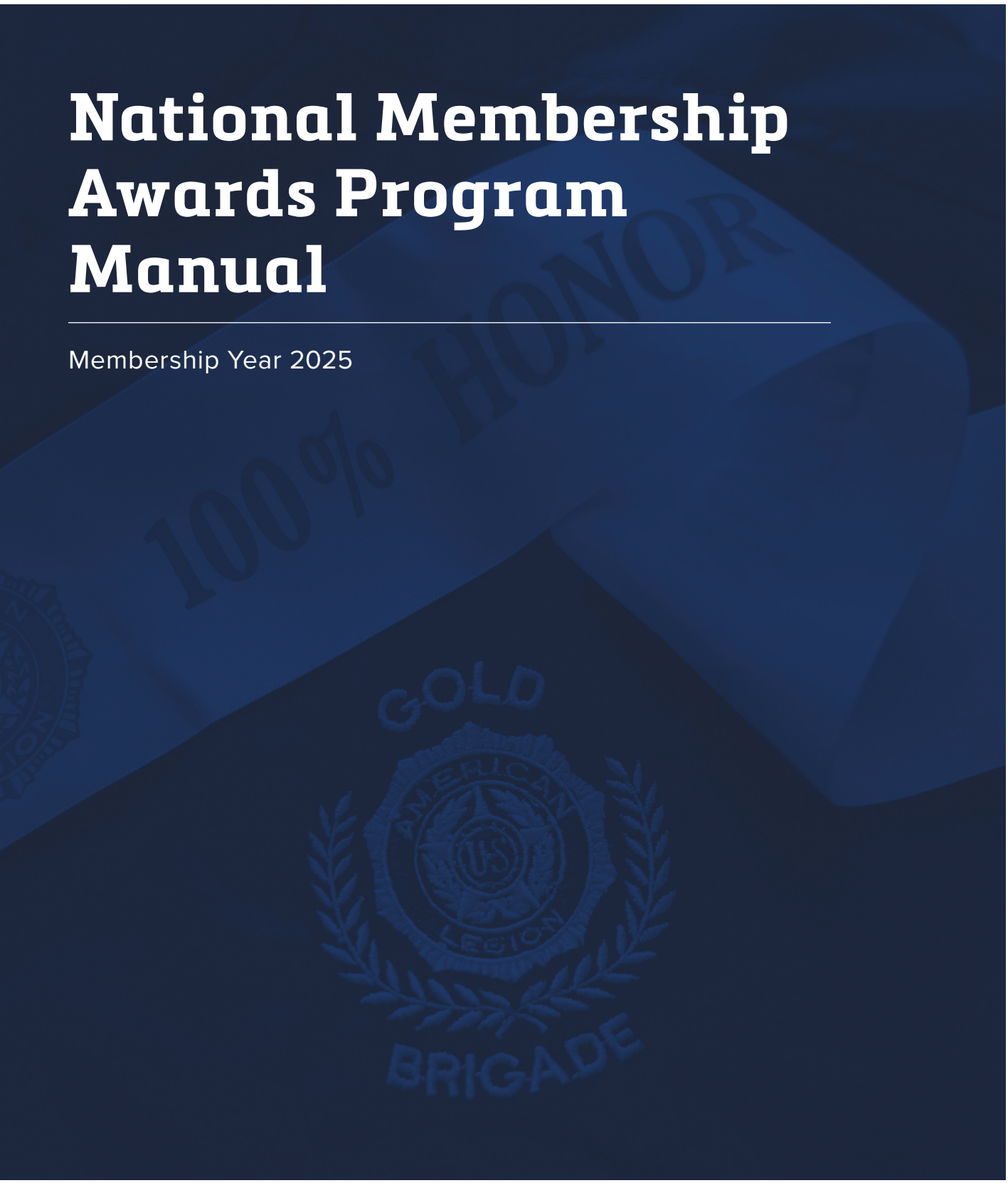
THE AMERICAN LEGION
Veterans Strengthening America

National Membership Awards Program Manual

Membership Year 2025



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2024–2025 NATIONAL MEMBERSHIP TARGET DATES

EARLY BIRD/ NEF KICKOFF	SEPTEMBER 11, 2024	50%
FALL MEETINGS	OCTOBER 16, 2024	55%
VETERANS DAY	NOVEMBER 14, 2024	65%
PEARL HARBOR DAY	DECEMBER 11, 2024	75%
MID-WINTER	JANUARY 15, 2025	80%
PRESIDENTS DAY	FEBRUARY 12, 2025	85%
AMERICAN LEGION BIRTHDAY	MARCH 12, 2025	90%
CHILDREN & YOUTH	APRIL 9, 2025	95%
ARMED FORCES DAY	MAY 14, 2025	100%
DELEGATE STRENGTH	30 DAYS PRIOR TO NATIONAL CONVENTION	

2024-2025
NATIONAL MEMBERSHIP RENEWAL SCHEDULE

CUTOFF DATES	RENEWAL DATES
MAY 15, 2024	JULY 1-8, 2024
SEPTEMBER 11, 2024	OCTOBER 5-11, 2024
OCTOBER 16, 2024	NOVEMBER 9-15, 2024
DECEMBER 11, 2024	JANUARY 4-10, 2025
FEBRUARY 12, 2025	MARCH 1-7, 2025
APRIL 9, 2025	MAY 3-9, 2025

FOREWORD

This guidebook is prepared and designed primarily to assist department and district/county membership teams and commanders in building a complete membership program. It includes:

- Material to help build a membership campaign.
- A basic outline of important membership dates for the American Legion membership year.
- Information on awards and national contests throughout the entire year.

IMPORTANT NOTES

- Instructions and forms in this manual supersede where conflicting information exists in other national publications and should be mailed directly to **The American Legion National Headquarters, Attn: Membership Division, P.O. Box 1055, Indianapolis, IN 46206,** faxed to **(317) 630-1413** or emailed to **membership@legion.org**.
- Departments, districts and posts are encouraged to establish incentive programs to further growth and post development within the American Legion family.
- Post, department and national recruiter forms have been incorporated into one form. Departments may make copies as needed.
- This guidebook can be downloaded from The American Legion's website and sent electronically. ***legion.org/publications***
- DMS memberships will not count for points and awards unless otherwise stated in this guidebook. DMS-acquired members will count toward all-time high awards and national convention delegate strength.
- Unless otherwise specified, all trips awarded as incentive prizes include roundtrip airfare from an airport in the continental United States, designated by National Headquarters.
- All target date accomplishments are based on each department's total membership on the transmittals received and successfully processed at National Headquarters by close of business on the target date. Transmittals with incorrect data or insufficient funds will not be counted.
- A new member is defined as any eligible veteran who was not a paid member in good standing for the previous membership year. Transfers of previous-year members from one post to another do not count as new members.

TABLE OF CONTENTS

NATIONAL MEMBERSHIP AWARDS 1

TARGET DATE AWARDS POINTS PROGRAM 2

Membership Points Key 3

Post Development & Revitalization Points 4

Membership Challenges 4

TARGET NO. I – EARLY BIRD CONTEST/NEF KICKOFF 4

Department Commander and Membership Chairman Points

TARGET NO. II – FALL MEETINGS 4

Department Commander and Membership Chairman Points

TARGET NO. III – VETERANS DAY 4

Department Commander and Membership Chairman Points

TARGET NO. IV – PEARL HARBOR DAY 4

Department Commander and Membership Chairman Points

TARGET NO. V – MID-WINTER 5

Department Commander and Membership Chairman Points

Post Honor Ribbon

Certificate of Meritorious Service

General John J. Pershing Honor Award

TARGET NO. VI – PRESIDENTS DAY 5

Department Commander and Membership Chairman Points

TARGET NO. VII – THE AMERICAN LEGION BIRTHDAY 5-6

Department Commander and Membership Chairman Points

Big Twelve Competition

District Commander Race to the Top Competition

TARGET NO. VIII – CHILDREN AND YOUTH 7

Department Commander and Membership Chairman Points

TARGET NO. IX – ARMED FORCES DAY 7-9

Department Commander and Membership Chairman Points

National Convention Housing Cutoff

Department Commander of the Year

Department Recruiter of the Year

National Recruiter of the Year

District Commander's New Post Achievement Award

District Commander Achievement Award and District Honor Ribbon

Special Individual Recognition/Achievement Awards

Gold Brigade Award

Gold Brigade Fifth Consecutive Year Award

Gold Brigade Sixth Consecutive Year Award

Gold Brigade Tenth Consecutive Year Award

Silver Brigade Award

Bronze Brigade Award

JUNE AWARDS 9
O.L. Bodenhamer Trophy Award
Parade Position and Convention Hall Seating
Department Retention Award

NATIONAL CONVENTION DELEGATE STRENGTH 10
Department Commander All-Time High Award
Department Honor Ribbon

MISCELLANEOUS TROPHIES AND AWARDS 10-11
Pioneer Award
Five or More Consecutive Years All-Time High Post Award
Post Membership Retention Award
General Henri Gouraud Trophy Award
Five or More Consecutive Years All-Time High Department Award
Henry D. Lindsley Trophy Award
Jerry L. Hedrick Membership Award
100 Percent District Commander Pin
Post Revitalization Recognition Letter
New Post Development Pin

CERTIFICATION FORMS
Department Membership Challenge 12
Post Honor Ribbon 13
Post All-Time High Award 14
Five Consecutive Years Post All-Time High Award 15
District Commander Race to the Top Award 16
Post/Department/National Recruiter of the Year 17
District Commander New Post Achievement Award 18
District Commander Achievement Award and District Honor Ribbon 19
Gold Brigade New Member Recruiter Award 20
Gold Brigade Fifth Consecutive Year Award 21
Gold Brigade Sixth Consecutive Year 22
Gold Brigade Tenth Consecutive Year 23
Silver Brigade New Member Recruiter Award 24
Bronze Brigade New Member Recruiter Award 25
The American Legion Pioneer Award 26
100% District Commander Pin 27
Post Revitalization Recognition Letter 28
New Post Development Pin 29
Reconnect 30
Membership Retention Award 31

Note: Several awards and recognitions are determined even after the 100% target date has passed. Membership teams are encouraged to continue to sign up members after the May target date to compete for the 100% District Commander Pin, Department Commander All-Time High Award and certain other awards.

NATIONAL MEMBERSHIP AWARDS

INDIVIDUAL AWARDS

- Gold Brigade Recruiter (May target date)
- Silver Brigade Recruiter (May target date)
- Bronze Brigade Recruiter (May target date)
- Department Recruiter of the Year (May target date)
- National Recruiter of the Year (May target date)
- Pioneer Award (anytime during the year)
- 100% District Commander Pin (anytime during the year)
- New Post Development Pin (anytime during the year)

POST AWARDS

- Post Honor Ribbon (December 31)
- Post Membership Retention Award (May target date)
- Certificate of Meritorious Service (December 31)
- Five or More Consecutive Years All-Time High Post Award (anytime during the year)
- Pioneer Award (anytime during the year)
- Post Revitalization Recognition Letter (anytime during the year)

DISTRICT AWARDS

- District Commander Race to the Top (March 31)
- District Commander Achievement Award (May target date)
- District Commander New Post Achievement Award (May target date)
- District Honor Ribbon (May target date)

DEPARTMENT AWARDS

- General John J. Pershing Honor Award (December 31)
- Five or More Consecutive Years All-Time High Department Award (December 31)
- Big Twelve Competition (March target date)
- General Henri Gouraud Trophy Award (March target date)
- Henry D. Lindsley Trophy Award (March 31)
- Jerry L. Hedrick Membership Award (March 31)
- Department Commander of the Year Award (May target date)
- Target Date Awards Points Program (May target date)
- National Convention Housing (May target date)
- National Convention Parade Position and Convention Hall Seating (June Flag Day report)
- O.L. Bodenhamer Trophy Award (June Flag Day report)
- Department Commander All-Time High Award (delegate strength target date)
- National Convention Delegate Strength (delegate strength target date)
- Department Honor Ribbon (opening day of national convention)

TARGET DATE AWARDS POINTS PROGRAM

The department commander and department membership chairman may earn checks up to $1,000 based on a points system for meeting national target dates and other key membership areas. Each department must accomplish its goal by the May target date, by traditional methods to be eligible for awards.

An additional $1,000 is awarded to the department for meeting all target dates.

The membership office will record traditional accomplishments on the transmittals received and processed at National Headquarters by the close of the target date business day.

POINTS KEY

TARGET I	September	50%	**5,000**
TARGET II	October	55%	**5,500**
TARGET III	November	65%	**6,500**
TARGET IV	December	75%	**7,500**
TARGET V	January	80%	**8,000**
TARGET VI	February	85%	**8,500**
TARGET VII	March	90%	**9,000**
TARGET VIII	April	95%	**9,500**
TARGET IX	May	100%	**10,000**

Post and district commanders should place emphasis on renewing current members and reinstating those whose membership has expired, in addition to actively recruiting new members throughout the year.

MEMBERSHIP PROGRAMS POINTS KEY

Contacts with military officials or units (Reconnect) [1]	100+ points each event
Gold Brigade nominations	100 points each
Race to the Top winners, second- and third-place runners-up	500 points each
New post temporary charters by May target date [2]	1,000 points each

Accomplishments as of January (80%) target date [3]

90%	2,000 points
85%	1000 points
80%	500 points

Big Twelve competition in each category

1st place	10,000 points
2nd place	7,500 points
Achieved goals	5,000 points

District commanders nominated for the Race to the Top competition in each category [4]

5 or more	1,000 points
3 or 4 nominations	800 points
1 or 2 nominations	400 points

AWARDS CATEGORY KEY

Checks of the same amount are awarded to the department commander and department membership chairman.

LEVEL	VALUE [5]	POINTS
7	$1,000	60,000 or more
6	$800	55,000-59,999
5	$600	50,000-54,999
4	$500	45,000-49,999
3	$375	40,000-44,999
2	$200	30,000-39,999
1	$100	20,000-29,999

[1] Submit the Reconnect certification form **(page 31)** to the Membership Division (**membership@legion.org**) by June 30. There is a cap of 5,000 total points in this category.

[2] Departments are no longer penalized -500 points for post charter cancellations accepted by the NEC.

[3] The membership percentage (not including DMS) by the January target date. Points listed are bonus points awarded in addition to the standard 8,000 points for meeting 80% of department membership goal. These points can stack.

[4] Race to the Top nominations must reach National Headquarters by the April target date.

[5] An additional $1,000 will be awarded to the department if all target dates are accomplished.

POST & DISTRICT DEVELOPMENT/REVITALIZATION

Departments will have a minimum goal to start/revitalize two posts within the current membership year. Departments will earn 1,000 points for each new temporary post charter.

MEMBERSHIP CHALLENGES AT COMMANDERS' AND ADJUTANTS' CONFERENCE

Challenges between departments provide ammunition for membership drives while encouraging friendly rivalry.

All challenges must be turned into the department staff liaisons in the Membership Division prior to the adjournment of the Commanders' and Adjutants' Conference. This will permit the staff to review them and to clarify questions. They must contain the signatures of the individuals making and accepting the challenge. Challenges may be based on any number of different criteria and not just membership numbers.

TARGET NO. I

EARLY BIRD/NEF KICKOFF
Receipt date: September target date

This target date is worth 5,000 points for meeting the 50% target (not including DMS totals). Transmittals must be received and processed at National Headquarters during normal business hours on or before the September target date.

TARGET NO. II

FALL MEETINGS
Receipt date: October target date

This target date is worth 5,500 points for meeting the 55% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the October target date.

TARGET NO. III

VETERANS DAY
Receipt date: November target date

This target date is worth 6,500 points for meeting the 65% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the November target date.

TARGET NO. IV

PEARL HARBOR DAY
Receipt date: December target date

This target date is worth 7,500 points for meeting the 75% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the December target date.

TARGET NO. V

MID-WINTER
Receipt date: January Target date

This target date is worth 8,000 points for meeting the 80% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the January target date.

POST HONOR RIBBON

Honor ribbons are awarded to posts whose membership for the current membership year (as of December 31) achieves an advance membership (for the year about to begin) equal to or greater than the final membership for the year ending. Certification forms must be submitted to the Membership Division by January 31 **(page 13)**.

CERTIFICATE OF MERITORIOUS SERVICE
ALL-TIME HIGH AWARD

This certificate is awarded to all posts that have enrolled an advance membership for the membership year (as of December 31) equaling or surpassing the post's previous all-time high membership **(page 14)**.

GENERAL JOHN J. PERSHING HONOR AWARD

This plaque is awarded annually to the department with the greatest percentage of posts receiving the Post Honor Ribbon for achieving 100 percent or more of their previous year's membership enrolled for the coming year by December 31, and having reported the achievement to National Headquarters no later than January 31.

TARGET NO. VI

PRESIDENTS DAY
Receipt date: February target date

This target date is worth 8,500 points for meeting the 85% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the February target date.

TARGET NO. VII

THE AMERICAN LEGION BIRTHDAY
Receipt date: March target date

This target date is worth 9,000 points for meeting the 90% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the March target date.

BIG TWELVE COMPETITION
Receipt date: March target date

The Big Twelve standings will be taken from the national roll call made at the Commanders' and Adjutants' Conference. Each department must maintain its own respective roll call pledge by having remittance forms and accompanying dues to equal the pledge made, received by National Headquarters during normal business hours on or before the March target date. The department in each category that has pledged the highest percentage and meets this goal will be the winner.

Transmittals in excess of the pledge (at least 90%, not including DMS totals) will not alter the relative standing of the departments; however, defaulting among the Big Twelve by turning in a smaller number than pledged will completely disqualify the department. As departments default, others in the same category will move up. The winner in each category

will be reimbursed for computer equipment purchases up to $2,000. Department runners-up in all six categories will be reimbursed for computer equipment purchases of up to $1,000.

The six categories in the Big Twelve Competition are:

Category I	Departments of 60,000 or more members
Category II	Departments of 35,000 to 59,999 members
Category III	Departments of 20,000 to 34,999 members
Category IV	Departments of 10,000 to 19,999 members
Category V	Departments of 5,000 to 9,999 members
Category VI	Departments of 4,999 or fewer members

Note: All departments winning Big Twelve awards in March must submit legible cash register receipts and request reimbursement from the National Membership Division by Sept. 30 or lose all entitlements.

DISTRICT COMMANDER RACE TO THE TOP COMPETITION
End date: March 31

Competition is divided into five categories based on the membership of the district without regard to geographic locations. District commanders will compete in each of the following categories based on final membership year totals, and a top district commander for the national award will be selected from each of the five categories. Post ribbons will also be awarded to each top district commander for all posts in those districts.

Second and third place awards will also be presented in each category. The district commanders will be awarded checks in the amount of $500 for second place or $375 for third place, but no additional ribbons will be awarded for the posts in these districts.

The Race to the Top certification form must be submitted by the April target date **(page 16)**.

Race to the Top categories

Category I	Districts of 15 to 1,499 members
Category II	Districts of 1,500 to 2,999 members
Category III	Districts of 3,000 to 4,999 members
Category IV	Districts of 5,000 to 7,499 members
Category V	Districts of 7,500 and more members

First place award – The top district commander and guest in each category whose district membership on March 31 represents the greatest percentage over the final previous year's membership will receive a trip to the 106th National Convention in Tampa Bay, Fl., in 2025. **This cannot be less than 100% to qualify.** Each winner and guest are entitled to a trip to the national convention as a distinguished guest of the national commander, including round-trip airfare, tickets to the National Commander's Banquet, and hotel accommodations for six days and five nights. These district commanders will also receive American Legion caps signifying they are Race to the Top winners, awarded on stage at the national convention with ribbons for each of the district's posts.

Second place – The district commander in each category whose district membership on March 31 represents the second highest percentage over the final previous year's membership will receive a $500 check. **This cannot be less than 100% to qualify.**

Third place – The district commander in each category whose district membership on March 31 represents the third highest percentage over the final previous year's membership will receive a $375 check. **This cannot be less than 100% to qualify.**

TARGET NO. VIII

CHILDREN AND YOUTH
Receipt date: April target date

This target date is worth 9,500 points for meeting the 95% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the April target date.

TARGET NO. IX

ARMED FORCES DAY
Receipt date: May target date

This target date is worth 10,000 points for meeting the 100% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the May target date.

NATIONAL CONVENTION HOUSING CUTOFF

Department housing at the national convention will be determined by transmittals received at National Headquarters during normal business hours on or before the May target date.

DEPARTMENT COMMANDER OF THE YEAR AWARD

Any department commander who meets or exceeds the 100% goal by the May target date will receive a framed certificate, presented by the national commander at the national convention. This award does not include a trip to the national convention.

DEPARTMENT RECRUITER OF THE YEAR

Each American Legion post will have the opportunity to submit the name of the recruiter from that post who has signed up the highest number of new members for the membership year by the May target date. Department headquarters will supply certification forms to be completed by the post commander or adjutant and submitted to department headquarters by the May target date plus one week. Department adjutants will determine the top new member recruiter for their respective department and certify the winner to National Headquarters, on or before the last day of May.

The top new member recruiter, properly nominated and certified from each department, will be awarded a framed certificate noting his or her accomplishment **(page 17)**.

NATIONAL RECRUITER OF THE YEAR

The individual certified with the highest number of new members recruited from among all the departments will be declared National Membership Recruiter of the Year. The award includes a trip to the national convention: six days and five nights for the Legionnaire and guest, round-trip air transportation, hotel accommodations and reserved seating tickets to the National Commander's Banquet for Distinguished Guests.

Monetary awards will be presented to the next highest 26 individuals:

- One $1,000 check
- 10 $150 award checks (third place)
- 15 $100 award checks (fourth place)

Note: Department adjutants must nominate top recruiters on or before the last day of May **(page 17)**.

DISTRICT COMMANDER'S NEW POST ACHIEVEMENT AWARD

District commanders who create new American Legion posts in their respective districts and have the new post's temporary charter application on file at National Headquarters by the May target date will receive a framed certificate **(page 18)**.

DISTRICT COMMANDER ACHIEVEMENT AWARD and DISTRICT HONOR RIBBON

All district commanders whose May target date membership exceeds the previous year's membership by at least the number of posts in that district will be awarded the District Commander Achievement Award framed certificate. In addition, the district will receive a District Honor Ribbon for its district colors **(page 19)**.

SPECIAL INDIVIDUAL RECOGNITION/ACHIEVEMENT AWARDS

GOLD BRIGADE AWARD

A Legionnaire who recruits 50 or more new members (excluding any transfers) into The American Legion by the May target date will qualify for enrollment in the elite Gold Brigade of The American Legion. These very special Legionnaires will be awarded unique gifts designating affiliation with the Gold Brigade. Also, special recognition will be given to those Legionnaires through special announcements at the national convention, in the *Dispatch*, online and other media.

The gifts awarded to a Gold Brigade recipient will depend on the number of times he or she has qualified for this award **(page 20)**. **NOTE:** Fifth, Sixth and Tenth consecutive years qualify only for their separate respective awards.

First-time awardees:
Gold Brigade patch
Special Gold Brigade cap pin
Gold Brigade certificate
Designer jacket **or**
Polo shirt **or**
Sweater with a Gold Brigade logo

Second through fourth time:
Gold Brigade certificate
"Hash mark" for jacket sleeve
Designer jacket **or**
Polo shirt **or**
Sweater with Gold Brigade logo

Seventh time and beyond:
Gold Brigade certificate
"Hash mark" for jacket sleeve
Designer jacket **or**
Polo shirt **or**
Sweater with Gold Brigade logo
$150 check

GOLD BRIGADE FIFTH CONSECUTIVE YEAR AWARD

Any recipient who has earned the Gold Brigade award for five consecutive years is eligible for a distinctive blue Gold Brigade blazer. A Legionnaire may only qualify once every five years. Department adjutants must submit all Gold Brigade certification forms to National Headquarters by the last day of May **(page 21)**.

GOLD BRIGADE SIXTH CONSECUTIVE YEAR AWARD

Any recipient who has earned the Gold Brigade Award for six consecutive years to include the current membership year is eligible for a $150 check and an American Legion cap with the label "Master Recruiter," a Gold Brigade plaque, a cap pin and a hash mark. Department adjutants must submit the certification form by the last day of May **(page 22)**.

GOLD BRIGADE TENTH CONSECUTIVE YEAR AWARD

Any recipient who has earned the Gold Brigade award for 10 consecutive years to include the current membership year is eligible for a distinctive blue Gold Brigade blazer. (This is a one-time award.) Department adjutants must submit all certification forms to National Headquarters by the last day of May **(page 23)**.

THE SILVER BRIGADE AWARD

A Legionnaire who recruits 25 to 49 new members (excluding any transfers) into The American Legion by the May target date will qualify for this award. A silver pin and certificate will be awarded **(page 24)**. **NOTE:** Silver Brigade and Gold Brigade awards cannot both be awarded to a recruiter during the same membership year.

THE BRONZE BRIGADE AWARD

A Legionnaire who recruits 15 to 24 new members (excluding any transfers) into The American Legion by the May target date will qualify for this award. A bronze brigade patch and certificate will be awarded **(page 25)**. NOTE: Bronze, Silver and Gold Brigade awards cannot both be awarded to a recruiter during the same membership year.

JUNE AWARDS

Receipt date: Flag Day

O.L. BODENHAMER TROPHY AWARD

This plaque is awarded annually to the department designated to lead the parade at the time of the ensuing national convention, and is limited to the 52 departments within the United States, including the District of Columbia and Puerto Rico. DMS-acquired members will not be considered in determining the Bodenhamer Trophy winner.

PARADE POSITION AND CONVENTION HALL SEATING

The order of parade position and seating in the national convention hall is determined by the department's standing on the Flag Day membership report. DMS-acquired members will not be considered unless otherwise indicated below.

The order of priority is as follows:

- Foreign departments
- The O.L. Bodenhamer Trophy winner
- All domestic departments that have achieved an all-time high (DMS included) for the current year by the Flag Day membership report (in order of attainment)
- All domestic departments that have achieved an all-time high (DMS included) for the previous year (in order of consecutive years of achievement)
- All other departments in order of their appearance on the June 14 membership report (DMS not included)

The host department will be positioned last.

DEPARTMENT RETENTION AWARD
End date: June 30

This award is presented to the department with the highest percentage retention rate (as of June 30) within each of the six Big Twelve categories. Qualifying departments must achieve 90% retention to compete for this award and have the highest retention rate in their category. Each of these six winners will receive a $2,000 check.

NATIONAL CONVENTION DELEGATE STRENGTH

Receipt date: 30 days prior to the beginning of the national convention

National Headquarters must receive transmittals for delegate strength during normal business hours on or before 30 days prior to the beginning of National Convention.

Delegate strength is determined by total membership, including DMS members, in the hands of the national treasurer 30 days prior to the national convention. Total number of delegates for each department is based on five delegates at large, one delegate for each 1,000 members or major fraction thereof, and the members of the National Executive Committee.

DEPARTMENT COMMANDER ALL-TIME HIGH AWARD

Specially cast all-time-high rings will be awarded to the commander, adjutant and membership chairman of each department attaining a new all-time-high membership (DMS included) for the current membership year by 30 days prior to the national convention.

The national commander reserves the right to award a different but similar award to any commander, adjutant or membership chairman who has already received an all-time-high ring.

DEPARTMENT HONOR RIBBON

Each department equaling or surpassing its previous year's final membership by opening day of the national convention will receive an honor ribbon for its department colors.

MISCELLANEOUS TROPHIES AND AWARDS

PIONEER AWARD

The National Membership & Post Activities Committee created the Pioneer Award on May 5, 1965, to recognize those directly involved with new post formation. However, recognition and awarding of this citation are the new post's responsibility.

Completed certification forms should be returned to department headquarters for approval prior to being forwarded to National Headquarters. All Pioneer awards will be returned to department headquarters for proper presentation **(page 26)**.

FIVE OR MORE CONSECUTIVE YEAR ALL-TIME HIGH POST AWARD

Purpose of report: To certify to National Headquarters those posts eligible to receive the Five (or more) Consecutive Year All-Time High Award. The citation may be ordered at any time for a qualifying post, but we suggest it be ordered about one month prior to the time planned for presentation (department convention, district convention, visit by department commander, etc.). Departments should check and ensure at the close of department books that all qualifying posts are certified. After a post has won the award for five consecutive years of all-time membership highs, it may continue to win the award each year thereafter as long as each year's membership sets a new all-time high. Please list posts in numerical order **(page 15)**.

Note: Post names and numbers will be printed on the award exactly as shown on your report. Costs of replacement awards resulting from an incorrect report will be charged to the department.

POST MEMBERSHIP RETENTION AWARD

This award recognizes posts for their ability to renew their previous year's membership. To qualify, the post must have at least the minimum number of members to maintain their post charter within their designated department and retain at least 90% of their previous year's membership by the May target date. The accompanying certificate for this award will reflect retention categories of 90% and over **(page 31)**.

GENERAL HENRI GOURAUD TROPHY AWARD

A plaque is awarded annually to that department in each of the six categories for first exceeding its national membership goal. These department categories will be the same as those used for determining Big Twelve winners, with one winner to be determined in each category.

FIVE OR MORE CONSECUTIVE YEARS ALL-TIME HIGH DEPARTMENT AWARD

All departments that by December 31 have an all-time high in membership for the current membership year (DMS included) that represents five or more consecutive years will receive a special plaque recognizing the number of consecutive years all-time high.

HENRY D. LINDSLEY TROPHY

All membership transmittals used in determining the winner of this plaque must be part of the March 31 turn-in and must be received at National Headquarters during normal business hours on or before March 31. The trophy is awarded to the department that on March 31 has attained the highest percentage of membership over its previous year's final membership, without counting DMS in either year.

JERRY L. HEDRICK MEMBERSHIP AWARD

This is a membership plaque for departments other than the 50 state departments and the District of Columbia. The North Carolina Trophy is to be awarded to the department that on March 31 has attained the highest percentage of membership over its previous year's final membership, without counting DMS in either year.

100% DISTRICT COMMANDER PIN

This special pin is worn only by those Legionnaires who as district commanders accomplished at least 100% of their assigned district membership goals. These commanders may be nominated at any time during the membership year **(page 28)**.

POST REVITALIZATION RECOGNITION LETTER

Individuals who assist in revitalizing a post will receive a recognition letter from the national commander for their hard work. The revitalized post will receive a letter from the national commander welcoming them back into The American Legion **(page 29)**.

NEW POST DEVELOPMENT PIN

The New Post Development Pin is available to any individual who assists with the initial start-up of a new post. Volunteers can be nominated at any time throughout the year **(page 29)**.

DEPARTMENT MEMBERSHIP CHALLENGE

This form must be turned in to a staff liaison.

Date _____

Department issuing challenge _____

Challenge directed to Department of _____

Official wording as to term and prizes (if not picked from list below): _____

_____

_____

Challenge based on the following membership performance as tabulated at National Headquarters:

[ ] Highest numerical total membership
[ ] Highest percent of current year's goal
[ ] First to hit 100 percent of current year goal
[ ] Highest percent increase over previous year
[ ] Largest Reconnect event
[ ] Department to hit most targets (September-May)
[ ] Department to hit all targets (September-May)
[ ] Most new post charters

(These are sample challenges; if desired, check the appropriate item.)

Challenge is based on appropriate information from:

[ ] Target date _____ [ ] Membership report dated week of _____

DMS-acquired members will count [ ] will not count [ ] in this challenge (check one).

Challenge by:

Signature _____

Title _____

Department _____

Accepted by:

Signature _____

Title _____

Department _____

Note: Challenges must contain the signatures of both parties. National Headquarters will tabulate the results and notify both winners and losers.

CERTIFICATION FORM

POST HONOR RIBBON

Honor ribbons will be awarded to all posts whose membership, as of December 31, achieves an advance membership (for the year about to begin) equal to or exceeding the final membership for the year ending.

TO: The American Legion
Attn: Membership Division
P.O. Box 1055
Indianapolis, IN 46206
Fax: **(317) 630-1413**
Email: **membership@legion.org**

Deadline: January 31

Date _____

Please do not list posts; report only the total number of posts within the department, the total number qualifying for the honor ribbon, and the percentage qualifying.

The Department of _____ requests the following honor ribbons:

1. Total number of posts within the department _____
2. Total number of posts qualifying for honor ribbon _____
3. Percentage qualifying (line 2 divided by line 1) _____%

_____
Department adjutant

_____
Department

CERTIFICATE OF MERITORIOUS SERVICE

POST ALL-TIME HIGH AWARD

This certificate is awarded to those posts which have enrolled an advance membership for the year about to start equaling or surpassing the post's previous all-time high membership by December 31 of that year. Posts may still be given an all-time award if they surpass the all-time high for the current century (2000s) but not the past century (1900s).

TO: The American Legion
Attn: Membership Division
P.O. Box 1055
Indianapolis, IN 46206
Fax: **(317) 630-1413**
Email: **membership@legion.org**

Deadline: January 31

Date _____

List posts in numerical order starting with No. 1.

The Department of _____ requests citations for the following posts:

Name of post/post number	Location	All-time high	Number of advance members on Dec. 31

_____
Department adjutant

_____
Department

DUPLICATE FORM AS NECESSARY

CERTIFICATION OF POSTS EARNING

FIVE CONSECUTIVE YEARS ALL-TIME HIGH AWARD

This award is for a citation for a post that has five or more consecutive years all-time high. A minimum of five consecutive years is necessary to qualify, but a citation can be earned each year the post continues its all-time high performance after the fifth year.

TO: The American Legion
Attn: Membership Division
P.O. Box 1055
Indianapolis, IN 46206
Fax: **(317) 630-1413**
Email: **membership@legion.org**

Date _____

List posts in numerical order starting with No. 1.

The Department of _____ requests citations for the following posts:

Name of post and post number	**Number of consecutive years of membership**	**all-time high**
	Number of years	From To
_____	_____	
_____	_____	
_____	_____	
_____	_____	
_____	_____	

_____
Department adjutant

_____
Department

_____
Date

DUPLICATE FORM AS NECESSARY

DISTRICT COMMANDER RACE TO THE TOP AWARD

To: The American Legion, Attn: Membership Division, P.O. Box 1055, Indianapolis, IN 46206
Fax: **(317) 630-1413**, email: **membership@legion.org**

This is to certify the below listed district commander whose district membership on March 31 represents the greatest percentage over the previous year's final membership, and we have transmitted the information to National Headquarters for receipt by the April target date.

Cannot be less than 100% to qualify.

Competition will be divided into five categories based on the membership of the district without regard to geographic locations. District commanders will compete in each of the following categories based on the previous year's final totals.

Category I Districts of 15 to 1,499
Category II Districts of 1,500 to 2,999
Category III Districts of 3,000 to 4,999
Category IV Districts of 5,000 to 7,499
Category V Districts of 7,500 and above

The national convention trip will be given to the district commander and guest in each category whose district membership, transmitted to National Headquarters no later than the April target date, represents the greatest percentage over the final membership of the previous year.

Name _____ District number _____ Category _____

Address _____ Phone (_____) _____

City / State / ZIP _____

Previous year final membership _____ Current year membership _____

Percentage of current year increase over previous year's final membership _____

Number of posts within the district _____

_____
Department adjutant

_____
Department

_____
Date

This form must reach National Headquarters on or before the April target date.

More Race to the Top information is on page 6.

NOMINATION FORM

RECRUITER OF THE YEAR

Post adjutants must send this form to department headquarters.

Department adjutants must send this form to The American Legion, Attn: Membership Division, P.O. Box 1055, Indianapolis, IN 46206, fax it to (317) 630-1413 or email it to membership@legion.org.

Type or print:

In the Department of _____, the top new member recruiter of membership enrolled for current membership year as of May target date, and transmitted to National Headquarters, is:

1. Name _____ Post _____ Member ID _____

Address _____

City / State / ZIP _____

Phone (_____) _____

Number of new members enrolled (minimum 10) _____

Attach list of names and ID numbers of new members.

The next highest new member recruiter (make additional copies if needed):

2. Name _____ Post _____ Member ID _____

Address _____

City / State / ZIP _____

Phone (_____) _____

Number of new members enrolled (minimum 10) _____

Attach list of names and ID numbers of new members.

_____ Post adjutant

_____ Department adjutant

_____ Date

_____ Date

This form must reach department headquarters on or before the May target date and National Headquarters by May 31.

CERTIFICATION FORM

DISTRICT COMMANDER NEW POST ACHIEVEMENT AWARD

TO: The American Legion
Attn: Membership Division
P.O. Box 1055
Indianapolis, IN 46206
Fax: **(317) 630-1413**
Email: **membership@legion.org**

This is to certify the below listed district commander has created _____ new post(s) in District _____. This also certifies a new temporary post charter is on file at National Headquarters.

Name _____ District No. _____

Address _____

City / State / ZIP _____

New post numbers _____

_____
Department adjutant

_____
Department

_____
Date

This form must reach National Headquarters on or before May 31.
Post charter applications must already be on file by the May target date.

Read about the other new post achievement award, the Pioneer Award, on page 10.

CERTIFICATION FORM

DISTRICT COMMANDER ACHIEVEMENT AWARD AND DISTRICT HONOR RIBBON

TO: The American Legion
Attn: Membership Division
P.O. Box 1055
Indianapolis, IN 46206
Fax: **(317) 630-1413**
Email: **membership@legion.org**

I certify the following information concerning district membership for the previous membership year (as of December 31) and the current membership year (as of the May target date) in this department is correct.

District commander's name	District commander's address	District name/ number	Previous year's membership (as of 12/31)	Number of posts in district	Current year's membership (as of May target date)
Jane Q. Veteran	1776 Patriot Lane, Washington DC 20001	1	8,680	10	8,691

_____
Department adjutant

_____
Department

_____
Date

Mail this form on or before May 31.

Note: Report only those districts exceeding their previous year's membership by at least the number of posts in the district.

DUPLICATE FORM AS NECESSARY

CERTIFICATION FORM

GOLD BRIGADE NEW MEMBER RECRUITER AWARD

Send the completed form to department headquarters on or before the May target date. Posts should retain a copy.

The following member in the Department of _____ qualifies for the Gold Brigade award for enrolling 50 or more new members into The American Legion by the May target date.

Attach the list of names with each nomination form.

First-time qualifiers receive a Gold Brigade cap pin, certificate, a Gold Brigade patch, and choice of a jacket **or** sweater **or** polo shirt with the Gold Brigade logo.

Second- to fourth-time qualifiers receive a Gold Brigade certificate, a hash mark for the sleeve, and the choice of either another Gold Brigade jacket **or** sweater **or** polo shirt with the Gold Brigade logo.

Seventh time and beyond (except Fifth, Tenth time) qualifiers receive a Gold Brigade certificate, a hash mark for the sleeve, and the choice of either another Gold Brigade jacket **or** sweater **or** polo shirt with the Gold Brigade logo and $150 check.

Check the appropriate box(es):

A [ ] First Gold Brigade award B [ ] Second to fourth award (specify occurrence) _____

C [ ] Seventh time and beyond (specify occurrence) _____

Circle one: Jacket Polo shirt ¼ zip unisex sweater

Ladies' jacket or polo (circle size): S M L XL 2XL 3XL

Men's jacket or polo (circle size): S M L XL 2XL 3XL 4XL

Men's jacket (tall) (circle size): L XL 2XL 3XL 4XL

¼ zip unisex sweater (circle size): S M L XL 2XL 3XL 4XL

Name _____ Post number_____

Address _____
City State ZIP

Phone (_____) _____ Member ID _____

Number of new members enrolled (minimum 50) _____

_____
Department adjutant

_____
Post adjutant

_____
Date

_____
Address

_____
Date (cannot be after the May target date)

Department reminder: Forward a copy of this form to the National Membership Division, along with a copy of the list of new members signed up to National Headquarters, on or before May 31.

USE ADDITIONAL SHEETS IF NECESSARY

CERTIFICATION FORM

GOLD BRIGADE
FIFTH CONSECUTIVE YEAR AWARD

Departments must submit this form to National Headquarters by the last day of May.

The following member of the Department of _____ qualifies for the prestigious fifth consecutive year Gold Brigade award for enrolling 50 or more new members into The American Legion by the May target date.

A Legionnaire may only qualify for this award once every five years (except for the 10th year).

NOTE: This Navy blue blazer replaces the gold blazer of previous years.

Circle one:

Men's blazer (cut) Regular Long

Specify even sizes 36-58 _____ Size

Ladies' blazer (cut) Regular Tall

Specify even sizes 0-28 _____ Size

Type or print:

Name _____ Post number _____ Member ID _____

Phone (_____) _____ Years of being a Gold Brigadier 19_____ – 20_____

Certified:

_____
Department adjutant

_____
Date

Department reminder: Fax a copy of this form to **(317) 630-1413** or email it to **membership@legion.org**, along with a copy of the list of new members signed up to National Headquarters, on or before May 31.

CERTIFICATION FORM

GOLD BRIGADE
SIXTH CONSECUTIVE YEAR AWARD

The following member of the Department of _____ qualifies for the sixth consecutive year Gold Brigade award for enrolling 50 or more new members into The American Legion by the May target date. (This is not awarded every six years, but for the sixth consecutive year only.)

This award is a $150 check and a Master Recruiter American Legion cap, along with a Gold Brigade plaque, cap pin and hash mark.

Type or print, making sure that all information is complete to help avoid processing delays:

Name _____ Member ID _____

Phone _____ Post number _____ Post city_____

Years qualifying for Gold Brigade _____

Number of new members enrolled (minimum 50) _____

Circle crown type: Regular Fort Knox Women's Crown

Lined or unlined _____ Cap size _____

Mandatory insignia (Y/N) _____ If yes, please list _____

Certified:

_____
Department adjutant

_____
Date

Department reminder: Fax a copy of this form to **(317) 630-1413** or email it to **membership@legion.org**, along with a copy of the list of new members signed up to National Headquarters, on or before May 31.

CERTIFICATION FORM

GOLD BRIGADE TENTH CONSECUTIVE YEAR AWARD

Departments must submit this form to National Headquarters by the last day of May.

The following member of the Department of _____ qualifies for the prestigious tenth consecutive year Gold Brigade award for enrolling 50 or more new members into The American Legion by the May target date.

The recipient will receive a navy blue blazer with the tenth-year Gold Brigade logo, tenth-year cap pin, hash mark and Gold Brigade plaque.

A Legionnaire may only qualify for this award on their tenth consecutive year.

Circle one:

Men's blazer (cut) Regular Long

Specify even sizes 36-58 _____ size

Ladies' blazer (cut) Regular Tall

Specify even sizes 0-28 _____ size

Type or print:

Name _____ Post number _____

Member ID _____ Phone (_____) _____

Years of being a Gold Brigadier 19_____ – 20_____

Certified:

_____
Department adjutant

_____
Date

Department reminder: Fax a copy of this form to **(317) 630-1413** or email it to **membership@legion.org**, along with a copy of the list of new members signed up to National Headquarters, on or before May 31.

CERTIFICATION FORM

SILVER BRIGADE
NEW MEMBER RECRUITER AWARD

Send the completed form to department headquarters on or before the May target date. Posts should retain a copy for their records.

The following member in the Department of _____ qualifies for the Silver Brigade Award for enrolling 25 to 49 new members into The American Legion by the May target date.

Silver Brigadiers receive a silver pin and a certificate.

Name _____ Post number _____

Address _____

City _____ State _____ ZIP _____

Phone (_____) _____ Member ID _____

Number of new members enrolled (25 to 49) _____

_____
Department adjutant (signature)

_____
Date

_____
Post adjutant (signature)

_____
Address

_____
Date

Department reminder: Fax a copy of this form to **(317) 630-1413** or email it to **membership@legion.org**, along with a copy of the list of new members signed up to National Headquarters, on or before May 31.

USE ADDITIONAL SHEETS IF NECESSARY

CERTIFICATION FORM

BRONZE BRIGADE
NEW MEMBER RECRUITER AWARD

Send the completed form to department headquarters on or before the May target date. Posts should retain a copy for their records.

The following member in the Department of _____ qualifies for the Bronze Brigade Award for enrolling 15 to 24 new members into The American Legion by the May target date.

Bronze Brigadiers receive a bronze pin and a certificate.

Name _____ Post number _____

Address _____

City _____ State _____ ZIP _____

Phone (_____) _____ Member ID _____

Number of new members enrolled (15 to 24) _____

_____
Department adjutant (signature)

_____
Date

_____
Post adjutant (signature)

_____
Address

_____
Date

Department reminder: Fax a copy of this form to **(317) 630-1413** or email it to **membership@legion.org**, along with a copy of the list of new members signed up to National Headquarters, on or before May 31.

USE ADDITIONAL SHEETS IF NECESSARY

THE AMERICAN LEGION PIONEER AWARD

Post commander _____

Post adjutant _____

The American Legion has authorized issuance of a citation titled "The American Legion Pioneer Award." Your post may make nominations for this award immediately after securing a temporary charter.

This award is a way to recognize an individual who has made the greatest contribution in helping to get your post chartered and ensuring a successful operation.

You can play an important role in giving proper recognition both to the nominee and to your post. If your post would like to nominate someone, provide the information requested below and return this form to your department headquarters for certification and forwarding to National Headquarters.

_____ Post _____ located at _____

Department of _____, was chartered on_____, 20 _____

Nomination for The American Legion Pioneer Award is hereby made for _____

_____

Post _____ believes the above nominee deserves the Pioneer Award because _____

_____

_____

_____

Attest:

_____
Post commander

_____
Post name and number

_____
Address

_____ _____
Post adjutant City State ZIP

The above information is certified as correct:

_____
Department adjutant

Date _____, 20____

_____
Department

DUPLICATE FORM AS NECESSARY

CERTIFICATION FORM

100% DISTRICT COMMANDER PIN

This recognition, in the form of a specially designed cap/lapel pin and certificate, is for any district commander (or similar county or parish commander) who accomplishes 100 percent of his or her assigned membership goal anytime during the membership year.

Department adjutants may nominate their district commanders by name at any time during the membership year, and may use this form at any time to certify one or more winners.

TO: The American Legion
Attn: Membership Division
P.O. Box 1055
Indianapolis, IN 46206
Fax: **(317) 630-1413**
Email: **membership@legion.org**

Date _____

The Department of _____ requests 100% District Commander Pins for the following district commander(s) for meeting or exceeding assigned membership goals for membership year _____.

Commander	District	Number goal	Number attained

_____
Department adjutant

_____
Department

Pins and certificates will be shipped directly to the department for presentation at an appropriate ceremony.

DUPLICATE FORM AS NECESSARY

POST & DISTRICT REVITALIZATION RECOGNITION LETTER

These letters are awarded to the revitalized post and those individuals who assisted in the revitalization effort.

TO: The American Legion
Attn: Membership Division
P.O. Box 1055
Indianapolis, IN 46206
Fax: **(317) 630-1413**
Email: **membership@legion.org**

Date _____

The Department of _____ requests a "welcome back" letter for Post _____.

Name of individual(s) who assisted in the revitalization of this post:

_____

_____

_____

_____

_____

_____

_____
Department adjutant

_____
Department

Letters will be sent directly to the department for presentation at an appropriate ceremony.

DUPLICATE THIS FORM AS NECESSARY

CERTIFICATION FORM

NEW POST DEVELOPMENT PIN

This recognition, in the form of a specially designed cap/lapel pin, is for any individual who assists in starting a new American Legion post.

Department adjutants may nominate these individuals by name at any time once the temporary charter has been submitted.

TO: The American Legion
Attn: Membership Division
P.O. Box 1055
Indianapolis, IN 46206
Fax: **(317) 630-1413**
Email: **membership@legion.org**

Date _____

The Department of _____ requests New Post Development Pins for the following individual(s) for assisting in the development of Post _____.

Name of individual(s) who assisted in starting this new post:

_____

_____

_____

_____

_____

_____
Department adjutant

_____
Department

Pins will be shipped directly to the department for presentation at an appropriate ceremony.

DUPLICATE THIS FORM AS NECESSARY

RECONNECT

A "Reconnect" is a DoD initiative meant to "reconnect" our country with its military. A reconnect effort is any face-to-face communication between military installations and American Legion posts, districts/counties or departments to showcase their many programs and services. Departments that do not currently report their reconnect efforts are strongly encouraged to do so. A minimum of 100 points will be awarded for each reconnect effort until June 30. Additional points may be awarded for more complex efforts lasting multiple days, involving other entities and demonstrating additional programs or services. A maximum of 5,000 points may be awarded to each department in a single membership year. Reconnect efforts dated July 1 or later will be have those points applied towards the next year's awards points totals.

TO: The American Legion
Attn: Membership Division
P.O. Box 1055
Indianapolis, IN 46206
Fax: **(317) 630-1413**
Email: **membership@legion.org**

Date _____

The Department of _____ certifies that the following (post/district/county) have participated in the following Reconnect event(s):

_____

_____

_____

_____

_____

_____

_____

_____
Department adjutant

_____
Department

DUPLICATE THIS FORM AS NECESSARY

CERTIFICATION FORM

POST MEMBERSHIP RETENTION AWARD

The Post Membership Retention Award is for posts that meet the minimum number of members to maintain a charter within their respective department. Any post that achieves a renewal rate of at least 90% by the May target date will qualify for this award.

TO: The American Legion
Attn: Membership Division
P.O. Box 1055 Indianapolis, IN 46206
Fax: (317) 630-1413
Email: membership@legion.org

Date _____

Posts will receive the following award based on their percentage by the May target date:

The Department of _____ submits the following posts for the Post Membership Retention Award:

Legal name of post/post number Percentage as of May target

Legal name of post/post number	Percentage as of May target

_____
Department adjutant

_____
Department

DUPLICATE THIS FORM AS NECESSARY

THE AMERICAN LEGION
P.O. Box 1055
Indianapolis, IN 46206
1-800-433-3318
legion.org

Connect with The American Legion

Artwork # 47MEM0624