public service directors and local radio and television stations if you can record a **public service spot** promoting your event. An alternative is to write text for 15, 30, and 60-second spot announcements which their own announcers can read on the air.

- Fifth, write **letters to the editor** of your daily and weekly

newspapers. Prepare and send out media advisories about forthcoming events no more than three days prior to each event. Make sure someone calls the news desks and assignment editors the morning of the event; don't be surprised to hear that he/she did not see the advisory and please send it again. A follow-up phone call is crucial to getting good coverage. Have news releases about the event sent to media that did not show up to cover it and be prepared to be interviewed after-the-fact by a reporter. Take good **action photos** during events, caption them, and post on your website and email them to weekly newspapers with the captions as soon as possible but no more than three days after the event.

Several of the event planning guides published by national headquarters contain many of these media tools along with details on marketing them. Additional ideas and information are available in *The American Legion Public Relations Handbook*. When in doubt or if you need advice, contact your district or department public relations chairman or the national headquarters public relations division. You can also download the PR handbook at **legion.org**.

SIGNAGE

Many towns throughout the country have a series of signs on major highways entering the city limits that include the names of the various civic organizations that meet regularly such as Rotary, Kiwanis, etc. If your city or town does not already have an American Legion sign mounted, contact National Emblem Sales to order one (contact information is available at the back of this guide). Let everyone know that your town is a Legiontown!

MEMBERSHIP

Three months of community outreach to make your town a Legiontown will enhance your post's image and should significantly increase participation in your post's programs. Just as important, it will offer unlimited opportunities to invite those veterans that are your neighbors but not yet carrying an American Legion membership card to join the very best veterans organization in the community, state and nation. As your post holds and coordinates all these activities, take advantage of every opportunity to seek out and invite potential members to join. Be sure to give them the *Legiontown, USA* and *Four Pillars* booklets and answer their questions. Parents, teachers, first responders, business owners and employees, retirees and National Guard and Reserve troops will all see the advocacy and service of The American Legion during your Legiontown campaign and should be honored to carry the title of Legionnaire. Just ask them.

The American Legion Riders represent one of the fastest growing membership segments of the nation's largest veterans service organization.

MEASURING SUCCESS

As the late journalist, filmmaker, screenwriter and producer Billy Wilder said, "Hindsight is 20-20." After each event, write an after-action report identifying the problem areas and suggested resolutions/changes to make the event even more successful next year. As with any endeavor, practice makes perfect; the more events your post holds, the bigger and better they will become.

SHARE YOUR LEGIONTOWN SUCCESSES

Be sure to take photographs and send the story of your successful event(s) to national headquarters so we can share your news on the national Legiontown website at **legiontown.legion.org**. Your post success could very well serve as the inspiration for another post in another town across America. It's all about mutual helpfulness.

HOW TO ORDER MATERIALS

Both the *Legiontown, USA* and *Four Pillars* booklets are available free and can be ordered from the public relations office at national headquarters: pr@legion.org; 317-630-1253 or by sending a request to:

The American Legion National Headquarters
Public Relations Office
P.O. Box 1055
Indianapolis, Indiana 46206

The following materials may be ordered as a free kit (#58-036) or individually as indicated below.

The public relations office has available:

- *Veterans Service Days* (#58-009)
- *A Day to Remember* (#58-011)
- *Disaster Preparedness for American Legion Posts* (#58-002)
- *Public Relations Handbook* (#58-022)
- *Community Covenant Ceremony Examples*, on DVD (#58-300)

The Americanism office has available:

- Two *American Legion Legacy Scholarship Fund* pamphlets (#23-014 and #23-023)
- *Halloween Safety* brochure (#24-012)

From Internal Affairs:

- Replica Community Covenant document signed by the national commander, Adm. Michael Mullen, Chairman of the Joint Chiefs of Staff; Gen. David Petraeus, Commander, U.S. Central Command; Miss America Katie Stam; department commanders and others at the 91st National Convention in Louisville. No cost. (#30-013)

Americanism/C&Y and Internal Affairs can be reached at 630-1200 in Indianapolis; by email – ACY@legion.org, IA@legion.org or by mail at:

The American Legion National Headquarters
P.O. Box 1055
Indianapolis, Indiana 46206
Attn: (Insert Division)

Veterans Affairs & Rehabilitation office has available:

- Heroes to Hometowns booklet: *When They Come Home* (#70-025)

VA& R can be reached at (202) 861-2700 in Washington;
by email: VAR@legion.org, or by mail at:

The American Legion Washington Office
1608 K Street, N.W.
Washington, DC 20006
Attn: VA&R Division

National Emblem Sales (**emblem.legion.org**) has available for purchase:

- *America's Veterans Video* on DVD – a 23 minute video designed for students and educators (Item 755-402) - $3.95.

Order online: **emblem.legion.org/searchprods.asp** or call (888) 453-4466 between 8 a.m. and 5 p.m. ET, or fax (317) 630-1381. The mailing address is:

American Legion Flag & Emblem Sales
P.O. Box 1050
Indianapolis, IN 46206

You can also download the various booklets and pamphlets at **legion.org**.

"People don't really care how much you know until they know how much you care."

— Mike McNight

Order your free materials kit today!

Legiontown Kit (#58-036)

email: pr@legion.org

phone: 317-630-1253

write: The American Legion National Headquarters
Public Relations Office
P.O. Box 1055
Indianapolis, Indiana 46206

THE AMERICAN LEGION

700 N. Pennsylvania St.
Indianapolis, IN 46204
www.legion.org

Stock# 58-008 Artwork# 45PR1009