

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



From the desk of 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

Continued on back of letter...

## 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!

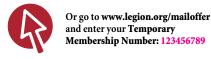
**3 EASY WAYS** TO JOIN:

999999



14





Continued on reverse side...

Detach here

## REPLY CERTIFICATE

Please complete <u>both sides</u> of this form and return it in the envelope provided.					
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	☐ AUG 2, 1990-OPEN ☐ DEC 20, 1989-JAN 31, 1990 ☐ AUG 24, 1982-JULY 31, 1984 ☐ FEB 28, 1961-MAY 7, 1975	☐ JUNE 25, 1950-JAN 31, 1955 ☐ DEC 7, 1941-DEC 31, 1946 ☐ APRIL 6, 1917-NOV 11, 1918		

Nominee: John Sample	2   YES! I want to	join The American Le	egion. Please send me the Lock-F ervice I have indicated below.	Back
123 Any Street	Kinic welcome gift for the branch of service I have indicated below.			
Anytown, US 12345	Branch	☐ U.S. ARMY	☐ U.S. MARINES	
ddress above is not correct, please cross out and make corrections below.	of Service	U.S. NAVY	U.S. COAST GUARD	
me	— Of Service	☐ U.S. AIR FORCE	☐ U.S. MERCHANT MARINE (WWII Only)	
lress	— □ Enclosed is a \$25	check for membersl	nip dues payable to The America	an Leg
y	$\Box$ I would like to c	harge my \$25 dues. M	ly information is on the back of t	this r
	 Temporary Membe	rship Number: 12345	6789	

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,

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.

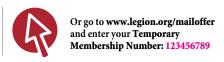


☐ Male

☐ Female







Detach here

R	EPLY CERTIFICATE	Please complete both sides.	THE AMERICAN LEGION P.O. BOX 7017, INDIANAPOLIS, IN 46207-70	17		
3	Complete this section only if usin	g a credit card.				
	Charge \$25 to my:	Card #	Expires			
	□ VISA	Signature	Date			
☐ MasterCard ☐ Discover		Credit Card Security Code:				
	☐ American Express	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?	What is your date of birth?	Would you be willing to provide us witl e-mail address?	h your		

Month Day Year We will never rent or sell your email address or any of your personal information to any third party. We With which ethnic group(s) do you most identify yourself? ☐ African-American (non-Hispanic) ☐ Native American or Aleut ☐ Asian/Pacific Islander ☐ Prefer not to answer

may periodically send you additional information of interest to veterans. To view our anti-spam and privacy policy, please visit www.legion.org/privacy. ☐ Caucasian (non-Hispanic) ☐ Other (please specify)

☐ Hispanic or Latino

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<sup>TM</sup> 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.



	_	_
Ш		

PLACE FIRST-CLASS POSTAGE HERE

# PRIORITY PROCESSING



- Enclose payment or credit card information.
- Completely fill out your Reply Certificate (both sides).

Before sealing this envelope, be sure to:

Thank you for your selfless service to our country and for joining The American Legion.