



The American Legion District/County/Metro Area Revitalization Procedures



Timeline/ Schedule of Events

- District Cmdr. or Vice works with Department to determine need. Department invites National Staff – dates are set for event 6-8 weeks out.
- Primary point of contact is District Commander or Vice
- Home Base location identified for 2 – 4 day event.



Timeline/ Schedule of Events

- Ensure availability of Service Officer during event.
- District and Department to ensure all posts in area made aware of event and volunteers from each post should participate.
- 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 names a week prior to event.



Postcard Mailed Prior to Event



THE AMERICAN LEGION

AWARENESS CAMPAIGN



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Text on Postcard

VETERAN AWARENESS CAMPAIGN

--June 30-July 1, 2015

10 am – 5 pm

--July 2, 2015 10 am to 3 pm

--American Legion Post 341

--Townhouse Inn-Basement

1411 10th Ave. South

Great Falls

--Service Officer Available:

ALL THREE DAYS

--Contact: Hal Rice, 406-899-4368

hrice@legionpost341.org



Email Blast



THE AMERICAN LEGION

Awareness Campaign

Dear Wendell King,

Military veterans in and around Wewoka are invited next week for a special service session at American Legion Post 122, located at 209 N. Wewoka Avenue; Wewoka.

State Headquarters staff and local members 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 American Legion Post 122 to learn more about The American Legion and veteran benefits. Membership and veteran information staff will be available on Thursday, May 26th through Friday, May 27th from 9am-5:00pm along with members of local American Legion Posts in the Fourth District to kick off this community and veteran service campaign.

A Veteran Service Officer will be on hand to assist any veteran with benefit questions, grant information, and VA registration.

Contact: Donald Kuntze at 405-823-8979 or sr.vice@coxinet.net



Press Release

The American Legion



NATIONAL HEADQUARTERS P.O. BOX 1055 INDIANAPOLIS, IN 46206-1055
(317) 630-1321 Fax (317) 630-1413

For God and country

FOR IMMEDIATE RELEASE

The American Legion to Help Ardmore Area Veterans

INDIANAPOLIS (April 27, 2016) – Military veterans in and around Ardmore, OK and surrounding areas are invited next week for a special service session at the following location:

**American Legion Post 65
301 N. Washington
Ardmore, OK 73402**

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

All active duty, National Guard, Reserve and wartime veterans in the area are invited to learn more about The American Legion and veteran benefits. Membership and veteran information staff will be available on Friday, May 6th from 9am-5pm along with members of American Legion Posts in Ardmore and surrounding areas to kick off this community and veteran service campaign.

A Veteran Service Officer will also be available to assist all area veterans with claims or other veteran-related questions during this time.

In keeping with the over 96-year tradition of The American Legion, the rejuvenated American Legion posts in these areas 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.

-more-



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Press Release

Veterans 2-2-2-2-2

Since its inception in 1919, The American Legion has been a key advocate for veterans' benefits, children & youth, patriotic American values, a strong national defense and quality-of-life issues for those serving in today's armed forces.

The organization, which spearheaded the original GI Bill, has been advocating reform of the veteran's health care system under its GI Bill of Health. Creation of the federal forerunner of the Department of Veterans Affairs as well as the agency's ascent to cabinet-level status is due in part to The American Legion's advocacy. The American Legion was also instrumental in the establishment of the Veterans Home Loan, veterans hiring preference and just compensation to veterans suffering from illnesses related to their military service, including those whose ailments stem from exposure to Agent Orange and mysterious Persian Gulf origins.

Equally aggressive are The American Legion's efforts to instill values in young people through numerous programs, including American Legion Boys State, American Legion Boys Nation, Junior Shooting Sports, the National High School Oratorical Contest, American Legion Baseball, Teenage Suicide Prevention, and Child Health. The American Legion has supported Scouting since 1919. Many American Legion posts also support Junior ROTC high school units, fund-raising for handicapped children, and partnerships with other nonprofit organizations such as Special Olympics.

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Contact: Donald Kuntze at 405-823-8979 or sr.vice@coxinet.net



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, and other recruiting material for use on site.
- Once on site, training is conducted the evening before or morning of event.



Timeline/ Schedule of Events

- If phone numbers were not looked up previously, have phone books or Wi-Fi on hand to do so.
(411.com/anywho.com/
whitepages.com)
- Ensure callers have cell phones and chargers.
- Provide door knocking teams with expired listings & MapPoint directions
- Ensure volunteers fill out Member Data Form **in its entirety.**



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.



“DMS/HQ POST VERBAL TRANSFER 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 letter (and an e-mail if * 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.

- **If our data tells us they’re not paid for 2016 yet, ask them if they recently sent in their 2016 membership dues. If not, tell them what their dues amount will be when they renew for 2016 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

- Door-to-door knocking to expired members.
- MapPoint or plot on map addresses in conjunction with using GPS
- Military Outreach with any component if there's an opportunity.
- Build packets (or have doorknockers) to leave behind with post's contact information:
 - Why You Should Belong
 - Membership Benefits
 - Membership Application
 - This Is The American Legion



After the Event

- NHQ: Will finish processing transfers, send new card and follow-up letter indicating transfer has been processed and information about their new post. If necessary, info detailing follow up event will be included in this letter.
- Departments & Districts to ensure Posts reach out to these newly obtained members immediately.



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!
- HQ will send certificates of appreciation upon return from event.
- Present at post/district meeting or other function (membership roundup)



Post Membership Success

Develop a Post Membership Committee/Team

- Divide up the work...assign *specific* responsibilities
- Involve the entire membership and make membership a continuous Legion Family project
 - Legion
 - Auxiliary
 - Sons
 - Riders



- Post Officers must commit to meeting expectations
- Organize a *motivated* committee
- Have a *written Action Plan*
- Align post goals with Plan for Sustained Growth
- Engage to Retain
- Reward successes



QUESTIONS?

American Legion
Membership Division
PO Box 1055
Indianapolis, IN 46206
317-630-1321
membership@legion.org