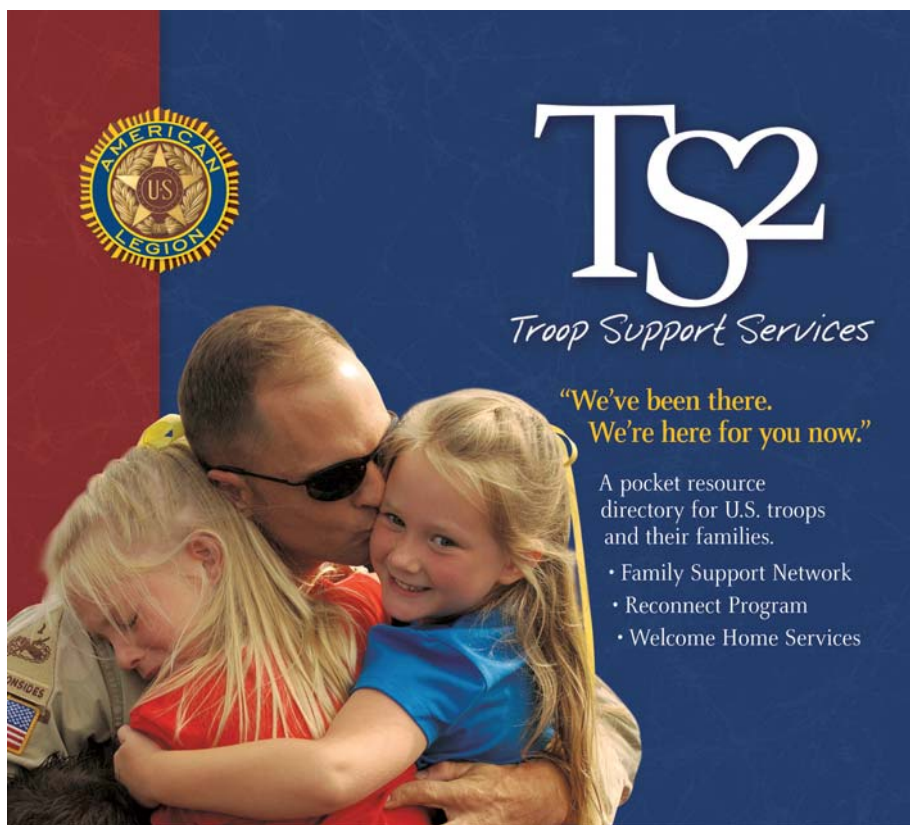


# The American Legion

“TS2”

## Troop Support Services



## Post Program Guide

April 2005

## PURPOSE

This guide provides commanders and other American Legion leaders with practical ideas to develop and enhance troop support services in their communities.

As the war on terrorism continues, the number of National Guard and Reserve units deployed will continue to increase. Many families unaccustomed to long separations will suddenly find themselves coping with an array of small problems that can become overwhelming.

As veterans and veteran advocates, The American Legion family knows from experience just how valuable a helping hand can be when it seems there is nowhere to turn.

An American Legion post can be an oasis to a young family suddenly thrust into a long deployment of a husband, wife, mom or dad. Legionnaires can offer that helping hand, an anchor of hope and service that will never be forgotten.

## MISSION

The American Legion's TS2 program stands for Troop Support Services and unites three programs – Family Support Network, Reconnect and Welcome Home services – to provide a full continuum of Legion support, from basic training to post-war assistance, at the local post level. The three multi-faceted programs aim to reach military personnel at all stages of their experience. TS2 is an umbrella under which the three programs can – and do – take many shapes and forms, depending on their local needs. A pocket resource guide condenses and defines services of particular importance, providing phone numbers and Web sites to support the troops and families during and after deployment. Every activated member of the armed forces should have one, not only for the practical value it provides but also to illustrate to future veterans the importance of continuing to serve in an organization like The American Legion.

## OBJECTIVES

The American Legion Troop Support Services (TS2) exist because Legionnaires understand the meaning of comradeship and the importance of morale in mission accomplishment.

The TS2 program has four objectives:

1. Distribute a TS2 Pocket Resource Guide to every servicemember in your area.
2. Engage and coordinate local support programs.
3. Publicize support programs by working with local media through publicity drives, coordinating events, and elevating public awareness.
4. Recruit veterans as new members to help sustain troop support programs.

## CREATING A POST TS2 TEAM

Did you ever have a pipe burst on a Sunday night, call a plumbing service and get a recording to call back in the morning? Or did you get through to an operator who paged a plumber who called you back in minutes and was there to fix the pipe shortly thereafter?

Of the two, your future plumbing business would likely go to the latter company.

The same concept applies to any organization that advertises its support for the troops and their families. If an American Legion post is truly committed to serving those who serve, the establishment of a Post TS2 Team can be an enormously valuable asset.

Just as the military is on duty 24/7, their families should know that a local American Legion post is likewise available to help, no matter the time of day or night. A post TS2 team can work out a duty roster and share “first-responder” responsibilities so all hours are covered in case a military family has an emergency.

An American Legion Post TS2 team can be comprised of as many members as there are volunteers to provide support services. The team should include American Legion Auxiliary members and Sons of The American Legion volunteers.

Based on calls that have come into the Family Support Network hotline at National Headquarters, a team can expect calls to provide:

- Transportation assistance
- Baby sitting to accomplish chores
- Temporary Financial Assistance
- Grass cutting, snow shoveling, minor repairs
- Help with a disabled vehicle
- Major repairs (including finding a contractor willing to assist)
- Emotional support
- Unique situations

The fact that your post has assembled a TS2 Team is newsworthy and can help garner publicity in getting contact information out into the community. The post public-relations officer can pitch the story to area media contacts.

Providing recognition for employers of members of the National Guard and Reserves is important as unit deployments are extended more often. Public recognition of local businesses that maintain employee benefits for citizen soldiers while serving on active duty deserves public recognition that your post can provide.

**Total Troop Support includes the servicemember, the spouse, and children and requires ongoing communication ultimately culminating in American Legion membership.**

# AMERICAN LEGION TROOP SUPPORT PROGRAMS

## Reconnect

Post members must reacquaint themselves with today's highly-trained, technologically-savvy, modern warriors to gain an appreciation for their capabilities as well as their needs.

The Reconnect program affords this opportunity while providing young servicemembers direct contact with veterans of past war eras – Legionnaires. It is the best way to establish a rapport with those who are wearing our uniforms today.

First, set up an appointment with the local unit(s) commanding officer(s). Present a briefing on American Legion Troop Support Services and offer to help. **It is important to not pitch membership at all while providing service.** When young servicemembers get to know the Legion and understand all that it offers, they will join. However, membership solicitation at military installations is not permitted. Remember, service first, membership later.

Second, work with the commanding officer to set up a date to have Legionnaires accompany the troops on a field exercise. There is nothing more rewarding than seeing today's military in action. The one-on-one interpersonal communications with them in such a situation is invaluable in building an understanding and relationship that will solidify your post in their minds. It will also amaze post members at how far the armed forces have advanced in technology and training since we were there.

Besides, it's fun, rewarding, and good for the post and The American Legion.

## Family Support Network

This is where the pedal hits the metal, where the post directly supports the families of deployed personnel.

Nationally, The American Legion Family Support Network hotline began taking calls from families of servicemembers serving during the first Gulf War in 1991. Since then, thousands of requests for help have been processed.

The toll-free number for the hotline and the e-mail address is promoted in American Legion publications and every available media opportunity.

**1-800-504-4098**  
**familysupport@legion.org**

Requests received from anywhere in the world at The American Legion call center in Indianapolis are routed to the appropriate departments and then to the nearest American Legion post for contact and assistance. Military families frequently need help with minor repairs, household emergencies, babysitting, transportation, or simply emotional support.

The best kind of family support, however, comes from the local post for local servicemembers. A ready TS2 team can respond almost immediately to families in need. Spread the word about your post's team in your community. Distribute TS2 Pocket Resource Guides to Guard and Reserve armories and Reserve Centers in your area. **Be sure you affix your post's TS2 contact information label on each guide.** Be available, accessible, and understanding.

## **Temporary Financial Assistance**

Frequently, a family becomes strapped for rent money and desperate between military pay periods. If your post is unable to financially assist a military family with young children at home, cash grants are available through The American Legion's Temporary Financial Assistance (TFA) program.

When local resources have been exhausted, TFA can help those families facing hardships due to military service. TFA grants can help cover the costs of shelter, food, utilities and minor medical expenses when parents are unable to do so, thereby providing the child or children a greater stability at home.

Applications for TFA are obtained and submitted through your Department Children & Youth Chairman or your Department Adjutant.

## **American Legacy Scholarship Fund**

Every American Legion post plays an important role in ensuring that the children of military personnel killed in action since Sept. 11, 2001, will have access to quality education. By raising money for the scholarship fund, your post sends a public signal loud and clear to military families, the general public and service personnel, that The American Legion will be there if they or their buddies lose their lives during the war on terrorism.

This is a tremendously important public service that few citizens would ignore if given the opportunity.

"A dollar for the kids" drive can be a good way to raise scholarship funds at American Legion information booths set up virtually anywhere with appropriate signage. The Blue Star Salute initiative of The American Legion includes a fundraising element that uses Legacy Cards in conjunction with local retail merchants. Anyone who contributes at least a dollar or more during a cash register transaction can fill out a card with their name to be posted in the store to show their support of children of fallen military personnel in the war on terrorism. The Blue Star Salute event-planning guide has more information. Legacy Card kits may be obtained through the Children and Youth Division at National Headquarters.

All proceeds contributed to the fund go directly into scholarships. All administrative costs are borne by The American Legion.

## **Blue Star Service Banners**

Since Sept. 11, 2001, American Legion posts have spearheaded the return of Blue Star Service Banners to recognize honorable military service of a family member. Posts throughout the country have provided thousands of the banners since the attacks.

As the war makes new veterans every day, it is important to remind citizens of the sacrifices being made by their neighbors in defending our country. The presentation of a Blue Star Service Banner to the family of a deploying servicemember serves as a symbol of honor and sacrifice to the community that someone in that family is serving America in uniform during this war. It is the kind of service that will never be forgotten by those who receive the banners.

A public presentation to a group of families is a newsworthy event that will be covered by the media.

## **Blue Star Service Flags**

In addition to recognizing with certificates and plaques, companies and businesses that have employees deployed as members of the National Guard or Reserves, consider presenting them with a Blue Star Service Flag.

If the company has a flagpole flying the Blue Star Service Flag below Old Glory tells the public that the business is committed to supporting its citizen soldiers in winning the war on terrorism.

Recognition works for individuals and corporations as well.

Banners, flags, and other Blue Star items are available through National Emblem Sales:

**(888) 453-4466** or online at **Emblem.legion.org**.

## **Welcome Home Services**

Once the troops return, our services are needed more than ever. The post should schedule Welcome Home events for the troops and their families at a time convenient for the units and troops.

Many service members return home from deployment and are not properly advised of the benefits and services available to them from the Department of Veterans Affairs and other federal and state agencies such as employment, medical and home loans. Our service officers need to get involved and provide assistance.

A larger task is to provide assistance and follow-up to severely disabled and their families on their transition from military service into your community. We cannot lose track of these service members and we should always be there for them by using existing VA systems and the newly created US Army Disabled Soldier Support System (DS3).

## **Whatever it takes**

Your post is the heart and soul of The American Legion. No one is in a better position to evaluate and respond to the needs of U.S. military service personnel and their families in your area than you and your TS2 Team.

Legionnaires have the experience, knowledge and leadership ability to get things done for our comrades in uniform. Your relationship with the community can energize a public coalition of government, civic and business professionals to respond to any specific need of military families. All they require is a plan and a proposed solution.

An American Legion Post TS2 Team can do that. Harness your military training and civilian experience to provide services our troops and their families need.

As long as we remain a nation at war, The American Legion will be there for our troops.

Remember, service equals membership.

## **Reaching out to Military Families (Marketing your post)**

Now that your post has assembled a TS2 team, how do you get the word out to those who need support that you are “online” and ready to be there when they need help?

Develop a communications plan to reach out to military members and their families while in the process, informing the public of your post’s advocacy.

The plan should include:

- Liaison with local military installation, National Guard Armory or Reserve Center Commanding Officers or designated point of contact.
- Schedule the distribution of The American Legion pocket resource guide.
- Public announcement of the formation of your post’s TS2 Team and its purpose. This should include a full media advisory and press conference or media availability if planned carefully.
- Letters to the editor in local newspapers.
- Public service announcement copy that can be read by local radio station personalities.
- Design a small flyer that can be placed on bulletin boards at the post office, grocery stores, etc.

- Pitch a post spokesperson to local television and radio talk shows to discuss troop support and your American Legion Post's TS2 Team.
- Booths at shopping malls, high traffic areas.

The more creative you make your post's outreach efforts, the more likely they are to gain interest and momentum in media coverage and support. The more people know about your TS2 team, the more sources will be available to military families.

## **Develop a Community Coalition**

Most emergencies encountered by families of deployed military members can be resolved by your post's TS2 team. However situations will arise where the needs of the family transcend the ability of the TS2 team to help.

As a representative of the nation's largest military veterans organization, your American Legion Post is best prepared to organize and lead a coalition of community resource groups to address and resolve most any situational need of troops and their families.

After forming the TS2 Team, set up appointments with the mayor and city government officials, the president of the chamber of commerce, local broadcast stations and other civic and fraternal organizations. Set up a council of individuals from each body that can be called together in times of specific troop support needs.

As an example, in the event a fire partially destroys the home of a family of a deployed servicemember, the council can raise money, provide volunteer labor to repair the damage and perhaps even obtain low interest loans through local banks. The type of aid is only limited by the talents of the council membership.

Conducting a major community event is another method to energize the community and assemble a coalition. The American Legion Blue Star Salute – An Armed Forces Day Celebration event planning guide provides complete information for planning and holding a community event in support of troops, their families and businesses that stand by them. The guide is available on the Internet at [www.legion.org](http://www.legion.org). Click on the public relations tab, then choose event planning.

Remember to report all troop support activities of your Post's TS2 Team to the Department of Defense's America Supports You website at: <http://www.americasupportsyou.mil/>.

Leading your community in support of our troops is a task given to us in the Preamble to The American Legion Constitution: "To consecrate and sanctify our comradeship by our devotion to mutual helpfulness."

## **The Servicemember**

Our successor, our comrade, our new Legionnaire.

He or she is the future of our organization. Today's citizen soldiers, sailors, airmen, Marines and Coastguardsmen are serving America during a time of unprecedented warfare. The stresses of combat, lengthy deployment, and safety of family back home all impact morale and fighting effectiveness.

An American Legion post can significantly and positively impact the morale of those brave young people serving in uniform from our own communities.

Most of us have heard of the expression, "cradle to grave." An effective American Legion post can establish a relationship with a servicemember that can follow them from the day they take the oath of the armed forces until the moment they leave for Post Everlasting.

Communication is the key.

There are many ways to stay in touch with the troops.

- Adopt a unit, ship, or squadron. Individual members can adopt individual servicemembers.
- Present them and their families with certificates of service and Blue Star items.
- Maintain Internet e-mail contact with them while deployed. Invite them to the post to share their experiences. Present gift of appreciation. Introduce them to the Post Service Officer.
- Send them DVDs with personal greetings, movies, games, etc.
- Send them CDs of music they might enjoy, along with a CD player (that a sponsor might donate).
- Send them "care packages" to lift morale and improve welfare.
- Provide community-relations packages for troops to distribute to children where they are deployed, i.e., school supplies, toys, games, books, etc.
- Send photos of community events held with their families.
- Establish an American Legion "Blue Star Family" group at your post; host dinners and programs to assist those left behind.
- Work with schools to have children write personal letters of support and mail to the troops from your hometown unit.
- Coordinate Legion presence with unit commanders to be present for return of troops from deployment; schedule appropriate homecoming festivities with Legion Family in a few weeks.
- Send them pre-paid phone cards in the name of your post (always a hit).
- Be creative in developing new and entertaining ways to stay in touch with the troops and their families.
- Ensure each member has a copy of the American Legion TS2 pocket resource guide.

## **Community Programs for Troop Support**

In communities across America, groups of citizens are actively engaged in programs to help troops. Some are sewing quilts, some are collecting money to send them sunglasses, others hold meetings just to come together to relieve the stress of deployments. No single activity is better or worse; all serve the purpose of supporting American military personnel and their families, all are magnificent tributes to the spirit of our nation.

However, American Legion posts have a special connection with today's military that can energize communities and harness the synergy of the town to create highly visible and motivational events.

The Blue Star Salute – An Armed Forces Day Celebration is one example that combines a number of objectives. It recognizes and presents awards of appreciation to local military members and their families; it publicly acknowledges hometown businesses that excel in supporting troops; it raises public awareness and funds for the American Legion's American Legacy Scholarship fund; and it promotes Blue Star Service Banners and educates the public of their significance.

Other possible events could include Troop Support Rallies, Troop Recognition Days at Schools, Post Troop Support picnics, dinners and speakers programs.

Events are limited only by imagination. Any event that brings people together for education, awareness, patriotism and fun in honor of local troops fills the bill.

## **Sponsorships**

If your post is like most, besides too few members showing up for meetings, a limited budget is likely the biggest hindrance. However, funding is easily overcome in supporting our military.

Legionnaires have the experience and the plan; businesses have the capital. Combine the two with some mutual public recognition and troops benefit.

For example, working with a local radio station in planning an event and giving live- remote rights to the broadcast virtually ensures the station will promote the event extensively. Many companies are delighted to fund Blue Star Service Banners if their support is mentioned in the presentation and the printed program.

Having a representative from your Chamber of Commerce on your troop-support council makes presentation of potential sponsorships much easier. Troop support is a cause most American businesses want to be affiliated with, and The American Legion is an organization perfectly positioned to make that happen.

## **Membership Connection**

In supporting hometown troops and their families, The American Legion Post shouts to the community that military men and women are the newest veterans, and the Legion will always be there for them. It sends a signal that their success and welfare are integral to the community.

By leading the community, your post garners high visibility with town officials, the media and the general public – including many veterans that may not previously have considered membership in The American Legion.

When other veterans see a post actively engaged in troop support, they understand the Legion's role as an advocate and are tempted to offer their own camaraderie and expertise to help fellow veterans.

Getting this message out should be part and parcel to public troop support efforts. Veterans working with veterans for our troops through your American Legion post is a good slogan to bear in mind as Legionnaires man booths and conduct media interviews about the TS2 Team and its need to grow.

The support and assistance provided to the families of deployed troops will never be forgotten. There is no better advocate for your post than the spouse left behind who you helped in a time of emergency. When the servicemember returns and re-enters civilian life, that advocacy won't be forgotten.

Finally, the direct contact you make with the servicemember and maintain during deployment through mail, email, DVDs, and care packages, will be on their minds when they return and drive by your post.

Service truly equals membership.

Serve, and they will come.

## **Harnessing Media Power (Public Relations)**

The war on terrorism has touched every city, town, and neighborhood in America. Members of the National Guard and Reserves come from across our land. Supporting them and their families is a valid news story.

While service to the armed forces is the paramount mission, obtaining maximum visibility in the process is essential. Troop support is a story most media want to cover because it's about people helping people get through a war.

A Post TS2 Team needs to harness the media to get out the word to the community by using message points during interviews, both in print and electronic media.

Stories about American Legion Post Troop Support Services accomplish a number of goals:

- They remind everyone in the community of the honorable nature of military service and the sacrifices their neighbors make as citizen soldiers.
- They provide information to service personnel and their families about the Post TS2 Team availability and contact information.
- They enable other area veterans to learn of your post's advocacy in helping servicemembers and their families that may lead to increased membership among veterans of all eligible wartime periods.
- They generate interest and enthusiasm among all age groups to join in community activities supporting local men and women in uniform.
- They give your post visibility and promote advocacy of The American Legion in your town.

There are a number of methods to let the media know in advance about a troop-support program your post is planning:

- **A media advisory** – An invitation to the media to cover a specific event, presentation, speech or activity. It provides the who, what, why, where and when along with a point of contact from your post who can set up interviews and discuss the story.
- **A news/press release** – A prewritten story by your post that provides details, along with quotes from key players such as the Post Commander, TS2 Team leader, etc., provided at the event and delivered to reporters.
- **Phone pitches** – Calls made to television station news assignment editors, directors and editors in advance. One-on-one discussion allows media to ask questions to gain an understanding of the full scope of the story. Provide an opportunity to “sell” the benefits of covering the story for the media outlet and the audience.
- **Television Interviews** – Set up in advance by “pitching” the show to the producers. Usually these are local news programs that will bring on a guest for a brief discussion of the story during local segments before network programming begins. Stations may tape a segment and use it later during other news programs giving your post more “bounce for the ounce.”
- **Talk Radio** – Morning and afternoon drive-time programs frequently have hosts who welcome guests with timely information about stories that affect the community: troop support is an important topic.
- **Letters to the Editor** – Written to the Opinion Page Editor from the Post Commander, TS2 Team Leader or other post officer providing information to the public. Usually not more than 250 words.

**MOST MEDIA TODAY PREFER TO RECEIVE  
PRINTED MATERIALS BY E-MAIL. CALL  
THEM TO FIND OUT THEIR E-MAIL ADDRESS.**

Fill-in-the blank templates are included to serve as examples you can use on post letterhead and tailor to suit the particular program or troop support event.

## **Feedback**

Everyone likes to know they made a difference. If other groups and members of the public turn out to recognize troops as the result of your post's initiative, a personal letter to the group, or a letter to the editor in a local newspaper to thank all who came out for America's hometown heroes will be appreciated and further enhance your post's, and The American Legion's image.

When your post holds a successful TS2 event, fill out the attached feedback card and send it to National Headquarters. Share your success stories with other posts that might not have thought of holding the activity the same way. They just might follow your lead after seeing it in an American Legion publication.

The more troops we can help, the more families we can assist, the more kids we can help develop into responsible citizens, the firmer The American Legion legacy becomes embedded as one of America's greatest institutions.

Good luck in continuing your great service to America and our troops.

Do not hesitate to contact National Headquarters for more information, ideas, or TS2 materials.

Public Relations: (317) 630-1253

Internal Affairs (317) 630-1330

Membership (317) 630-1327

# Ready to get started on TS2?

It's easier than you think.

**Order pamphlets AND stick-on labels with your post's contact information to place on the TS2 pamphlets before distributing to troops.**

**Use the form below to FAX or EMAIL your post address, phone number, point of contact and email address exactly the way you want it to appear on the clear mailing labels. Send your faxes to 317-630-1413 or send by email to [ia@legion.org](mailto:ia@legion.org). If you have any questions, call 317-630-1335 for further information on ordering.**

## TS2 Pamphlet & Label Order Form

(Please print or type information)

Contact Name: \_\_\_\_\_

Phone Number: (\_\_\_\_)\_\_\_\_\_ E-mail Address: \_\_\_\_\_

American Legion Post Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Quantity: \_\_\_\_\_

**Please fax to 317-630-1413 or e-mail to [ia@legion.org](mailto:ia@legion.org)**

*NOTE: The information given above will be how it appears on the label.*

## **(Post Letterhead)**

FOR IMMEDIATE RELEASE

### **Legion Post activates (City) Troop Support Team**

CITY (month day year) – As the war on terrorism continues, Legionnaires here have activated a special unit to respond to the needs of military service families whose loved ones are deployed overseas.

“Our post has always reached out to our new veterans and their families, but the establishment of this special TS2 (Troop Support Services) Team gives us the ability to respond quickly to the kinds of family emergencies that pop up without warning,” American Legion Post XXX Commander (Full Name) said. “This unit is ready around the clock to take a call from a family member, evaluate the nature of the request, determine the fix and activate the resources to get the job done.”

As the nation’s largest veterans service organization, The American Legion has, since its inception in 1919, served America’s veterans and their families. The Legion’s nation-wide Family Support Network put into service during the first Gulf War in 1991, has responded to thousands of military families’ calls to a toll free hotline: 1-800-504-4098. Their emergency needs included such mundane help as snow shoveling, lawn cutting and fixing a leaky faucet to more serious needs including money to pay the rent, getting an automobile running again or watching the kids while Mom takes a child to the doctor. Calls are routed from the call center at National Headquarters in Indianapolis to the nearest American Legion Post where help is dispatched.

“The Family Support Network is a superb resource, but the cavalry could take up to 72 hours to arrive,” (Commander’s last name) said. “The Post XXX TS2 Team is right here, right now and can respond in real time. We are deputies of the Family Support Network, and our precinct is right here in town.”

Active duty, National Guard and Reserve military service members and their families can reach The American Legion Post XXX TS2 Team at (Telephone Number).

“As veterans, Legionnaires have been there ourselves and our families have gone through the same kind of trauma. Other veterans were there for us – now it’s our turn to be there for today’s men and women going in harm’s way in our behalf,” (Commander’s last name) said.

There is no charge for help rendered by The American Legion Post TS2 Team. Appropriately, the Legion motto is “Still Serving America.”

Commander (Last Name) invites all veterans of any wartime era to join the post and help grow the team’s expertise and capabilities.

*Media contact: (Name and telephone number)*

**(Post Letterhead)**

FOR IMMEDIATE RELEASE

Day, Month, Year

**MEDIA ADVISORY**

**City, Legion Activate Team to Assist Guard, Reserve Families**

<b>Who:</b>	Mayor XXXXXX, American Legion Post Commander XXXXXX
<b>What:</b>	Joint press conference with military families
<b>When:</b>	(Day, month, year) – (Time)
<b>Where:</b>	American Legion Post XXXX 2222 Legion Avenue Yourtown, USA zip

**BACKGROUND**

As the nation's largest veterans service organization, The American Legion has, since its inception in 1919, served America's veterans and their families. The Legion's nation-wide Family Support Network, put into service during the first Gulf War in 1991, has responded to thousands of military families' calls to a toll free hotline: 1-800-504-4098. Their emergency needs included such mundane help as snow shoveling, lawn cutting and fixing a leaky faucet to more serious needs including money to pay the rent, getting an automobile running again or watching the kids while mom takes another child to the doctor. Calls are routed from the call center at National Headquarters in Indianapolis to the nearest American Legion Post where help is dispatched at no cost to the military family.

The American Legion Post XXX TS2 Team is being formed to respond quickly to real-time emergencies faced by family members. It will harness the talents and resources of many citizens and businesses in (CITY) as needed to ensure all the families of our citizen soldiers deployed in the war on terrorism are safe and taken care of while their loved ones battle terrorism across the globe.

*Media Contact: (Name and Telephone number)*

## (Post Letterhead)

Letter to the Editor (148 words)

The American Chronicle

(Address)

Dear Editor:

On Saturday, May 21, our city will render the Blue Star Salute. Every citizen of our town is invited to come to (location), enjoy the music, games, vendors, food and great times. But mainly, it is an opportunity to say thank you to our friends, neighbors and relatives, along with their families, who are citizen soldiers in the National Guard and Reserves fighting the war on terrorism.

It's also Armed Forces Day, a celebration of our volunteer soldiers, sailors, airmen, Marines and Coastguardsmen. The gala event will culminate with the presentation of awards to each of them and their families, along with some of our local businesses who have gone out of their way to support their own employees who have been called to duty.

Please join the veterans of American Legion Post XXX and your friends across our community in recognizing our hometown heroes.

Name

Commander

American Legion Post XXX

Address

## **Message Points**

- The war on terrorism has affected every city, town and neighborhood across America. Today, more than ever before, our friends, neighbors and relatives are being called to war as members of the National Guard and Reserves.
- Families left at home while their loved ones are deployed face coping with household emergencies that can become overwhelming.
- Legionnaires and members of The American Legion Family have “been there, done that.” We know the emotional pain, worry and loneliness. We have experienced the trauma of war and the difficult task of keeping the home fires burning in our absence.
- Since 1919, The American Legion has been committed to helping military veterans and their families.
- Families of deployed service personnel that need help can call American Legion Post XXX at XXX XXXX. There is no charge. The national hotline for The American Legion Family Support Network is 1-800 504-4098.

## **Feedback – Share your Success**

Congratulations!

You've supported troops and their families and we'd like to hear about your success.

Just fill out the information below, fold it so that the self-addressed information on the back can be processed by the U. S. Postal Service. We'll share the best success stories with other posts to help support our troops across the country.

Post/Unit/Squadron Name and Number:

Project Coordinator:

Commander/President/Commander:

Street Address:

City, State, ZIP:

Date of Event or Service:

Estimated Attendance:

# of military members assisted \_\_\_\_\_ # of family members assisted \_\_\_\_\_


Did you have local sponsors? Who were they and how did they help?

Did the military bases, National Guard armories, etc., assist you?

Do you believe this event/service raised community awareness of your post/unit/squadron?  
How/why not?

What other support materials would have been helpful?

Thank you for your service to God and country!

 Fold this portion inward FIRST

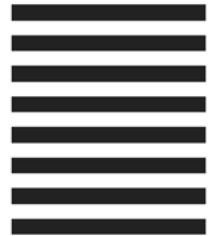



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 428 INDIANAPOLIS, IN

POSTAGE WILL BE PAID BY ADDRESSEE

**THE AMERICAN LEGION**  
PUBLIC RELATIONS DIVISION  
P.O. BOX 1055  
INDIANAPOLIS IN 46209-9910



 Fold this portion SECOND.

↓ Tape here (do not staple). ↓