



THE AMERICAN LEGION
P.O. Box 7017
Indianapolis, IN 46207-7017

NONPROFIT ORG
U.S. POSTAGE
PAID
PERMIT #1315
DAYTON, OH

**IMPORTANT INFORMATION ABOUT
VETERANS SERVICES AND BENEFITS**



PRINTER NOTE:
#10 Window Envelope
4 color

Window 1.5 X 4.5
.875 from left
.5 from bottom



THE AMERICAN LEGION
P.O. Box 7017
Indianapolis, IN 46207-7017

From the desk of

Billy R. Johnson
Director of Membership,
The American Legion



American Legion
Member since 1994

John Q. Sample
123 Any Street
Anytown, US 12345

Dear John Q. Sample:

You are a veteran of the United States military, according to our records, and I want to thank you on behalf of The American Legion for your service to our country.

I also want to extend to you a special invitation to consider joining The American Legion.

If you've ever thought The American Legion is NOT for you, please think again.

As a veteran, you may have been approached in the past with an invitation to join The American Legion. Maybe you considered it, but decided not to join. Or maybe this is your first invitation to join The American Legion, but you don't know much about us or what we do.

Either way, I ask you to just please take a moment to learn more about us. The American Legion has more to offer you than you may realize, and the organization plays an instrumental role in helping protect the rights and serving the needs of all veterans and servicemembers.

Please don't make your decision without looking at the full picture of what we do every day for all veterans, and what we can do for you today.

The American Legion is for ALL wartime veterans.

Chartered by Congress almost 100 years ago, The American Legion is open to **all** who have served honorably during any wartime period, including those currently on active duty.

Contrary to what many people think, today's American Legion is diverse. Our members include both women and men, those who have served and those currently serving from all age groups, from all ethnicities, from all branches of the military.

And though we all come from different walks of life, we all share the

THERE'S STRENGTH IN NUMBERS

Please consider joining us. Your membership dues will be used to strengthen our voice in Washington and support programs that help meet the needs of veterans facing these challenges:

- Delay in VA claims processing
- Unemployment
- Homelessness
- Post-traumatic stress and other conditions

The American Legion's Legislative Commission testifies at Congressional hearings and works to protect and improve the rights and benefits of veterans and servicemembers.

The more members we have, the more effective we can be.

We need you!

Continued on back of letter...

3 EASY WAYS TO JOIN:



Detach the Reply Certificate and mail in the envelope provided.



Call
1-888-805-6180.



Or go to www.legion.org/mailoffer and enter your Temporary Membership Number: **123456789**

Detach here

REPLY CERTIFICATE

Please complete **both sides** of this form and return it in the envelope provided.

1 I certify that I have served or am still serving honorably on active duty during one of the war periods listed to the right:

Eligibility Dates
Please check appropriate boxes

- | | |
|---|---|
| <input type="checkbox"/> AUG 2, 1990-OPEN | <input type="checkbox"/> JUNE 25, 1950-JAN 31, 1955 |
| <input type="checkbox"/> DEC 20, 1989-JAN 31, 1990 | <input type="checkbox"/> DEC 7, 1941-DEC 31, 1946 |
| <input type="checkbox"/> AUG 24, 1982-JULY 31, 1984 | <input type="checkbox"/> APRIL 6, 1917-NOV 11, 1918 |
| <input type="checkbox"/> FEB 28, 1961-MAY 7, 1975 | |

Nominee:
John Sample
123 Any Street
Anytown, US 12345

If address above is not correct, please cross out and make corrections below.

Name _____

Address _____

City _____

State _____ Zip _____

999999999 999999 9 14

2 **YES!** I want to join The American Legion. Please send me the Lock-Back Knife welcome gift for the Branch of Service I have indicated below.

Branch of Service

- | | |
|---|---|
| <input type="checkbox"/> U.S. ARMY | <input type="checkbox"/> U.S. MARINES |
| <input type="checkbox"/> U.S. NAVY | <input type="checkbox"/> U.S. COAST GUARD |
| <input type="checkbox"/> U.S. AIR FORCE | <input type="checkbox"/> U.S. MERCHANT MARINE (WWII Only) |

Enclosed is a \$25 check for membership dues payable to The American Legion.

I would like to charge my \$25 dues. My information is on the back of this reply.

Temporary Membership Number: 123456789

Continued on reverse side...

same mission. The American Legion is devoted to serving the needs of **all** veterans (including active military personnel), their families and their communities.

By joining The American Legion, you can help make a difference in the lives of veterans and their families.

I recently attended a national veterans affairs workshop given by the NAACP. Job opportunities and VA benefits claims were top items on the agenda.

That's because employment and the current backlog of VA benefits claims affect ALL veterans today. And those are just two of the important priorities that The American Legion is focused on for the coming year. Other priorities include:

- Protect veterans services from the effects of sequestration and other drastic budget cuts.
- Speed up VA claims processing.
- Improve health services for women and men suffering from the effects of post-traumatic stress (PTS), military sexual trauma (MST) and other conditions.
- Help homeless veterans through our partnership with Rebuilding Together and Heroes at Home. Together, we revitalized the 100-year-old De George at Union Station homeless veterans facility in Houston.

There's never been a better time to join The American Legion.

We live in a time of great change and evolution. This year marked a couple of important milestones in American history that show you just how far we have come.

- **150-year anniversary of African-Americans serving in the military.** Nearly 200,000 black men fought for the Union in the Civil War, and more than 40,000 of them lost their lives.
- **50-year anniversary of Dr. Martin Luther King Jr.'s delivery of his "I Have a Dream" speech** during the historic March on Washington.

In some ways, our country is still recovering from the damaging effects of racial inequality and segregation. However, I am also hopeful because I see signs of a strong movement to embrace diversity, especially in light of the election of our nation's first African-American President and Colin Powell's service as both the first African-American Chairman of the Joint Chiefs of Staff and Secretary of State. The American Legion is proud of the diversity of its membership and it is dedicated to welcoming and serving all veterans regardless of ethnicity, color or gender.

That is why I encourage you to join The American Legion today.

I have been a proud member of The American Legion since 1994. As a leader in this organization, I am confident that we can become a better, stronger organization through increasing our membership.

I hope I have helped you learn more about The American Legion, and I hope you can see why we really need you. Please take a moment and join us today.

Sincerely,


Billy R. Johnson
Director of Membership, The American Legion

P.S. The membership dues are only \$25, and that money goes a long way in helping us meet the needs of all veterans and servicemembers. Please use one of the three easy ways to join outlined below. We need you!

The American Legion makes every attempt to reach qualified veterans with our offer for membership. Because privacy laws prevent us from being absolutely certain that you are a qualifying veteran, you may have received this offer in error. If this is the case, please accept our sincere apology.

3 EASY WAYS TO JOIN:



Detach the Reply Certificate and mail in the envelope provided.



Call
1-888-805-6180.



Or go to www.legion.org/mailoffer and enter your Temporary Membership Number: **123456789**

Detach here

REPLY CERTIFICATE Please complete both sides.

THE AMERICAN LEGION
P.O. BOX 7017, INDIANAPOLIS, IN 46207-7017



3 Complete this section only if using a credit card.

Charge \$25 to my:

- VISA
- MasterCard
- Discover
- American Express

Card # _____ Expires _____

Signature _____ Date _____

Credit Card Security Code: _____

Phone Number: - - (Optional)

4 IMPORTANT INFORMATION

Would you be willing to provide us with some additional information? It's optional but would help us with our membership records. Thank you!

What is your gender?

- Female
- Male

What is your date of birth?

____/____/____
Month Day Year

With which ethnic group(s) do you most identify yourself?

- African-American (non-Hispanic)
- Asian/Pacific Islander
- Caucasian (non-Hispanic)
- Hispanic or Latino
- Native American or Aleut
- Prefer not to answer
- Other (please specify) _____

Would you be willing to provide us with your e-mail address?

We will never rent or sell your email address or any of your personal information to any third party. We may periodically send you additional information of interest to veterans. To view our anti-spam and privacy policy, please visit www.legion.org/privacy.

email address: _____

John,
**Here are 3 easy ways to join
The American Legion Today!**



Detach the Reply Certificate at the bottom of the enclosed letter and mail it in the envelope provided.



Call 1-888-805-6180 to speak with a representative.



Go to www.legion.org/mailoffer

To join by phone or online, please have your
Temporary Membership Number handy:
123456789

Help Us Make a Difference
Here are just a few of The American Legion
accomplishments in the past year:



**Awarded
\$1.58 million**

\$734,220 to 20 different non-profit organizations serving the needs of children and **\$847,150** in cash grants to assist children of veterans in need of shelter, food, clothing and utilities.



**Raised
\$1.1 million**

for Operation Comfort Warriors, to help meet the needs of wounded servicemembers by providing them with comfort items not supplied by the government.



**Provided
\$840,307**

of our National Emergency Fund to help victims of Superstorm Sandy, Hurricane Isaac and veterans affected by the Oklahoma tornado.

John,

When you join today, your membership will help us continue to serve the needs of all veterans, servicemembers and their families. Plus, you will receive these exclusive Benefits of Membership.

Thank you!

Billy R. Johnson

Benefits of Membership

- **Welcome Gift**

Commemorative Lock-Back Knife Engraved with Your Branch of Service.

This special custom-designed, extra heavy-duty knife is a full 8 1/2" when open, but folds to a compact 4 5/8" to fit in its Kelvlon™ belt pouch.



Plus

- **12 Issues of *The American Legion Magazine*** to stay up-to-date on veterans news and The American Legion programs and activities.
- **Official Membership Card** entitling you to exclusive **Member Discounts** for hotels, auto rental, health screenings, prescriptions, vision and hearing care, and much more.





PLACE
FIRST-
CLASS
POSTAGE
HERE

**PRIORITY
PROCESSING**



THE AMERICAN LEGION NATIONAL HEADQUARTERS
PO BOX 7017
INDIANAPOLIS IN 46207-7017

**Thank you for your selfless service to our country
and for joining The American Legion.**
Before sealing this envelope, be sure to:
• Completely fill out your Reply Card (both sides).
• Enclose payment or credit card information.