

Revenue Enhancement Committee

Walter W. Ivie

Texas

Chairman

William A. Pease

Indiana

Director

Assigned to the Finance Commission, the purpose of the Revenue Enhancement Committee is to explore and recommend to the commission various activities, strategies and opportunities for bringing revenue into The American Legion in order to enhance the organization's ability to achieve its mission.

Department Fundraising

The ultimate goal for the Department Fundraising Program is to provide a comprehensive program that mails all member fundraising campaigns for all departments. Departments would receive a guaranteed amount of income from these campaigns, to be paid to them in quarterly installments. In addition, they would receive any income generated from their campaigns in excess of the guaranteed amount. This program aims to maximize those funds raised for departments while achieving a break-even for the national organization.

Insurance / Affinity Programs

The committee also provides oversight for other insurance plans previously offered by The American Legion. Funds from the sale of insurance products support national Legion programs in the areas of veterans affairs and rehabilitation, Americanism, and children and youth.

United Services Automobile Association (USAA) - In November 2010, The American Legion launched a partnership with United Services Automobile Association (USAA). USAA provides insurance products to Legion family members, including home, auto, life, long-term care and Medicare Supplement. USAA also provide a complete array of financial products, including checking, money market, Investment and credit card options. For assistance with any of these products contact USAA at (877) 699-2654.

Marsh - Insurance products (with the exception of Mutual of Omaha and Union Fidelity) purchased prior to Nov. 29, 2010, are being administered by Marsh. Any questions regarding these products should be directed to Marsh by calling (800) 542-5547.

Birthday Life-Whole Life Insurance - The Birthday Life-Whole Life plan is unavailable for new coverage. Union Fidelity terminated their agreement with The American Legion as of Dec. 31, 2005. Policyholder requests for Birthday Life information should be directed to Administrator, Direct Response Insurance Administrative Services, Inc. (DRIASI), 7930 Century Blvd, Chanhassen, MN 55317; (800) 621-0393.

Mutual of Omaha - Mutual of Omaha became a contracted insurance carrier for The American Legion in May 2010. Mutual of Omaha offers guaranteed-issue life insurance to Legionnaires ages 45-85. Requests for information should be directed to Mutual of Omaha at (800) 780-0319.

Non-member Fundraising

The active non-member donor pool is giving approximately two times per year with an average gift of \$14.26. Our current cost to acquire is in line with previous years at or slightly below \$12 per donor. Our

donor campaigns continue to perform well. Year-to-date through our house mailings, The American Legion has received its total investment back, plus a net increase of 80 percent. This represents a return of \$1.80 for every dollar spent. The overall non-member donor program is expected to move into the black during the 2013 cycle.

Major Gifts & Planned Giving

Besides the continued highlighting of wills and bequests in *The Pillars* newsletter, additional emphasis will focus on corporate matching gift grants and gifts of appreciated securities. More than 15,000 copies of the newsletter are mailed twice a year.

The American Legion Charities Golf Classic was held on June 24, 2013, at The Fort Golf Course in Indianapolis. The proceeds raised by the event benefited Operation Comfort Warriors.

Staff, at the committee's request, continue to research and send grant applications to foundations known to fund veterans' causes.

Sponsorship Opportunities

Three general assumptions shape the acceptance of all sponsorships: 1) The American Legion will solicit and accept support only for projects and activities that are consistent with the organization's mission; 2) Acceptance of sponsorships must enhance, and shall not impede, The American Legion's ability to act in the best interest of its members at all times; and 3) The American Legion's name, emblem and other intangible intellectual assets must be protected at all times.

The American Legion welcomes sponsorships as an opportunity to enhance our services as long as the sponsorships are consistent with Legion policies and reaffirm the Legion's mission and core services.

Gift Acceptance Policy & Procedures

The American Legion solicits current and deferred gifts from individuals, corporations and foundations to secure the future growth and missions of the Legion. To promote both consistency and transparency, the Gift Acceptance Policy & Procedures guide was drafted and approved by both the Revenue Enhancement Committee and the Finance Commission. This policy will govern the acceptance of all gifts received by the Legion.