

Sons of The American Legion Videos of Service Contest Rules

Contest name

Sons of The American Legion Videos of Service

Categories

Membership & Recruitment

Videos that encourage new members and renewals

Program Support

Videos that highlight, promote, encourage, or display participation in our Legion programs

Community Engagement

Videos that show detachments or squadrons involved in work in our communities

Eligible social media platforms

- Facebook
- You Tube
- Instagram
- Any emerging platform deemed appropriate by a vote of the PMCC

Rules

- The SAL Video Contest is open to all members of The Sons of The American Legion.
- Videos must contain members of the SAL with their covers or identifiable clothing on during the activity or event.
- Videos shall fall under one of these three categories: Program Support, Community Engagement, or Membership and Recruitment.
- Videos should be under 5 minutes and be published to one of the approved social media platforms.
- Videos must be published and a link to its published location emailed to the PMCC using the downloaded fillable pdf application form.
- The contest will run annually with an end and start date of the 100% membership target date.

Judging

Judging will be conducted by the PMCC on the following criteria:

- Video Quality
- Content
- Branding

Awards

Awards will be given for the 1st and 2nd place entries in each of the 3 categories.