Dear Jane Q. Sample:

You have served your country in the United States military, according to our records, and that is why I am reaching out to you today.

First, let me thank you for your service. You have a right to be proud of your role in helping the United States continue to defend freedom and inspire hope around the world.

As a veteran, you may have been approached at one time or another with an invitation to join The American Legion. If you have ever thought about it and decided not to join, I’d like to ask you to reconsider your decision.

If you have not been invited to join The American Legion, you may not be aware of who we are and what we do. Please take a moment to review the information in this package and decide whether we are right for you.

The American Legion is for ALL wartime veterans, not just men.

Some women mistakenly believe that The American Legion is for men only. Let me set the record straight on that.

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

Today's American Legion includes both women and men, veterans and servicemembers from all age groups, from all walks of life, from all branches of the military.

I assure you The American Legion is devoted to serving the needs of all veterans and active military personnel, including women. If you meet the criteria for eligibility, I invite you to consider joining us today.

Now, more than ever, The American Legion NEEDS WOMEN like you to help combat such issues as military sexual trauma (MST).

You are no doubt aware of the news stories about women servicemembers suffering from military sexual trauma (MST). Some studies show that...
approximately 20% of women servicemembers have suffered sexual trauma while in the military.

This is exactly the kind of challenge The American Legion is committed to solving, and we have a powerful voice in Washington fighting for the rights of veterans and servicemembers. In July of this year, The American Legion testified before Congress that the VA needs to provide more inpatient programs for women veterans suffering from MST and the post-traumatic stress (PTS) that is often a result. The American Legion has asked the VA to establish separate treatment programs for women and men so that sexual trauma issues for both genders can be helped in a safe and comfortable therapeutic setting.

But that is only one example of how The American Legion is helping veterans.

By joining The American Legion, you can help make a difference in the lives of women and all veterans.

Your membership dues will be used to support programs that help meet the needs of veterans facing these challenges:

- **Rising homelessness among veterans, especially women.** Among the homeless population in America, approximately 1/3 are veterans, and an increasing number of those are women. In the past 10 years, the number of homeless women veterans has tripled! The American Legion is working in communities across the country to provide food, clothing and shelter for homeless veterans and their families.

- **Slow processing of VA claims.** The American Legion is working closely with the VA to speed up the claims process and reverse the current backlog of claims. The American Legion has 2,600 accredited service officers nationwide committed to helping women and all veterans with their benefits claims.

- **Employment barriers.** One challenge veterans face—especially many women veterans—is that their military job experience is not always recognized or valued in the civilian job market. The American Legion has provided leadership and guidance in Washington to pass the Veteran Skills to Jobs Act, which helps veterans convert their military experience into federal licenses and credentials.

You can make a difference just by joining today.

By joining The American Legion, your membership dues will go to work to meet the needs of veterans and servicemembers. Even if you do not have time to participate in Legion activities, joining is still a great way to be of service.

Take it from me. As a woman who had served in the U.S. Army, I found that my desire to help my country did not end when my military service ended. I wanted to know that I could continue to give back to my country and to help others.

I found that opportunity in The American Legion. I have been a member since 1982. When I first joined, I did not have as much time to participate in the organization’s activities as I do now. However, I knew that my membership dues were still helping to strengthen The American Legion’s voice in Washington and providing important veterans and community services. Later, when I had more time, I found that I could get much more involved and take on the leadership role I have today.

I hope I have helped you learn more about The American Legion, and I hope you can see why we really need more women like you. Please take a moment and join us today. I look forward to having you in our ranks.

Sincerely,

Denise Rohan
Chairperson of The American Legion National Membership & Post Activities Committee

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

Welcome Gift
The American Legion Tote Bag
Durable tote bag featuring The American Legion emblem. Made in the U.S.A.

BENEFITS OF MEMBERSHIP

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:
Call 1-888-805-6180.
Detach the Reply Certificate and mail it in the envelope provided.
Or go to www.legion.org/mailoffer and enter your Temporary Membership Number: 123456789

REPLY CERTIFICATE
Please complete both sides of this form and return it in the envelope provided.

I certify that I have served or am still serving honorably on active duty during one of the war periods listed to the right:

1. Nominee: Jane 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

2. ☐ YES! I want to join The American Legion. Please send me The American Legion Tote Bag as my welcome gift.
   ☐ 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

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

   ☐ 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

Continued on reverse side...
Jane, 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.

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3 EASY WAYS TO JOIN:

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

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)

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.

email address:

34
Jane,

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

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

**VETERANS AFFAIRS & REHABILITATION**

- **The Women Veterans Outreach Program.** In 2011, The American Legion launched a landmark survey of over 3,000 female veterans to better understand their needs. The American Legion's Women Veterans Outreach Program was created as a direct result. Its advocacy efforts ensure the needs of female veterans are being met. The program also places women veterans outreach coordinators at the state level, trains and educates coordinators, and assists in getting programs up and running, while continuing to make recommendations to the administration, Congress and VA on women veterans programs.

- **2013 Task Force Report on Women Veterans Health Care.** The American Legion recently issued this report to members of Congress and VA officials on the quality of health care for women veterans. The report's objectives were to understand what prevents women veterans from enrolling in VA health care, determine what health care challenges women veterans face, and provide recommendations to improve access to health care for women veterans. Key findings include the need for long-term health care plans for women veterans and more inpatient or residential mental health programs for women veterans at VA facilities.

- **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.

**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.
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”
LOWRY A. FINLEY-JACKSON

BRANCH OF SERVICE: Army
YEARS: 1981-2002
MOS: Retention NCO
RANK AT DISCHARGE: Master Sergeant

DECORATIONS:
• Meritorious Service Medal (3)
• Army Commendation Medal (7)
• Army Achievement Medal (8)
• Good Conduct Medal (7)
• National Defense Medal

NUMBER OF YEARS IN THE LEGION: Seven

“I love the Legion. I believe in the mission of the organization and what it does for veterans. Why not be a part of that?”

3 EASY WAYS TO JOIN:
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Call 1-888-805-6180.
Or go to www.legion.org/mailoffer and enter your Temporary Membership Number: 123456789
CERTIFICATE OF APPRECIATION

In recognition of your wartime service this certifies that

Jane 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
Thank you for your selfless service to our country and for joining The American Legion.

Before sealing this envelope, be sure to:

• Complete both sides of your Reply Certificate.
• Enclose payment or credit card information.

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

IMPORTANT: DO NOT ENLARGE, REDUCE OR MOVE the FIM and POSTNET barcodes. They are only valid as printed!

Special care must be taken to ensure FIM and POSTNET barcode are actual size AND placed properly on the mail piece to meet both USPS regulations and automation compatibility standards.