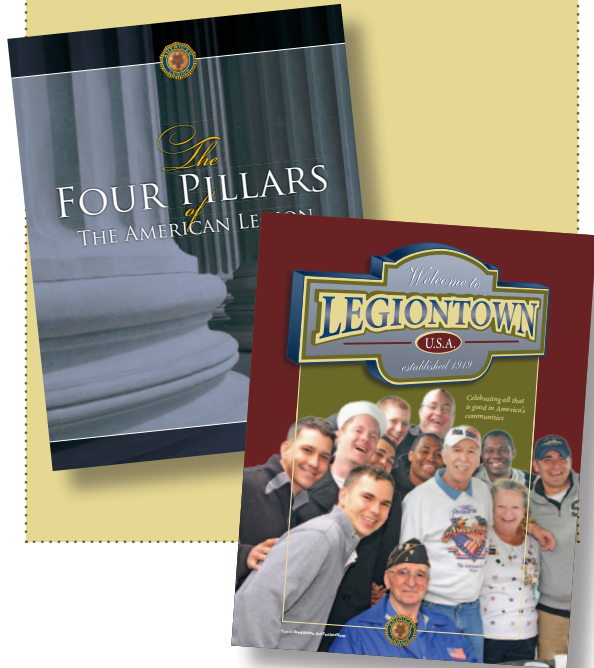


## The Outreach Centerpiece

A new publication that illustrates the range of services provided to communities across the nation is available for your use in showing the citizens of your town how Legionnaires are still serving America. The booklet, "Legiontown U.S.A.," is available in quantities for you to distribute in executing your local campaign. A companion booklet, "The Four Pillars of The American Legion," explains the principles upon which our organization was founded and the advocacy of The American Legion for a strong national defense, veterans affairs, children and youth, and Americanism.



## Materials/How to order

Both booklets may be ordered from national headquarters either by mail, phone or email. Guides on how to conduct a Veterans Service Day, A Day to Remember, Community Covenant, and Disaster Preparedness events are also available.

Send mail requests to:

The American Legion National Headquarters  
P.O. Box 1055  
Indianapolis, IN 46206  
Attn: (Public Relations Division)

Email: [pr@legion.org](mailto:pr@legion.org)

Telephone: (317) 630-1253



THE AMERICAN LEGION

P.O. Box 1055  
Indianapolis, IN 46206  
[www.legion.org](http://www.legion.org)



## Legiontown U.S.A.

*How to make your town a Legiontown*



THE AMERICAN LEGION



## The Mission

The National Executive Committee, meeting in Indianapolis May 6 - 7, 2009, approved Resolution 11 encouraging Legionnaires to take the lead in their respective communities and make their town an official "Legiontown." It also set September 16 – in commemoration of the day The American Legion was chartered by Congress – as The American Legion Day, to mark the beginning of a three month period to promote the organization and the good work done to aid America's veterans, their families and the communities in which American Legion posts are resident.

## The Campaign

Making your town a Legiontown can begin on American Legion Day with a ceremony involving city leaders and the public with events and activities continuing through November. Every community interaction is an opportunity to educate the public about the Four Pillars of The American Legion and the services provided by your post. Other opportunities might include a Veterans Service Day, Disaster Preparedness Education, Halloween Safety, Heroes to Hometowns troop support events, and other opportunities that directly involve members of your community.



## The American Legion Day

Across America, posts are encouraged to obtain a proclamation making September 16, "American Legion Day," signed by the city or town mayor/manager. Departments can obtain a similar document from their governor. Invite the media to cover post events that celebrate and highlight your post's programs and the Four Pillars of The American Legion. A post open house, charity fundraiser, disaster preparedness demonstration/lecture, 5k American Legion Run for the Legacy Scholarship Fund, or other community awareness activity on American Legion Day will enable the community to recognize and support your post's service. In keeping with the theme, events should be family friendly with invitations to the local military community including active duty, Reserve and National Guard members and their families.

A proclamation template that can be used by your post can be downloaded at [www.legion.org/legiontown](http://www.legion.org/legiontown).

## The American Legion Community Covenant

At the 91<sup>st</sup> National Convention of The American Legion, our national commander, along with all department commanders; the chairman of the Joint Chiefs of Staff; the commander, U.S. Central Command; a general representing the National Guard Bureau; and the chief of the U.S. Army Reserve, signed The American Legion Community Covenant. Representing communities across the United States, Miss America 2009 signed the pact, along with two members of Congress.

The covenant reaffirms the commitment Legionnaires made in 1919 to take care of all veterans and their families. We pledge to continue to develop and foster effective state and community partnerships to improve the quality of life for current and future veterans and their families.

The American Legion Community Covenant should be tailored to the post level, with signing ceremonies involving city, business, and civic leaders on or near American Legion Day, this year and every year, recognizing the strength gained by the partnership of The American Legion post and the support of the local community. Complete information, including covenant kits with ideas, documents and other materials are available at [www.army.mil/community](http://www.army.mil/community).



## The Payoff

A successful three month Legiontown campaign should ideally end in November, "membership retention month." The payoff from all the great exposure in your community will be a growth in membership. The American Legion Day begins the process that will garner recognition awards for your post membership team's accomplishments on The American Legion birthday celebration in March.