7746 PT 1 FACE COPY ALL IMAGING: 1507, 1508, 1552 2955 BLUE, BLACK

The American Legion
P.O. Box 7017
Indianapolis, IN 46207

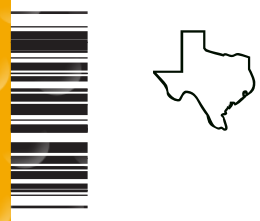
NONPROFIT ORG
U.S. POSTAGE
PAID
THE AMERICAN
LEGION

The American Legion
Benefits Department

Important Notice

Deliver Promptly

SAMPLE R. DONNELLEY:
ACCORDING TO OUR RECORDS, YOU ARE AMONG THE STATENAME VETERANS WHO ARE NOT YET RECEIVING THE AMERICAN LEGION BENEFITS TO WHICH YOU ARE ELIGIBLE.



SAMPLE R. DONNELLEY
1234 ANY STREET
CITYNAME, ST 56789-1234

TO ACTIVATE THESE BENEFITS
PLEASE RESPOND IMMEDIATELY.

TO OPEN: FOLD AND DETACH ALONG PERFORATION

#7746 PT 2 FACE COPY ALL
IMG: 1507, 1508, 1552 485 RED, 2965 BLUE

6" Extra Plate Material

#7746 PT 3 FACE COPY:ALL, IMAGING:1507,1508,1552 10% 485 RED TONED/485 RED, 286 BLUE, BLACK

Important Notice:

In addition to the many discounts, savings, and member privileges you receive as an American Legion member, you and your dependants will also get expert assistance to help assure that you get everything to which your family is entitled from the U.S. Department of Veterans Affairs.

2015

2" to Label

ST

Last year The American Legion Department of Statename ...

- **Handled over 0,000 federal benefit claims cases for veterans and their families.**
- **Distributed $00,000 in emergency aid.**
- **Provided honors for 0,000 veterans' funerals.**

7/8" to Label

Place your watch sticker on the Activation Certificate to receive your FREE gift!

Congratulations, Sample R. Donnelley!

If you are a veteran who has served honorably during wartime, you qualify for membership in The American Legion and are hereby entitled to all the benefits described in this package.

FPO Card Placement

Dear Mr. Donnelley,

I am truly glad I located you. You are currently not receiving American Legion benefits you may be qualified to receive as a U.S. wartime veteran. To immediately activate these benefits, simply return your Activation Certificate.

Before you accept your nomination and benefits package, please verify that you were on active duty in the U.S. military during one or more of the periods listed on your Activation Certificate.

As chartered by Congress, membership in The American Legion is a singular honor reserved only for those who served our nation during wartime.

To reward you for your honorable service, The American Legion is authorized to offer you a full complement of benefits, multiple discounts on goods and services, and protection for you and your family.

Some of the many perks that await you as an American Legion member are:

- REDUCED rates at car rental agencies, moving companies, cruises, and thousands of hotels and motels.
- SAVINGS on eyewear for you and your family.
- DISCOUNTS on prescriptions through The American Legion drug plan.

Plus ...

Access to a fully accredited American Legion Veterans Service Officer to help all veterans obtain their full VA medical, educational, and insurance benefits ... prepare your Vet claims and cut through all the red tape ... and get you accurate information on financial services.

The American Legion also helps veterans seeking career assistance through a network of partnerships. And the Legion protects the interests of you, your family, and other veterans in Washington, D.C. For example, when the present administration tried to take away certain healthcare benefits, The American Legion was instrumental in derailing the proposal.

And in May 2014, in a strong protest over the treatment of our sick and wounded veterans, The American Legion called for the resignations of VA Secretary Eric Shinseki and two other top VA officials. Just weeks later, they resigned but while the change of executive leadership is a step in the right direction, there is still much to be done to save the VA.

To help restore veterans' confidence in the specialized care they have earned, The American

(over, please)

Legion has launched a "Veterans Crisis Command Center" program in Phoenix and will soon recreate the program near other VA facilities. The American Legion will accept nothing less than timely and quality medical care for our veterans.

Your membership in The American Legion is the best way to show your support for your fellow veterans.

Yes, you can certainly profit from membership in The American Legion. But you will also help your fellow veterans, their widows, and orphans overcome hardship.

And your membership will also help your community by supporting everything from blood drives and hospital services to baseball and scouting.

Many veterans would give anything to join The American Legion. But unlike you, they don't have the distinction of being a wartime veteran. So please, for your sake, don't pass up this limited opportunity to stand with your fellow warriors in The American Legion. Activate your American Legion membership today and enjoy all the benefits described in the enclosed Benefits Summary.

That's right, you get all the benefits, all the services, and all the camaraderie for a full 12 months. All for only pennies a day! And if you take advantage of just a couple of the many discounts, you'll most likely earn the cost of your entire membership back.

So there's no time like the present to join The American Legion. Please complete the Activation Certificate I've enclosed for you and return it to me in the envelope provided. You will not regret your decision to become a full-fledged member of The American Legion.

Serving those who served,

Daniel S. Wheeler
National Adjutant

P.S. To welcome you into The American Legion, I want to send you 3 free gifts:

- A Blue Star decal for you to display with pride if you currently have a family member serving in the Armed Forces
- Patriotic name-and-address labels
- An Armed Services Bumper Sticker

Plus as an added bonus ...

when you activate your American Legion membership, you'll also receive a FREE American Legion wristwatch.

This stylish timepiece bears all the hallmarks of the world's leading watchmakers ...

- Durable stainless steel case
- Accurate quartz movement
- Comfortable strap made with genuine leather
- Easy-to-read face with The American Legion emblem

To activate your membership, its full benefits, and receive your free gift, remove the sticker from the front of this letter and affix it to your Activation Certificate. Then, mail your completed Certificate back today in the envelope I've enclosed. Once we receive your completed Certificate, we'll rush your stylish timepiece to you and activate your full member benefits, discounts, and savings.

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.

#7746 PT 4 FACE COPY ALL, IMAGING ALL 286 BLUE W/SCREEN, BLACK

Summary of American Legion Benefits Reserved for U.S. Branch of Service Veteran Sample R. Donnelley

BENEFIT ASSISTANCE - Helps all veterans in obtaining full veteran medical and educational benefits, as well as assistance in preparing VA claims.

VETERANS REPRESENTATION - The American Legion is the most effective and dependable advocate of veterans affairs and is fighting for better pay for those on active duty and improved housing for their families. In May 2014, to protest the VA's poor oversight of its medical services, The American Legion called for the resignations of top VA officials. Sick and wounded returning from deployment must have timely and quality medical care!

VETERANS EMPLOYMENT - The American Legion works with the Department of Labor on National Employment and Training Programs for veterans and with the President's Committee on Employment of People with Disabilities and its Committee on Disabled Veterans.

MEMBERS' MONTHLY MAGAZINE - You'll receive a full year's subscription to *The American Legion Magazine*. Each issue is packed with news, articles and stories designed for America's veterans.

myLegion.org - This website is designed to connect members of The American Legion to their Post and Department (state) leadership, other veterans with similar interests, and the vast array of services offered at every level of the organization.

DISCOUNT PRESCRIPTION DRUG PROGRAM - Members and dependents can save up to 20% or more through CVS/CAREMARK.

LIFELINE SCREENING - Member discounts on potentially life-saving health screenings.

EYE CARE/WEAR PLAN - EyeMed Vision Care provides discounts on the costs of eye examinations and eyewear. Members and dependants can save approximately 40% off vision care products and services purchased at network locations.

The biggest network and the most choice. Because more is more.

DISCOUNTS ON HEARING AIDS - Members, family and extended family are eligible for hearing care discounts from HearPO. Benefits include: low-price guarantee; access to over 2,700 locations nationwide; over 1000 models; free 60-day trial period; free multi-year supply of batteries (160 cells).

LIFE INSURANCE THROUGH MUTUAL OF OMAHA - Members aged 45-85 are eligible for guaranteed issue whole life policies. (May not be available in all states).

USAA - Provides a full range of financial products including: insurance, banking, investments, and financial advice. As an American Legion member, you are eligible to join. There are no membership fees to join USAA and when you sign up, your eligible family members can join USAA as well.

1-800-FLOWERS.COM - Receive discounts through 1-800-flowers.com, the world's #1 online florist.

www.legion.org

#7746 PT 4 Back All Copies 286 Blue w/Ht, Black w/Ht, Pantone Yellow w/Ht, 032 Red w/Ht

Order No. 7746 Proof No. 1 (revised) Part No. 4 Back Copy All

DELL COMPUTERS. Members can save up to 30% off tablets and computers and receive discounts on electronics/accessories.

APPLE COMPUTERS. Now you can save up to 17% on select Apple and third party products.

SEARS COMMERCIAL. Exclusive member discounts on appliances and major household items are available through a toll-free number.

GOV VACATION REWARDS. Members can get the best discount available on travel including airfare, hotel, car rental, vacation packages, cruises, and more.

VETERANS HOLIDAYS. This program offers members the opportunity to rent a furnished condominium for 2-8 people, for an entire week, for less than they would pay for a single hotel room.

AUTO RENTALS. Members can receive special discounts with AVIS, BUDGET, ALAMO, HERTZ or NATIONAL CAR RENTAL. Save 5-25% on daily, weekly and monthly rates. Note: These discount offers are valid at participating locations and are not valid with any other discounts or special prices in the U.S.

NORTH AMERICAN VAN LINES AND ALLIED VAN LINES. Preferred savings of 50% or more on interstate (state-to-state) moving and in-transit storage.

BUDGET TRUCK RENTAL. Members now receive up to a 20% discount off local or one-way truck rentals at over 2,800 Budget Truck Rental locations nationwide.

SIRVA HOME BENEFITS. Receive cash-back rewards when buying and/or selling a home within the SIRVA real estate network. SIRVA Mortgage offers closing cost discounts for new purchases and refinances.

LIFESTATION. Members can receive special discounted rates on a medical alert system and a free extra item.

MOTEL 6. Members receive a 15% discount at any of the 1,100 pet-friendly Motel 6 locations in the U.S. and Canada.

WYNDHAM HOTEL GROUP. Save 20% off the "Best Available Rate" at thousands of participating locations throughout the world!

NOTE: These discount offers are valid at participating locations and are not valid with any other discounts or special prices. The American Legion does not guarantee any discounts.

A Blue Star Service Banner displayed in the window of a home is an American tradition. The banner lets others know that someone in the home is proudly serving on active duty in the U.S. Armed Forces. Order your Blue Star Banner from The American Legion National Emblem Sales. Call toll-free 1-888-453-4466 or order online at www.emblem.legion.org.

#7746 PT 5 FACE COPY: CONTROL IMG: 1507,1508,1552
50% COOL GRAY #5 TONED HALFTONE, COOL GRAY #5, 485 RED, 139 GOLD, 286 BLUE, BLACK

Certificate of Nomination

FOR HONORABLE SERVICE IN THE

UNITED STATES ARMED FORCES

AND FOR OUTSTANDING SERVICE AND LOYALTY
TO THE UNITED STATES OF AMERICA

THIS CERTIFIES THAT

SAMPLE R. DONNELLEY

UPON MEETING THE STRICT REQUIREMENTS
SET FORTH BY THE

CONGRESS OF THE UNITED STATES

SHALL THEREBY BE ACCEPTED
FOR MEMBERSHIP IN THE AMERICAN LEGION.

NATIONAL ADJUTANT

7746 PT 6 FACE ALL COPIES C, M, Y, K, SILVER METALLIC CROP/TRIM MARKS AND DIE LINES DO NOT PRINT

Proudly display this Blue Star decal if you have a family member currently serving in the Armed Forces.

Sample R. Donnelley, please accept these gifts as our way of thanking you for your support.

For more information log on to: www.legion.org or call 1-888-805-6180

◀ RRD LEAD EDGE - OUTSIDE OF ROLL ◀

Sample R. Donnelley
1234 Any Street
Cityname, ST 56789

7746 PT 6 BACK COPIES ALL [CODE: 2243L] 2965 BLUE CROP/TRIM MARKS DO NOT PRINT

2243L

Questions & Answers *about* The American Legion

Q. How do I join The American Legion?

A. Simply complete the enclosed Activation Certificate and mail it back today with your annual membership dues. A pre-addressed envelope is included to speed your reply. You can also join online by going to www.legion.org/mailoffer or over the phone by calling 1-888-805-6180.

Q. How do I know if I qualify for membership in The American Legion?

A. Look on your Activation Certificate. If it lists your dates of military service, and if you served honorably, at least one day of active duty, you qualify for membership in The American Legion. If you are still serving on active duty, in the Reserves or National Guard, you also are eligible to join.

Q. Why is membership in The American Legion limited to certain periods?

A. The American Legion was chartered by the U.S. Congress in 1919 as an organization of wartime veterans. Our membership eligibility dates parallel dates set by Congress for wartime service.

Q. Why should I join The American Legion?

A. Your membership in The American Legion allows you to take full advantage of your status as a wartime veteran and receive additional American Legion benefits to which you are entitled. With your membership, you also support the troops presently serving and honor the other men and women in the United States military who have given so much for our country. And as a Legionnaire you'll have the opportunity to build friendships and camaraderie with fellow wartime veterans and continue your service to America.

Q. What types of service activities are Legionnaires involved with, and how do they contribute to my community?

A. The American Legion was instrumental in the creation of the Veterans Administration (VA) and having the VA elevated to a cabinet level agency and designated as the Department of Veterans Affairs. The American Legion is also universally recognized as the originator of the GI Bill of Rights and it continues to work to maintain the rights and benefits earned by veterans through service to their country. Legionnaires are also deeply involved with community activities ranging from hospital services and blood drives to youth programs such as the Boy Scouts, the National High School Oratorical Contest, American Legion Baseball, scholarships and the annual American Legion Boys State/Boys Nation programs.

Q. If I join The American Legion, how involved in its service programs will I become?

A. That's strictly up to you. Some members are more involved than others, but all members are encouraged to find a level of involvement that's comfortable for them.

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.

▲ RRD LEAD EDGE ▲

3 Easy Ways to Join!

Return the **Activation Certificate** in the enclosed envelope.

Call **1-888-805-6180.**

Or, go to **www.legion.org/mailoffer**

▼ Please detach this stub before mailing the folded certificate in the envelope below. ▼

AMERICAN LEGION ACTIVATION CERTIFICATE

To:
Daniel S. Wheeler, National Adjutant
The American Legion National Headquarters
P.O. Box 7017
Indianapolis, IN 46207-7017

From: CODE
Sample R. Donnelley
1234 Any St.
Secondline Address
Cityname, ST 56789 Source Code

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

☐ **Yes,** I accept my membership in The American Legion. Please send my gift — The American Legion watch

☐ I'm enclosing my $25 check payable to: ***The American Legion***

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

CODLINEEEEEEEEEEEEEEEEEEEEG

AFFIX STICKER HERE TO RECEIVE YOUR FREE GIFT!

Join online: Visit www.legion.org/mailoffer and enter your temporary membership number: 999999999

Eligibility Dates
- ☐ AUG 2, 1990 - OPEN
- ☐ DEC 20, 1989 - JAN 31, 1990
- ☐ AUG 24, 1982 - JUL 31, 1984
- ☐ FEB 28, 1961 - MAY 7, 1975
- ☐ JUNE 25, 1950 - JAN 31, 1955
- ☐ DEC 7, 1941 - DEC 31, 1946
- ☐ APR 6, 1917 - NOV 11, 1918

Branch of Service
- ☐ U.S. ARMY
- ☐ U.S. NAVY
- ☐ U.S. AIR FORCE
- ☐ U.S. MARINES
- ☐ U.S. COAST GUARD
- ☐ U.S. MERCHANT MARINE (WWII only)

☐ *I certify that I have served or still am serving honorably on active duty as specified (Please check appropriate boxes above and sign below)*

X _____
Signature

Join online at www.legion.org/mailoffer. Your temporary membership number is 999999999

Sample R. Donnelley
1234 Any St.
Cityname, ST 56789

000000000 XXX000 0 09

CODE

PLEASE PLACE STAMP HERE

PRIORITY PROCESSING

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

Sincerely,

Daniel S. Wheeler, National Adjutant

Sample R. Donnelley, I would like to welcome you to The American Legion and look forward to sending your American Legion watch!

#7746 PT8 BACK ALL COPIES BLACK W/SCREEN

IMPORTANT INFORMATION

Credit Card Information:

Visa ☐ MasterCard ☐ Discover ☐ AmEx Account No._____ Exp. Date_____

X _____ _____ _____

SIGNATURE DATE SECURITY CODE

Date of Birth: ☐☐-☐☐-☐☐ (M M D D Y Y) Phone Number: ☐☐☐-☐☐☐-☐☐☐☐

Email Address:_____

Male: ☐ Female: ☐

Please Make Any Address Corrections Here if Necessary:

Name _____

Address_____

City_____ State _____ Zip _____

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

THANK YOU FOR YOUR SERVICE

In appreciation of your military service,
The American Legion would like to present you with these gifts with your paid membership.

1 American Legion Watch Yours FREE

You'll be proud to wear this custom-designed, American Legion watch as a memento of your military service

- **Durable stainless steel case**
- **Accurate quartz movement**
- **Comfortable strap made with genuine leather**
- **Easy-to-read face with The American Legion emblem**

2 The American Legion Magazine Yours FREE

Each month you'll receive our members-only magazine with news, articles and stories designed for America's veterans.

3 Member Card Yours FREE

Your personalized membership card identifies you as a member of The American Legion. It entitles you to all the privileges, benefits and savings of Legion membership.

4 Exclusive Benefits Yours FREE

- Reduced rates at thousands of hotels and motels, car rentals, cruises, and moving companies
- Discounts on eyewear
- Additional savings through The American Legion's prescription discount program
- Help you and your family obtain your full V.A. medical, educational and insurance benefits…and much more

INSTRUCTIONS: Place the American Legion watch sticker from your letter on your Activation Certificate. Then, mail back your Activation Certificate along with your paid dues, in the pre-addressed envelope. Once we receive your completed Activation Certificate, we'll start your member benefits immediately.

7746 PT 9 BACK COPY CONTROL , BLACK

SUMMARY ENCLOSED
– OPEN IMMEDIATELY –

TO OPEN: FOLD AND DETACH ALONG PERFORATION