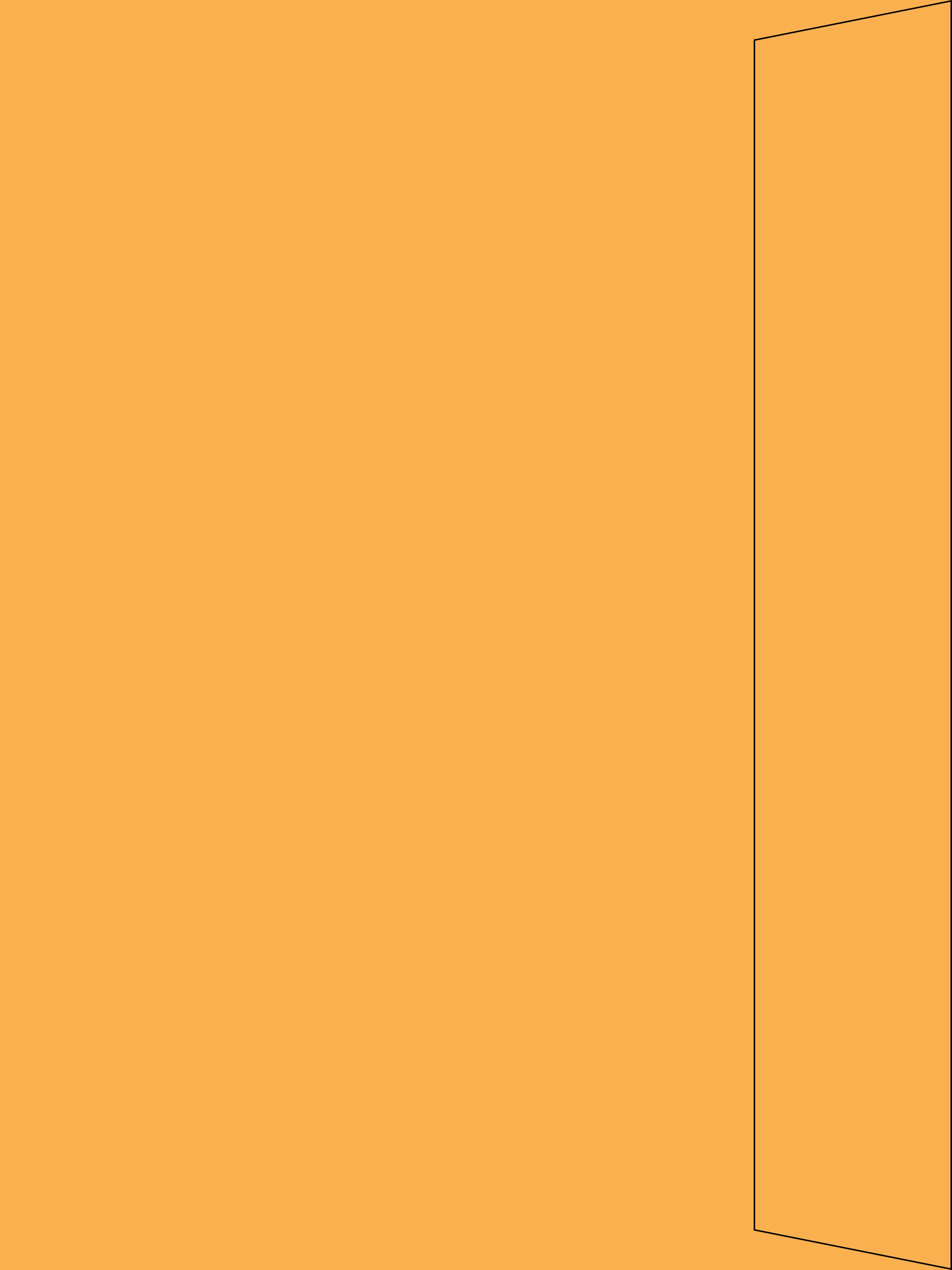




THE AMERICAN LEGION  
P.O. Box 7017  
Indianapolis, IN 46207-7017

NONPROFIT ORG  
U.S. POSTAGE  
PAID  
PERMIT #1315  
DAYTON, OH







John Q. Sample  
123 Any Street  
Anytown, US 12345



**Billy R. Johnson**  
Director of Membership,  
The American Legion  
Member Since 1994

Dear John Q. Sample:

You are a veteran of the United States military, according to our records, and I want to thank you on behalf of The American Legion for your service to our country.

I also want to extend to you a special invitation to consider joining The American Legion.

**If you've ever thought The American Legion is NOT for you, please think again.**

As a veteran, you may have been approached in the past with an invitation to join The American Legion. Maybe you considered it, but decided not to join. Or maybe this is your first invitation to join The American Legion, but you don't know much about us or what we do.

Either way, I ask you to just please take a moment and review the information in this package. The American Legion has more to offer you than you may realize, and the organization plays an instrumental role in helping protect the rights and serve the needs of all veterans and servicemembers.

Please don't make your decision without looking at the full picture of what we do every day for all veterans, and what we can do for you today.

**The American Legion is for ALL wartime veterans.**

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

Contrary to what many people think, today's American Legion is diverse. Our members include both women and men, those who have served and those currently serving from all age groups, from all ethnicities, from all branches of the military.

And though we all come from different walks of life, we all share the

## THERE'S STRENGTH IN NUMBERS

Please consider joining us. Your membership dues will be used to strengthen our voice in Washington and support programs that help meet the needs of veterans facing these challenges:

- Delay in VA claims processing
- Unemployment
- Homelessness
- Post-traumatic stress and other conditions

The American Legion's Legislative Commission testifies at Congressional hearings and works to protect and improve the rights and benefits of veterans and servicemembers.

The more members we have, the more effective we can be.

**We need you!**

*Continued...*

same mission. The American Legion is devoted to serving the needs of **all** veterans (including active military personnel), their families and their communities.

### **By joining The American Legion, you can help make a difference in the lives of veterans and their families.**

I recently attended a national veterans affairs workshop given by the NAACP. Job opportunities and VA benefits claims were top items on the agenda.

That's because employment and the current backlog of VA benefits claims affect ALL veterans today. And those are just two of the important priorities that The American Legion is focused on for the coming year. Other priorities include:

- Protect veterans services from the effects of sequestration and other drastic budget cuts.
- Speed up VA claims processing.
- Improve health services for women and men suffering from the effects of post-traumatic stress (PTS), military sexual trauma (MST) and other conditions.
- Help homeless veterans through our partnership with Rebuilding Together and Heroes at Home. Together, we revitalized the 100-year-old De George at Union Station homeless veterans facility in Houston.

### **There's never been a better time to join The American Legion.**

We live in a time of great change and evolution. This year marked a couple of important milestones in American history that show you just how far we have come.

- **150-year anniversary of African-Americans serving in the military.** Nearly 200,000 black men fought for the Union in the Civil War, and more than 40,000 of them lost their lives.
- **50-year anniversary of Dr. Martin Luther King Jr.'s delivery of his "I Have a Dream" speech** during the historic March on Washington.

In some ways, our country is still recovering from the damaging effects of racial inequality and segregation. However, I am also hopeful because I see signs of a strong movement to embrace diversity, especially in light of the election of our nation's first African-American President and Colin Powell's service as both the first African-American Chairman of the Joint Chiefs of Staff and Secretary of State. The American Legion is proud of the diversity of its membership and it is dedicated to welcoming and serving all veterans regardless of ethnicity, color or gender.

### **That is why I encourage you to join The American Legion today.**

I have been a proud member of The American Legion since 1994. As a leader in this organization, I am confident that we can become a better, stronger organization through increasing our membership.

I hope I have helped you learn more about The American Legion, and I hope you can see why we really need you. Please take a moment and join us today.

Sincerely,



Billy R. Johnson  
Director of Membership, The American Legion

P.S. I have enclosed some additional information and an American Legion Certificate of Appreciation in recognition of your wartime service. I hope you will consider joining us in our mission to serve the needs of all veterans and servicemembers. Thank you.

**3 EASY WAYS  
TO JOIN:**



Detach the Reply Certificate enclosed in this package and mail it in the envelope provided.



Call  
1-888-805-6180.



Or go to [www.legion.org/mailoffer](http://www.legion.org/mailoffer) and enter your Temporary Membership Number: **123456789**

**To join by phone or online, please have your Temporary Membership Number handy: 123456789**

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.

**John,**  
**When you join today, you will receive these  
 exclusive Benefits of Membership.**

## BENEFITS OF MEMBERSHIP

### Welcome Gift



#### Commemorative Lock-Back Knife Engraved with Your Branch of Service.

This special custom-designed, extra heavy-duty knife is a full 8 1/2" when open, but folds to a compact 4 5/8" to fit in its Kevlon™ belt pouch.

### 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.

### 3 EASY WAYS TO JOIN:



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 1-888-805-6180.



Or go to [www.legion.org/mailoffer](http://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:

John Sample  
 123 Any Street  
 Anytown, US 12345

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

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

999999999 999999 9 14

**2**  **YES!** I want to join The American Legion. Please send me the Lock-Back Knife welcome gift for the Branch of Service I have indicated below.

**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...

# John, 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.

### 3 EASY WAYS TO JOIN:



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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

##### 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](http://www.legion.org/privacy).

##### 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) \_\_\_\_\_

email address: \_\_\_\_\_

John,

When you join us, your membership dues help us impact all four areas of The American Legion mission:

- Veterans Affairs & Rehabilitation
- National Security
- Children & Youth
- Americanism



## VETERANS AFFAIRS & REHABILITATION

- **Employment Opportunities.** In 2012, we produced more than 1,200 veterans-employment events, resulting in the hiring of more than 7,000 attendees.
- **Helping Wounded Soldiers.** Through Operation Comfort Warriors, we provide items needed by wounded soldiers and help them transition back to their hometowns.
- **New GI Bill.** The Legion, the VA and Student Veterans of America (SVA) have worked together to create, pass and promote the Post-9/11 GI Bill. Now, 4 years after its introduction, nearly 1 million veterans, servicemembers and beneficiaries have used the New GI Bill to attend college or receive training through flight schools and technical vocational programs.

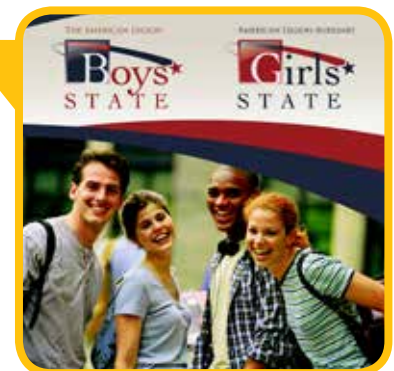
7,000  
jobs for veterans



## CHILDREN, YOUTH & COMMUNITIES

- **Scholarships.** In 2012, we donated more than \$4.7 million in scholarships.
- **Aid to Children of Fallen Veterans.** Our Legion Riders motorcyclists have raised more than \$746,000 for children of fallen veterans in 2012, and more than \$3.51 million since 2006.
- **National Emergency Fund.** This special fund is set aside to help American Legion families that are in need of financial assistance. It has also been used to aid victims of disasters, such as Superstorm Sandy and the Oklahoma tornadoes.
- **Legion Baseball.** We sponsor American Legion Baseball in all 50 states, with more than 80,000 young athletes participating in post-sponsored teams. Many of Major League Baseball's most notable players—Justin Verlander, Albert Pujols, Ryne Sandberg, Ted Williams and many more—played Legion ball during their childhood summers.
- **Boys State and Girls State.** American Legion Boys State and American Legion Auxiliary Girls State are among the most respected educational programs of government instruction for high school students. Each participant becomes a part of the operation of his or her local, county and state government.
- **Scouting.** The Legion and the Boy Scouts have always enjoyed a strong relationship. Since 1919, many of our posts have sponsored Scout troops, while the Scouts themselves provided important war service to support the military. Today, there are 2,553 Legion-sponsored Scout units across the United States.
- **Junior ROTC.** The American Legion has long been a strong supporter of Junior Reserve Officer Training Corps (JROTC) programs. Legion posts commonly present medals to the top JROTC students in their area. Nationally, the Legion established a program to recognize the Outstanding JROTC Cadet of the Year.

\$4.7 million  
in scholarships



## NATIONAL SECURITY

- **Advocating for a Strong National Defense.**  
The American Legion uses our voice in Washington to help ensure that our troops have the support they need to be effective. And we conduct thousands of troop-support activities in local communities, providing care packages and welcome-home celebrations.
- **Homeland Security.** The American Legion works closely with the government to improve disaster readiness.

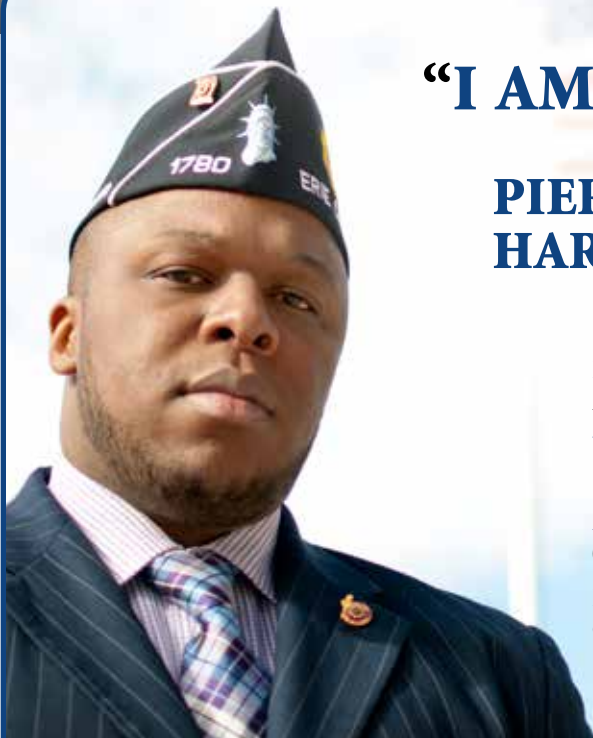
## AMERICANISM

- **Helped pass the Stolen Valor Act.** It is now a criminal offense to gain materially from false claims of being honored with military decorations.
- **Help protect the American flag.**
- **Teach citizenship to young people.**



Think The  
American Legion  
isn't for you?

# THINK AGAIN



## “I AM THE AMERICAN LEGION”

**PIERRE  
HARPER**

*“We focus on servicing veterans and their families. That is the most important job in The American Legion.”*

**BRANCH OF SERVICE:**

Marine Corps

**YEARS:**

1998-2003

**MOS:**

0431 Embarkation Chief

**RANK AT DISCHARGE:**

Corporal (E-4)

**DECORATIONS:**

- Naval Achievement Medal
- Good Conduct Medal
- Naval Unit Commendation
- Naval Unit Citation
- National Defense Medal

**NUMBER OF YEARS  
IN THE LEGION:**

Five

**3 EASY WAYS  
TO JOIN:**



Detach the Reply  
Certificate and mail in  
the envelope provided.



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Or go to [www.legion.org/mailoffer](http://www.legion.org/mailoffer)  
and enter your Temporary  
Membership Number: **123456789**




# 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.

  
National Adjutant

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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 Certificate (both sides).  
• Enclose payment or credit card information.