



AMERICAN LEGION **FAMILY PLAY DAYS TOOLKIT**





YOUR GUIDE TO AMERICAN LEGION FAMILY PLAY DAYS

WHAT: Legion Family Play Day is a way to bring younger veterans and their families into posts for a day – or evening – of family entertainment. The concept is supported by Resolution 20 approved by the National Executive Committee at Spring Meetings in 2019.

WHY: Younger veterans express interest in family-friendly activities. So while they bond with other veterans and spouses, their kids can interact with other children.

WHERE: American Legion posts can host these events regardless of whether they have a physical post home or not. Based on their communities, time of year and resources, posts can host Family Play Days that feature indoor activities, outdoor games or a combination. Post without buildings can work with a local library, community center or other nonprofit to find a location.

WHEN: Anytime! Summer is ideal when the weather is warmer and schools are out of session. Post leaders who have conducted pilot tests of this program say they will host these events year-around.

HOW: Work with your squadron, unit and Riders chapters to create awareness and encourage volunteers. Reach out to local groups like the Boy Scouts, Boys and Girls Clubs, local first responders, YMCAs and others to invite participation. Promote in your local media and through your post's social media to raise awareness in the community.

RESOURCES: Download a flyer that is customizable www.legion.org/publications



"They see it now as what The American Legion ought to be – a place that is there for the family, is there for the community, but is also a place for veterans, to be together, spend time together and build that camaraderie."

– Derric Grimes, immediate past commander of Post 116 in Fuquay-Varina, N.C., which held its first Legion Family Play Day in July 2019





OUR FAMILY, YOUR FAMILY

The American Legion Family welcomes you to a special **Legion Family Play Day**. We will provide games for families with children of all ages, as well as refreshments and drinks.





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For Immediate Release

Date

MEDIA ADVISORY

American Legion Post (POST NUMBER) hosts Legion Family Play Day

WHO American Legion (NAMESAKE) Post (POST NUMBER)

WHAT The American Legion Family of Post (POST NUMBER) is opening its doors to the community for a special Legion Family Play Day. There will be games available for children of all ages, as well as refreshments. During the event, guests can learn about the post's history of service, how it serves its community and the programs it offers for youths.

WHEN XXXXXXXX (DAY AND TIME)

WHERE (ADDRESS, CITY)

WHY The American Legion is the nation's largest and most influential veterans service organization. It was founded on Four Pillars, including Children & Youth. Post (POST NUMBER) fulfills its commitment to service through programs geared toward youths such as (SHORT LIST OF YOUR MOST HIGH-PROFILE PROGRAMS).

HOW Learn more online at (WEBSITE ADDRESS)

Contact: (NAME, OFFICE AT POST, PHONE NUMBER AND EMAIL ADDRESS)



AMERICAN LEGION **FAMILY PLAY DAYS**

SAMPLE SOCIAL MEDIA POSTS

SAMPLE FACEBOOK POST

We invite our entire community to join us for a special #LegionFamilyPlayDay at (Post XX in ADDRESS/CITY/STATE) at (TIME) (DATE). There will be games, food and beverages, and fun for the whole family. Hope to see you there!

For more information, call (XXX-XXXX).

SAMPLE TWITTER POSTS

Join us for a special #LegionFamilyPlayDay at (Post XX in ADDRESS/CITY/STATE) at (TIME) (DATE). There will be games, food and beverages, and fun for the whole family. Hope to see you there! #veterans @AmericanLegion

Today is the day! Bring your family to a special #LegionFamilyPlayDay at (Post XX in ADDRESS/CITY/STATE) at (TIME). There will be games, food and beverages, and fun for the whole family. Hope to see you there! #veterans @AmericanLegion

SOCIAL MEDIA GRAPHICS





AMERICAN LEGION **FAMILY PLAY DAYS**

MESSAGE POINTS

- Our 2 million members make The American Legion the nation's largest and most influential veterans service organization.
- The American Legion Family is made up of wartime veterans (American Legion members), their spouses, mothers, sisters, grandmothers, and direct and adopted female descendants (American Legion Auxiliary) and their sons, grandsons, adopted sons and stepsons (Sons of The American Legion). The combined membership of the American Legion Family is approximately 3 million.
- Legion Family Play Day is part of a national effort to welcome Legion Family members, eligible members and community members into the post for a fun day or evening of wholesome family activities.
- Children & Youth was one of The American Legion's four founding pillars and has been at the core of our mission since 1919.
- The American Legion serves its communities in numerous ways with an emphasis on children and youth. For more than 90 years, Legion posts have supported America's pastime by sponsoring American Legion Baseball. Each year, Legionnaires mentor thousands of young men with American Legion Boys State and Boys Nation. An annual oratorical contest not only provides scholarships to the winners, but it teaches young people about the Constitution.