



The American Legion District/County/Metro Area Revitalization Procedures



Timeline/ Schedule of Events

- Department determines need and invites National Staff – dates are set for event, travel arrangements made.
- Contact made to primary point of contact of location.
- Home Base location identified for 2 – 4 day event.



Verbal Consent Resolution

NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
INDIANAPOLIS, INDIANA
OCTOBER 13-14, 2010

Resolution No. 14: Affirmative Consent For Transfer

Origin: Internal Affairs Commission

Submitted by: Internal Affairs Commission

WHEREAS, The American Legion since 1919 has been an organization of volunteers tied together by four pillars of service; and

WHEREAS, The American Legion since 1919 is an organization where members are required to sign volunteer consent for membership; and

WHEREAS, The American Legion is a grass roots community based organization with a focus on veteran's service on a voluntary basis; and

WHEREAS, The American Legion encourages individuals to become members of the post that they desire and that can best serve both that individual's preference and the overall goals and objectives of The American Legion; and

WHEREAS, The current, long standing policy of The American Legion is that an individual member has the right of affirmative consent concerning his or her membership affiliation with their American Legion post; and

WHEREAS, The strength of The American Legion lies with its individual members and their dedication and devotion to their selected American Legion post; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion in regular meetings assembled in Indianapolis, Indiana, on October 13-14, 2010, That before a membership transfer occurs there must be a Member Data Form 30-001 (attached) provided to National Headquarters, signed by a member or certified by a post commander or post adjutant, where member has given his or her oral permission to be transferred.



Timeline/ Schedule of Events

- Ensure availability of service officer during event.
- Department/District to ensure all posts in area made aware of event and volunteers from each post should participate and that they will allow phone transfers.
- National staff member request listings/data of Expired, DMS Expired, HQ Post and DMS-Admin info from Legion IT.
- National staff to prepare postcards to mail to all current/former members prior to event.



Member Listings

- Sample Listing

10/17/2013

DEPARTMENT OF LOUISIANA HQ POST #401 ACTIVE MEMBERS IN SELECT ZIP CODES

| ID# | LAST DEPT/POST | LAST PDYR | F NAME | MI | L NAME | ADDRESS | CITY | ST | ZIP | ZIP4 | PHONE# | BOS | WAR ERA | CTYR | UN | NOTES |
|-------------|----------------|-----------|---------|----|-----------|-----------------------|--------|----|-------|------|--------------|-----------------------|---------|------|----|-------|
| 204481787 | LA POST 0401 | 2014 | Calvin | | Burmaster | 227 Ocean Ave. | Gretna | LA | 70053 | 4724 | | US Marine Corps | Vietnam | 3 | | |
| 204185338 | LA POST 0401 | 2014 | Ernest | G | Chachere | 938 Franklin Ave. | Gretna | LA | 70053 | 2224 | 504-362-9129 | US Navy | WWII | 4 | | |
| 200213437 | LA POST 0401 | 2013 | Russell | | DiMarco | 309 Gretna Blvd. | Gretna | LA | 70053 | 4911 | | US Army | Vietnam | 3 | | |
| * 203443371 | LA POST 0401 | 2014 | Joseph | F | Falcone | 125 Willow Dr. | Gretna | LA | 70053 | | 504-324-4747 | US Army | Vietnam | 8 | | |
| 203981254 | LA POST 0401 | 2013 | James | F | Jones | 3107 Huey P Long Ave. | Gretna | LA | 70053 | 7011 | 504-367-6479 | US Air Force | Korea | 4 | | |
| * 203429047 | LA POST 0401 | 2014 | John | | Jones | 32 Willow Dr. | Gretna | LA | 70053 | 4859 | 504-361-0398 | US Navy | Vietnam | 8 | | |
| 203878463 | LA POST 0401 | 2013 | Glenn | E | Mitchell | 304 Amelia St. | Gretna | LA | 70053 | 5323 | 504-366-6030 | US Army | Vietnam | 4 | | |
| 202326065 | LA POST 0401 | 2013 | Oscar | W | Mykleby | 105 N. Randall Ct. | Gretna | LA | 70053 | | 504-367-7068 | US Navy | WWII | 12 | | |
| * 204390045 | LA POST 0401 | 2014 | Michael | C | Smith | 301 Amelia St. | Gretna | LA | 70053 | 5322 | | US Navy | Vietnam | 3 | | |
| 201611968 | LA POST 0401 | 2014 | Richard | | Stigers | 159 Creagan Ave. | Gretna | LA | 70053 | 7005 | | US Army | Vietnam | 11 | | |
| * 101562656 | LA POST 0401 | 2014 | Wilfred | | Wilson | 419 Amelia St. | Gretna | LA | 70053 | 5324 | | Unknown Branch of Svc | Korea | 30 | | |



Postcard Mailed Prior to Event



THE AMERICAN LEGION
AWARENESS CAMPAIGN



THE AMERICAN LEGION
AWARENESS CAMPAIGN



THE AMERICAN LEGION
AWARENESS CAMPAIGN



THE AMERICAN LEGION
AWARENESS CAMPAIGN



Text on Postcard

COMMUNITY SERVICE TO VETERANS EVENT

- **Art Semro Post 28**
- **276 8th Avenue, NW**
- **Ephrata, WA 98823**
- Service Officer available to answer VA claims questions:
 - --June 2nd & 3rd, 10 am – 5 pm
 - --June 4th, Noon – 5 pm
- Contact: Mike Montaney
- 509-989-4417/mmontaney@gmail.com



Email Blast

Military veterans in and around the Central Washington State area are invited for a special service session hosted by the Washington American Legion at the Art Semro American Legion Post 28 located at 276 8th Avenue, NW, in Ephrata, WA 98823.

State and District teams from The American Legion will be in town to discuss veteran's benefits and service to the community.

All wartime veterans in these areas are invited to the event to learn more about The American Legion and veteran benefits. Membership and veteran information staff will be available from 10 am to 5 pm on Friday and Saturday, June 2nd and 3rd, and Noon to 5 pm on Sunday, June 4th along with members of American Legion Posts in the area to kick off this community and veteran service campaign.

A Veteran Service Officer will also be available on all three days for all area veterans with claims or other veteran-related questions.

Contact: Mike Montaney, 509-989-4417 or

mmontaney@gmail.com



Press Release

FOR IMMEDIATE RELEASE

American Legion Posts to Help Central Washington State Communities

INDIANAPOLIS (May 22, 2017) – Military veterans in and around this region are invited for a special service session at the Art Semro American Legion Post 28 located at 276 8th Avenue, NW, in Ephrata, WA 98823. National and state teams along with local post members from The American Legion will be in town to discuss veterans' benefits and service and kick off this community and veteran service campaign within the community.

All wartime veterans in this area are invited to Post 28 to learn more about The American Legion and veteran benefits. Membership and veteran information staff will be available on June 2nd and 3rd from 10 am to 5 pm and on June 4th from Noon to 5 pm.

A county veteran service officer will be available on all three days to assist all area veterans with claims or other veteran benefit related questions during these times.

In keeping with the 98-year tradition of The American Legion, the rejuvenated American Legion posts in this area will focus on community service and assistance to veterans. The scope and nature of the posts' community service will be determined by its members and inputs from local civic and community officials.

Since its inception in 1919, The American Legion has been a key advocate for veterans' benefits, patriotic American values, instilling values in young people through numerous programs and a strong national defense with focus on quality-of-life issues for those serving in today's armed forces.

**Contact: Mike Montaney, 509-989-4417,
mmontaney@gmail.com**



Timeline/ Schedule of Events

- National staff to prepare Press Release to have Media & Communications disseminate to all media outlets in event area.
- National staff ships membership materials, specifically Member Data Forms, and other recruiting material.
- Once on site, “Meet & Greet” the evening before or day of event to go over ground rules.



Timeline/ Schedule of Events

- If phone numbers were not looked up previously, have phone books or Wi-Fi on hand to do so. (anywho.com/411.com)
- Ensure callers have cell phones AND chargers.
- Provide DMS Transfer Phone Script with listings to volunteers.
- Ensure volunteers know how to fill out Member Data Form **in its entirety.**



Phone Script

“Hello, I’m _____
_____ from American Legion (*Post, District, Department, etc.*) here in the area. We are contacting members of our department (State) Headquarters Post who live in this area.

“Are you _____? You should have received a postcard (and an e-mail if there’s an asterisk in left hand column) about a week ago that we would be in the area working membership. The reason we are contacting you as a Headquarters Post member is to see if you would be interested in transferring your membership into an active post in your community. This way, the dues you pay next year and beyond will stay and help support the community in which you live.”

“We can make the transfer verbally over the phone; all we need is your approval to do so.”

If the member is interested in transferring, complete the Member Data Form, confirming their mailing address, branch of service and war era. If possible, capture their birth date and e-mail address.

In the Member Signature block, print: *Verbal approval as per member.*

National Staff member or Department, District or Post officer will sign all MDF’s upon completion. Give all MDF’s to National Staff Member before you leave each day. Originals will go back to National to process.

Tell them what their dues amount will be when they renew for 2018 and that they should mail to their new post, not Indianapolis or Department. Provide them with that mailing address. Some dues may be less than HQ dues amount, which is a good selling point.

Advise member that they will need to provide their eligibility paperwork (DD-214 or discharge papers) as soon as possible to the post they are transferring into. If they need help with obtaining their paperwork, have them contact a Department Service Officer (DSO).

Give the member the address for the post, the meeting time and date and point of contact.

Remind the member of the DSO availability on all three days this week to work on any VA issues they may have, including starting claims. Thank member for his/her time and cooperation.



TYPICAL CODES FOR PHONE CALLS/DOOR-TO-DOOR VISITS

| | |
|-------|--|
| LVM = | Left voice message |
| LMP = | Left message person |
| TFR = | Transfer and Post # |
| NA = | No Answer/No Machine |
| NI = | Not Interested |
| WN = | Wrong Number (cross out number on list) |
| DEC = | Deceased |
| CB = | Call Back (make sure you indicate WHEN to call back) |
| LP = | Left Packet (at door – NEVER in mail box—illegal) |
| WA = | Wrong address |

There will be other situations that we don't have a code for. Just put as much info as you can pertaining to the phone call in right hand column.



Timeline/ Schedule of Events

- National Staff will be able to do transfers at the event. New cards will be generated every Thursday.
- Door-to-door knocking to expired members, if able to.
- Ensure local authorities know we are going to contact our members.
- MapPoint or plot on map addresses in conjunction with using GPS for best practices.
- Military Outreach with any component if there's an opportunity.
- Build packets for leave behind:
 - Why You Should Belong
 - This Is The American Legion
 - Membership Applications
 - Member Data Forms
 - Post/Department newsletter



After the Event

- NHQ: Will send follow-up letter indicating transfer has been processed and information about their new post. If necessary, info detailing follow-up “meet and greet” will be included in this letter.
- Departments & Districts to ensure Posts reach out to these newly obtained members immediately!
- DMS members will count on the National Membership Report.



Follow-up Timeline

- Messages will be left and calls will be returned. Ensure they are handled just as at the event. However, transfers are to be processed normally through DHQ.
- Continue to work listings left with posts and/or districts.



Recognition and Awards

- Who to recognize?
Volunteers!
- Why do we recognize?
- How to recognize?
- Do certificates of appreciation upon return from event.