



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

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**IMPORTANT INFORMATION ABOUT
VETERANS SERVICES AND BENEFITS**



PRINTER NOTE:
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.875 from left
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THE AMERICAN LEGION
P.O. Box 7017
Indianapolis, IN 46207-7017

From the desk of

Denise H. Rubin

Chairperson of The American Legion
National Membership & Post
Activities Committee



American Legion
Member since 1982

Jane Q. Sample
123 Any Street
Anytown, US 12345

Dear Jane Q. Sample:

You have served your country in the United States military, according to our records, and that is why I am reaching out to you today.

First, let me thank you for your service. You have a right to be proud of your role in helping the United States continue to defend freedom and inspire hope around the world.

As a veteran, you may have been approached at one time or another with an invitation to join The American Legion. If you have ever thought about it and decided not to join, I'd like to ask you to reconsider your decision.

If you have not been invited to join The American Legion, you may not be aware of who we are and what we do. Please take a moment to learn more about us and decide whether we are right for you.

The American Legion is for ALL wartime veterans, not just men.

Some women mistakenly believe that The American Legion is for men only. Let me set the record straight on that.

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

Today's American Legion includes both women and men, veterans and servicemembers from all age groups, from all walks of life, from all branches of the military.

I assure you The American Legion is devoted to serving the needs of all veterans and active military personnel, including women. If you meet the criteria for eligibility, I invite you to consider joining us today.

Now, more than ever, The American Legion NEEDS WOMEN like you to help combat such issues as military sexual trauma (MST).

You are no doubt aware of the news stories about women servicemembers suffering

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**THERE'S
STRENGTH
IN NUMBERS**

Please join us, and help strengthen our voice on Capitol Hill. The American Legion's Legislative Commission testifies at Congressional hearings and works to protect and improve the rights and benefits of veterans and servicemembers.

You'll find us supporting such efforts as:

- **Veterans Compensation Cost-of-Living Adjustment Act** to increase compensation rates for veterans with service-connected disabilities and compensation for eligible survivors
- **Improving Transparency of Education Opportunities Act** to help inform servicemembers about their GI Bill benefits and earn quality degrees at colleges, universities and vocational schools
- **Elimination of Military Sexual Assault (MSA)** and dismantling of the culture that condones it
- **Reduction of VA claims backlog**
- **Increasing job opportunities for veterans**

The more members we have, the more effective we can be. We need more members like you!

**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:
Jane Sample
123 Any Street
Anytown, US 12345

Name _____
Address _____
City _____
State _____ Zip _____

999999999 999999 9 14

2 **YES!** I want to join The American Legion. Please send me The American Legion Tote Bag as my welcome gift.

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...

from military sexual trauma (MST). Some studies show that approximately 20% of women servicemembers have suffered sexual trauma while in the military.

This is exactly the kind of challenge The American Legion is committed to solving, and we have a powerful voice in Washington fighting for the rights of veterans and servicemembers. In July of this year, The American Legion testified before Congress that the VA needs to provide more inpatient programs for women veterans suffering from MST and the post-traumatic stress (PTS) that is often a result. The American Legion has asked the VA to establish separate treatment programs for women and men so that sexual trauma issues for both genders can be helped in a safe and comfortable therapeutic setting.

But that is only one example of how The American Legion is helping veterans.

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

Your membership dues will be used to support programs that help meet the needs of veterans facing these challenges:

- **Rising homelessness among veterans, especially women.** Among the homeless population in America, approximately 1/3 are veterans, and an increasing number of those are women. In the past 10 years, the number of homeless women veterans has tripled! The American Legion is working in communities across the country to provide food, clothing and shelter for homeless veterans and their families.
- **Slow processing of VA claims.** The American Legion is working closely with the VA to speed up the claims process and reverse the current backlog of claims. The American Legion has 2,600 accredited service officers nationwide committed to helping women and all veterans with their benefits claims.
- **Employment barriers.** One challenge veterans face—especially many women veterans—is that their military job experience is not always recognized or valued in the civilian job market. The American Legion has provided leadership and guidance in Washington to pass the Veteran Skills to Jobs Act, which helps veterans convert their military experience into federal licenses and credentials.

You can make a difference just by joining today.

By joining The American Legion, your membership dues will go to work to meet the needs of veterans and servicemembers. Even if you do not have time to participate in Legion activities, joining is still a great way to be of service.

Take it from me. As a woman who had served in the U.S. Army, I found that my desire to help my country did not end when my military service ended. I wanted to know that I could continue to give back to my country and to help others.

I found that opportunity in The American Legion. I have been a member since 1982. When I first joined, I did not have as much time to participate in the organization's activities as I do now. However, I knew that my membership dues were still helping to strengthen The American Legion's voice in Washington and providing important veterans and community services. Later, when I had more time, I found that I could get much more involved and take on the leadership role I have today.

I hope I have helped you learn more about The American Legion, and I hope you can see why we really need more women like you. Please take a moment and join us today. I look forward to having you in our ranks.

Sincerely,

Denise Rohan

Chairperson of The American Legion National Membership & Post Activities Committee

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, including women. 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: _____

Jane,
**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.

Jane,

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!

Denise H. Rehan

Benefits of Membership

- **Welcome Gift**

 - **The American Legion Tote Bag**

 - Durable tote bag featuring The American Legion emblem. Made in the USA.



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.