

MARKETING COMMISSION
James M. Rohan, Wisconsin, Chairman
Scott Miller, Indiana, Director

The American Legion Marketing Commission was formed in October 2015 to strategize and execute the organization's activities to promote membership growth, strengthen the fundraising program, maximize merchandising opportunities, nurture corporate alliances and achieve greater brand awareness. In its fourth year, the commission continues to oversee multiple initiatives to better integrate marketing efforts executed by all divisions and to provide professional support for departments, districts, counties and posts.

Efforts are still underway to upgrade the digital media infrastructure that aims to improve the user experience for those who wish to learn about The American Legion, join, donate, buy merchandise, engage in a corporate alliance and participate in programs.

The American Legion national website continues to produce an increase in visitation year over year, and a jump of access to legion.org via mobile devices. Increases in online joining and renewal continue to be reflective of the visitation growth. The website infrastructure is designed in such a way that departments, districts, counties and posts can replicate it to better synergize the user experience and improve brand consistency at every level.

As these developments have occurred, the commission has overseen day-to-day performance in key areas of the organization's business, including membership, fundraising, corporate relationships, merchandising and branding.

The American Legion National Headquarters has developed a team of staff members and agencies to improve brand awareness through high-profile events, such as the American Legion Legacy Run, National Poppy Day, National Convention, the American Legion Baseball World Series and a major Veterans Day parade in New York City, as well as the 500 Festival Parade in Indianapolis.

The American Legion 100th Anniversary Commemorative Coin Act set a record for coin bills in Congress, with 385 House members and 75 senators signing on as co-sponsors. Surcharges received from the sale of the American Legion commemorative coins – five dollar gold, silver dollar and clad half-dollar – will benefit the organization's programs, which will continue to assist in supporting veterans, servicemembers and their families.

Media attention to these and other American Legion activities have been cultivated through multiple alerts, personal contact with media outlets and message-point strategies for national participants at the events. Staff and agencies have supported improved engagement with outside media.

The American Legion Marketing Commission continues its work with staff and agencies to establish long-term strategic plans to deliver an effective, cohesive and best-in-class marketing program that maintains the integrity of the organization and its legacy while applying the most modern tools of communication.