

The American Legion

Benefits Department
P.O. Box 7017
Indianapolis, IN 46207



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JOHN Q. SAMPLE:
NOW MORE THAN EVER, WE NEED YOUR HELP TO
STRENGTHEN OUR VOICE IN WASHINGTON, D.C.
AND PROTECT THE INTERESTS OF AMERICA'S
WARTIME VETERANS. PLEASE OPEN AND RESPOND
IMMEDIATELY.

*****5-DIGIT 123

JOHN Q. SAMPLE
1234 ANY STREET
CITYNAME, ST 56789-1234



▶ LIFT HERE TO OPEN ▶

For your country and your fellow veterans, we need you.



Now is the right time to join The American Legion.

John Q. Sample,

When your country called, you answered.

You served in a time of war to defeat our enemies and help preserve the freedoms we hold so dear.

The American Legion salutes your wartime service and your commitment to helping the United States continue to be a defender of freedom, a liberator of the oppressed and a beacon of hope for the entire world. We are proud to present you with the enclosed "Certificate of Appreciation."

To ensure that you and your fellow warriors who have given so much to this country receive the services and care you earned, The American Legion needs to remain a powerful voice in Washington, D.C.

To make that happen, we need you in The American Legion.

More challenges, more voices needed.

Thousands of new veterans are now returning from Iraq and Afghanistan, while funding for military and veterans' programs is being cut. When you add in the aging population of World War II, Korean War and Vietnam War veterans, you can see that there's a bigger need than ever for The American Legion to protect the interests of America's veterans and active-duty personnel.

The number of members in The American Legion affects our ability to be seen and heard by our nation's political leaders. When you join the Legion, our voice will be stronger.

With the full support of our members in the past year, The American Legion was able to:

- ✓ Manage 140,978 cases and 8,496 disability claims appeals for veterans
- ✓ Work with Congress to pass 13 bills, including legislation that improved:
 - GI Bill benefits
 - Caregiver relief
 - VA medical facilities
 - Career opportunities for those who served in the U.S. Armed Forces
- ✓ Log nearly 4 million volunteer community service hours
- ✓ Raise and donate more than:
 - \$1.5 million for VA hospitals
 - \$4.6 million for community services
 - \$2.25 million for local emergency aid

**Join the Legion today
to receive this FREE gift:**



We're honoring your military service with this custom-designed commemorative lock-back knife engraved with your Branch of Service. This extra heavy-duty knife with durable polypropylene handle is a full 8 1/2" when open, but folds to a compact 4 5/8" for carrying in its Kevlar™ belt pouch.



**Also receive a subscription to
The American Legion Magazine**

This monthly, full-color magazine is a must-read publication for military veterans.

**Plus, we've enclosed
the following in this
package for you:**

- A Certificate of Appreciation for your military service
- Benefits Summary
- Acceptance Certificate

Continued on next page...

Make a lasting difference in your fellow veterans' lives for just 7¢ a day.

Your \$25 annual dues—about 7¢ a day—will help us provide all this and more for you, your fellow veterans and your community:

- ✓ **Emergency assistance** for veterans and their families
- ✓ **Assistance with employment**
- ✓ **Help with filing VA claims**
- ✓ **Support for the troops** presently serving in the United States military
- ✓ **Community activities** such as hospital services and blood drives
- ✓ **Youth programs** including the Boy Scouts, American Legion Baseball, scholarships and more

As a member of the Legion, you will also receive:

- ✓ **Discounts on prescription medicines** through The American Legion discount drug program
- ✓ **Savings on eyewear, cell phones, computers, insurance, travel** and more



Just fill out the enclosed Acceptance Certificate and return it in the envelope provided.

By joining our ranks, you're helping The American Legion represent all veterans' interests in Washington, D.C., as well as providing other important services to veterans and their families. There isn't a more important time to join The American Legion than right now. We need your membership to make us a strong and unified voice for America's veterans. I look forward to having you in our ranks.

Serving those who served,

Daniel S. Wheeler
National Adjutant

John,
Here are 3 easy ways to join The American Legion today:



Return the Acceptance Certificate in the enclosed envelope.



Call 1-888-805-6180 to speak with a representative.



Go to www.legion.org/mailoffer



www.legion.org

John Q. Sample

THE AMERICAN LEGION

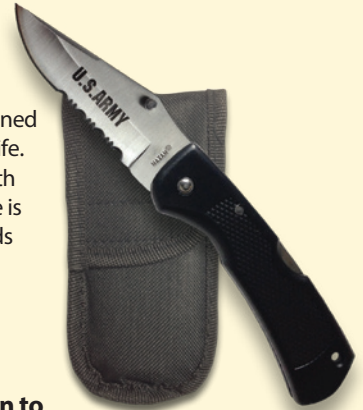


Keep this temporary card handy while you await your official American Legion membership card. If you have questions about benefits or are in need of further assistance, call our Membership Customer Support Specialists Toll-Free at

1-888-805-6180.

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This monthly, full-color magazine is a must-read publication for military veterans.



Plus, we have enclosed the following in this package for you:

- A Certificate of Appreciation for your military service
- Benefits Summary
- Acceptance Certificate

▼ To join by mail, fill out both sides of this Acceptance Certificate, detach and mail in the enclosed envelope ▼

ACCEPTANCE CERTIFICATE

Nominee: 1357
John Q. Sample
1234 Any St.
Cityname, ST 56789

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 me my gift—the lock-back knife commemorating the Branch of Service I have selected to the right. ▶

- \$25 check payable to The American Legion enclosed.
- I would like to charge my dues. My information is on the back of this reply.

I certify that I have served or am still serving honorably on active duty in the following:

Please check appropriate boxes

Eligibility Dates

- 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

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)

PLEASE DETACH THIS STUB BEFORE MAILING

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Join online at www.legion.org/mailoffer and enter your temporary membership #XXXXXXXX

Questions & Answers about The American Legion.

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

A. Look on your Acceptance Certificate. If it lists your dates of military service, and if you served honorably, at least one day of active duty, you qualify for Legion membership. If you are still serving on active duty, in the Reserves or National Guard, you are also 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 and having the VA elevated to a cabinet level agency and designated as the Department of Veterans Affairs (VA). The 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.

John,
Here are 3 easy ways to join The American Legion today:



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Go to www.legion.org/mailoffer

IMPORTANT INFORMATION

Charge \$25 to my: VISA MasterCard Discover

Card # _____ Card Security Code _____ Expires _____
(3-digit number on the back of card on far right side.)

Signature _____ Date _____

Date of Birth _____

Phone Number: - - (Optional)

Email Address: _____ (Optional)

Please make any address corrections here as necessary:

Name _____

Address _____

City _____ State _____ Zip _____



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

PLEASE DETACH THIS STUB BEFORE MAILING

CERTIFICATE OF APPRECIATION



In recognition of your wartime service this certifies that

JOHN Q. SAMPLE

upon meeting the strict requirements set forth by the
Congress of the United States of America shall thereby
be accepted for Official Membership in The American Legion.

A handwritten signature in black ink, which appears to read "Daniel J. Keefe", is written over a horizontal line.

National Adjutant



Please detach and proudly display this special
Certificate of Appreciation, honoring your wartime service.
(Frame Size: 8"x10")

How The American Legion benefits you and your fellow veterans:

VETERANS ASSISTANCE AND INFORMATION

Veterans and Active-Duty Representation

The American Legion is an advocate for military veterans and fights for better active-duty pay, improved housing for active-duty families, and helps to ensure that VA's medical system can properly care for the sick and wounded returning from Iraq and Afghanistan.

Veterans Employment

The 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.

Operation Comfort Warriors



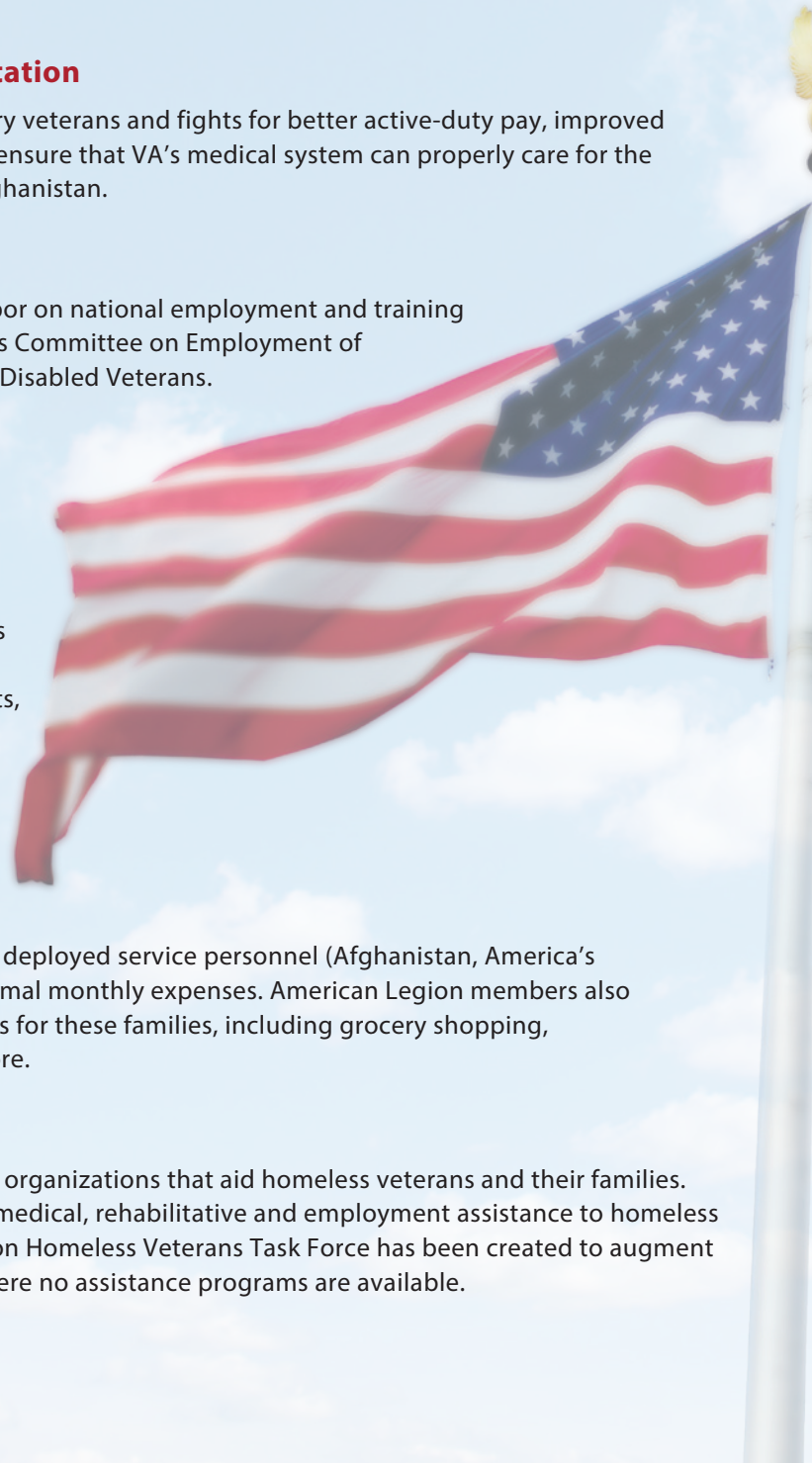
Operation Comfort Warriors meets the needs of wounded, injured or ill military personnel at U.S. military hospitals and warrior transition units. Comfort items, such as sweat suits, DVDs, electronic devices, books, calling cards and more are provided to patients, while larger items such as ping pong tables, entertainment centers and computers are given to facilities for their common areas.

Family Support Network

The American Legion's Family Support Network provides assistance to the families of deployed service personnel (Afghanistan, America's War on Terrorism) that are unable to meet normal monthly expenses. American Legion members also donate their time to complete everyday chores for these families, including grocery shopping, child care, mowing, automotive repair and more.

Homeless Veterans Help

The Legion supports public and private sector organizations that aid homeless veterans and their families. We also back legislative proposals to provide medical, rehabilitative and employment assistance to homeless veterans and their families. An American Legion Homeless Veterans Task Force has been created to augment homeless service providers and fill in gaps where no assistance programs are available.



myLEGION.ORG | For more information, visit mylegion.org.

This is where members can connect with The American Legion: your Department (state) leadership, other veterans with similar interests; and find out more about all of the services offered by The American Legion.



EXCLUSIVE AMERICAN LEGION MEMBER DISCOUNTS

Healthcare Services

Thanks to our many member discount providers, you and other veterans can save on prescriptions, Life Line screenings, eye care, hearing aids and more.



Insurance and Financial Services

Receive a full range of financial products from USAA, such as insurance, banking, investments and more. Veterans 45 to 85 are eligible for guaranteed issue whole life policies through Mutual of Omaha (not available in all states).



Electronics

Enjoy discounts on the latest technology from Dell Computers and Apple Computers, wireless services (including a free cell phone) from American Legion Wireless, and savings on satellite TV services through DirecTV and Dish Network.



Travel and Vacations

You and your family can receive discounts on hotel and condominium stays, vehicle rentals, roadside assistance, vacation packages, cruises and more.



For Your Home

Save on moving services from North American Van Lines, Allied Van Lines and Atlas Moving Company. Enjoy discounts from Budget Truck Rental and on Sears appliances and home goods. Plus, save on mortgage services, real estate services and secure stress-free home financing through Legion Home Benefits.





John Q. Sample
1234 Any St.
Cityname, ST 56789

000000000 XXXX00 0 09
1357



PLEASE
PLACE
STAMP
HERE

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



Daniel S. Wheeler, National Adjutant

Sincerely,

John Q. Sample, I would like to welcome you to The American Legion and look forward to sending you your Branch of Service knife.

PLEASE DETACH THIS STUB BEFORE MAILING

3 EASY WAYS TO JOIN:



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– FOR WARTIME VETERANS –
PLEASE RESPOND IMMEDIATELY**