## 2019–2020 NATIONAL MEMBERSHIP TARGET DATES

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Bird/NEF Kickoff</td>
<td>September 11, 2019</td>
<td>50%</td>
</tr>
<tr>
<td>Fall Meetings</td>
<td>October 9, 2019</td>
<td>55%</td>
</tr>
<tr>
<td>Veterans Day</td>
<td>November 14, 2019</td>
<td>65%</td>
</tr>
<tr>
<td>Pearl Harbor Day</td>
<td>December 11, 2019</td>
<td>75%</td>
</tr>
<tr>
<td>Mid-Winter</td>
<td>January 15, 2020</td>
<td>80%</td>
</tr>
<tr>
<td>Presidents Day</td>
<td>February 12, 2020</td>
<td>85%</td>
</tr>
<tr>
<td>Legion Birthday</td>
<td>March 11, 2020</td>
<td>90%</td>
</tr>
<tr>
<td>Children &amp; Youth</td>
<td>April 8, 2020</td>
<td>95%</td>
</tr>
<tr>
<td>Armed Forces Day</td>
<td>May 13, 2020</td>
<td>100%</td>
</tr>
<tr>
<td>Delegate Strength</td>
<td>30 days prior to National Convention</td>
<td></td>
</tr>
</tbody>
</table>

**Target dates are the second Wednesday of the month** unless a holiday falls on that day or at the beginning of that week.

Since Veterans Day falls on a Monday, the November target date will be on a Thursday.

To maximize the December renewal notice, the **January target date** will be the third Wednesday of the month.
# AMERICAN LEGION MEMBERSHIP
## 2020 RENEWAL SCHEDULE

<table>
<thead>
<tr>
<th>CUTOFF DATES</th>
<th>RENEWAL DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY 8, 2019</td>
<td>JULY 1, 2019</td>
</tr>
<tr>
<td>SEPTEMBER 11, 2019</td>
<td>OCTOBER 7, 2019</td>
</tr>
<tr>
<td>OCTOBER 9, 2019</td>
<td>NOVEMBER 15, 2019</td>
</tr>
<tr>
<td>DECEMBER 11, 2019</td>
<td>JANUARY 3, 2020</td>
</tr>
<tr>
<td>FEBRUARY 12, 2020</td>
<td>FEBRUARY 28, 2020</td>
</tr>
<tr>
<td>APRIL 8, 2020</td>
<td>APRIL 24, 2020</td>
</tr>
</tbody>
</table>

Transmittals not received by the cutoff date may not prevent a subsequent renewal notice from being delivered at or around the renewal date.

Please note that renewals transmitted and received by the cutoff (which is also a national target date) will be updated prior to printing renewal notices, assuming they can be successfully scanned. Membership that must be hand-keyed (new members and renewals that can’t be scanned) will take longer to process. Please transmit as early and as often as possible in advance of the target dates to help avoid delays in processing.
FOREWORD

This guidebook is prepared and designed primarily to assist department and district/county membership teams and commanders in building a complete membership program. It includes:

- Material to help build a membership campaign.
- A basic outline of important membership dates for The American Legion membership year.
- Information on awards and national contests throughout the entire year.

IMPORTANT NOTES

- Instructions and forms in this manual supersede where conflicting information exists in other national publications and should be mailed directly to The American Legion National Headquarters, Attn: Membership Division, P.O. Box 1055, Indianapolis, IN 46206, faxed to (317) 630-1413 or emailed to membership@legion.org.
- Departments, districts and posts are encouraged to establish incentive programs to further growth and post development within the American Legion family.
- Post, department and national recruiter forms have been incorporated into one form. Departments may make copies as needed.
- This guidebook can be downloaded from the Legion's website and sent electronically. legion.org/publications
- DMS memberships will not count for points and awards unless otherwise stated in this guidebook. DMS-acquired members will count toward all-time high awards and national convention delegate strength.
- Unless otherwise specified, all trips awarded as incentive prizes include roundtrip airfare from an airport in the continental United States, designated by National Headquarters.
- All target date accomplishments are based on each department’s total membership on the transmittals received and successfully processed at National Headquarters by close of business on the target date. Transmittals with incorrect data or insufficient funds will not be counted.
- A new member is defined as any eligible veteran who was not a paid member in good standing for the 2019 membership year. Transfers from one post to another do not count as new members.
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Note: Several awards and recognitions are determined even after the 100 percent target date has passed. Membership teams are encouraged to continue to sign up members after the May target date to compete for the 100% District Commander Pin, Department Commander All-Time High Award and certain other awards.
NATIONAL MEMBERSHIP AWARDS

INDIVIDUAL AWARDS

• Gold Brigade Recruiter (May target date)
• Silver Brigade Recruiter (May target date)
• Department Recruiter of the Year (May target date)
• National Recruiter of the Year (May target date)
• Pioneer Award (anytime during the year)
• District Commander 100% Pin (anytime during the year)
• New Post Development Pin (anytime during the year)

POST AWARDS

• Post Honor Ribbon (December 31)
• Post Membership Retention Award
• Certificate of Meritorious Service (December 31)
• Five or More Consecutive Years All-Time High Post Award
• Pioneer Award (anytime during the year)
• Post Revitalization Recognition Letter (anytime during the year)

DISTRICT AWARDS

• District Commander Race to the Top (March 31)
• District Commander Achievement Award (May target date)
• District Commander New Post Achievement Award (May target date)
• District Honor Ribbon (May target date)

DEPARTMENT AWARDS

• General John J. Pershing Honor Award (December 31)
• Five or More Consecutive Years All-Time High Department Award (December 31)
• Big Twelve Competition (March target date)
• Henry D. Lindsley Trophy Award (March 31)
• Jerry L. Hedrick Membership Award (March 31)
• Department Commander of the Year Award (May target date)
• Target Date Awards Points Program (May target date)
• National Convention Housing (May target date)
• National Convention Parade Position and Convention Hall Seating (June)
• O. L. Bodenhamer Trophy Award (June)
• Department Commander All-Time High Award (delegate strength target date)
• National Convention Delegate Strength (delegate strength target date)
• Department Honor Ribbon (opening day of national convention)
• General Henri Gouraud Trophy Award
MEMBERSHIP PROGRAMS POINTS KEY

Contacts with military officials or units (Reconnect) ¹ 100+ points each event
Gold Brigade nominations 100 points each
Race to the Top winners and runners-up 500 points each
New post temporary charters by May target date 1,000 points each
Posts accepted for cancellation by NEC – 500 points each

Accomplishments as of January (80%) target date ²

90% 2,000 points
85% 1,000 points
80% 500 points

Big Twelve competition in each category

1st place 10,000 points
2nd place 7,500 points
Achieved goals 5,000 points

District commanders nominated for the Race to the Top competition in each category ³

5 or more 1,000 points
3 or 4 nominations 800 points
1 or 2 nominations 400 points

AWARDS CATEGORY KEY

Checks of the same amount are awarded to the department commander and department membership chairman.

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>VALUE ⁴</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>$1,000</td>
<td>60,000 or more</td>
</tr>
<tr>
<td>6</td>
<td>$800</td>
<td>55,000-59,999</td>
</tr>
<tr>
<td>5</td>
<td>$600</td>
<td>50,000-54,999</td>
</tr>
<tr>
<td>4</td>
<td>$500</td>
<td>45,000-49,999</td>
</tr>
<tr>
<td>3</td>
<td>$375</td>
<td>40,000-44,999</td>
</tr>
<tr>
<td>2</td>
<td>$200</td>
<td>30,000-39,999</td>
</tr>
<tr>
<td>1</td>
<td>$100</td>
<td>20,000-29,999</td>
</tr>
</tbody>
</table>

¹ Submit the Reconnect certification form to the Membership Division (membership@legion.org) by June 30. There is a cap of 5,000 points in this category.
² The membership percentage (not including DMS) by the January target date.
³ RTTT nominations must reach National Headquarters by the April target date.
⁴ An additional $1,000 will be awarded to the department if all target dates are accomplished.
TARGET DATE AWARDS POINTS PROGRAM

The department commander and department membership chairman may earn checks up to $1,000 based on a points system for meeting national target dates and other target areas. Each department must accomplish its goal by the May target date, using traditional methods, to be eligible for awards.

An additional $1,000 is awarded to the department for meeting all target dates.

The membership office will record traditional accomplishments on the transmittals received and processed at National Headquarters by the close of the target date business day.

POINTS KEY

<table>
<thead>
<tr>
<th>TARGET</th>
<th>Month</th>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>TARGET I</td>
<td>September</td>
<td>50%</td>
<td>5,000</td>
</tr>
<tr>
<td>TARGET II</td>
<td>October</td>
<td>55%</td>
<td>5,500</td>
</tr>
<tr>
<td>TARGET III</td>
<td>November</td>
<td>65%</td>
<td>6,500</td>
</tr>
<tr>
<td>TARGET IV</td>
<td>December</td>
<td>75%</td>
<td>7,500</td>
</tr>
<tr>
<td>TARGET V</td>
<td>January</td>
<td>80%</td>
<td>8,000</td>
</tr>
<tr>
<td>TARGET VI</td>
<td>February</td>
<td>85%</td>
<td>8,500</td>
</tr>
<tr>
<td>TARGET VII</td>
<td>March</td>
<td>90%</td>
<td>9,000</td>
</tr>
<tr>
<td>TARGET VIII</td>
<td>April</td>
<td>95%</td>
<td>9,500</td>
</tr>
<tr>
<td>TARGET IX</td>
<td>May</td>
<td>100%</td>
<td>10,000</td>
</tr>
</tbody>
</table>

Post and district commanders should place particular emphasis on renewing current members and reinstating those whose membership has expired, even while actively recruiting new members throughout the year.
POST & DISTRICT DEVELOPMENT/REVITALIZATION

Departments will have a goal to start/revitalize two posts in 2019-2020. A total of 500 points will be deducted from each department’s award total for each post submitted for cancellation and accepted by the NEC. Departments will earn 1,000 points for each post started.

MEMBERSHIP CHALLENGES AT COMMANDERS’ AND ADJUTANTS’ CONFERENCE

Challenges between departments provide ammunition for membership drives while encouraging friendly rivalry. All challenges must be turned into the department staff liaisons in the Membership Division prior to the adjournment of the Commanders’ and Adjutants’ Conference. This will permit the staff to review them and to clarify questions. They must contain the signatures of the individuals making and accepting the challenge. The statistical sheets used to assist with the Big Twelve roll call only show the department’s membership goal for this year. Challenges may be based on a number of different criteria, not just membership numbers.

TARGET NO. I

EARLY BIRD/NEF KICKOFF
Receipt date: September target date

This target date is worth 5,000 points for meeting the 50% target (not including DMS totals). Transmittals must be received and processed at National Headquarters during normal business hours on or before the September target date.

TARGET NO. II

FALL MEETINGS
Receipt date: October target date

This target date is worth 5,500 points for meeting the 55% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the October target date.

TARGET NO. III

VETERANS DAY
Receipt date: November target date

This target date is worth 6,500 points for meeting the 65% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the November target date.

TARGET NO. IV

PEARL HARBOR DAY
Receipt date: December target date

This target date is worth 7,500 points for meeting the 75% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the December target date.
TARGET NO. V

MID-WINTER
Receipt date: January Target date

This target date is worth 8,000 points for meeting the 80% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the January target date.

POST HONOR RIBBON

Honor ribbons are awarded to posts whose membership for the current membership year (as of December 31) achieves an advance membership (for the year about to begin) equal to or greater than the final membership for the year ending. Certification forms must be submitted to the Membership Division by January 31 (page 13).

CERTIFICATE OF MERITORIOUS SERVICE
ALL-TIME HIGH AWARD

This certificate is awarded to all posts that have, by December 31, enrolled an advance membership for the membership year equaling or surpassing the post’s previous all-time high membership. The report form is on page 14.

GENERAL JOHN J. PERSHING HONOR AWARD

This plaque is awarded annually to the department with the greatest percentage of posts receiving the Post Honor Ribbon for achieving 100 percent or more of their previous year’s membership enrolled for the coming year by December 31, and having reported the achievement to National Headquarters no later than January 31.

TARGET NO. VI

PRESIDENTS DAY
Receipt date: February target date

This target date is worth 8,500 points for meeting the 85% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the February target date.

TARGET NO. VII

THE AMERICAN LEGION BIRTHDAY
Receipt date: March target date

This target date is worth 9,000 points for meeting the 90% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the March target date.

BIG TWELVE COMPETITION
Receipt date: March target date

The Big Twelve standings will be taken from the national roll call made at the Commanders’ and Adjutants’ Conference. Each department must maintain its own respective roll call pledge by having remittance forms and accompanying dues to equal the pledge made, received by National Headquarters during normal business hours.
on or before the March target date. The department in each category that has pledged the highest percentage and meets this goal will be the winner.

Transmittals in excess of the pledge (at least 90%, not including DMS totals) will not alter the relative standing of the departments; however, defaulting among the Big Twelve by turning in a smaller number than pledged will completely disqualify the department. As departments default, others in the same category will move up. The winner in each category will be reimbursed for computer equipment purchases up to $2,000. Department runners-up in all six categories will be reimbursed for computer equipment purchases of up to $1,000.

The six categories in the Big Twelve Competition are:

- Category I: Departments of 85,000 or more members
- Category II: Departments of 65,000 to 84,999 members
- Category III: Departments of 40,000 to 64,999 members
- Category IV: Departments of 25,000 to 39,999 members
- Category V: Departments of 10,000 to 24,999 members
- Category VI: Departments of 9,999 or fewer members

**Note:** All departments winning Big Twelve awards in March must submit legible cash register receipts and request reimbursement from the National Membership Division by September 30 or lose all entitlements.

### DISTRICT COMMANDER RACE TO THE TOP COMPETITION
End date: March 31

Competition is divided into five categories based on the membership of the district without regard to geographic locations. District commanders will compete in each of the following categories based on final membership year totals, and a top district commander for the national award will be selected from each of the five categories. Post ribbons will also be awarded to each top district commander for all posts in those districts.

Second and third place awards will also be presented in each category. The district commanders will be awarded checks in the amount of $500 for second place or $375 for third place, but no additional ribbons will be awarded for the posts in these districts.

The RTTT certification form, which must be submitted by the April target date, is on page 16.

**Race to the Top categories**

- Category I: Districts of 15 to 1,499 members
- Category II: Districts of 1,500 to 2,999 members
- Category III: Districts of 3,000 to 4,999 members
- Category IV: Districts of 5,000 to 7,499 members
- Category V: Districts of 7,500 and more members

**First place award** The top district commander and guest in each category whose district membership on March 31 represents the greatest percentage over the final previous year’s membership will receive a trip to the 102nd National Convention in Louisville, Ky., in 2020. **This cannot be less than 100 percent to qualify.** Each winner and guest are entitled to a trip to the national convention as a distinguished guest of the national commander, including round-trip airfare, tickets to the National Commander’s Banquet, and hotel accommodations for six days and five nights. These district commanders will also receive Legion caps signifying they are Race to the Top winners, awarded on stage at the national convention with ribbons for each of the district’s posts.

**Second place** The district commander in each category whose district membership on March 31 represents the second highest percentage over the final previous year’s membership will receive a $500 check. **This cannot be less than 100 percent to qualify.**

**Third place** The district commander in each category whose district membership on March 31 represents the third highest percentage over the final previous year’s membership will receive a $375 check. **This cannot be less than 100 percent to qualify.**
TARGET NO. VIII

CHILDREN AND YOUTH
Receipt date: April target date

This target date is worth 9,500 points for meeting the 95% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the April target date.

TARGET NO. IX

ARMED FORCES DAY
Receipt date: May target date

This target date is worth 10,000 points for meeting the 100% target (not including DMS totals). Transmittals must be received and fully processed at National Headquarters during normal business hours on or before the May target date.

NATIONAL CONVENTION HOUSING CUTOFF

Department housing at the national convention will be determined by transmittals received at National Headquarters during normal business hours on or before the May target date.

DEPARTMENT COMMANDER OF THE YEAR AWARD

Any department commander who meets or exceeds the 100 percent goal by the May target date will receive a framed certificate, presented by the national commander at the national convention. This award does not include a trip to the national convention.

DEPARTMENT RECRUITER OF THE YEAR

Each American Legion post will have the opportunity to submit the name of the recruiter from that post who has signed up the highest number of new members for the membership year by the May target date. Department headquarters will supply certification forms to be completed by the post commander or adjutant and submitted to department headquarters by the May target date plus one week. Department adjutants will determine the top new member recruiter for their respective department and certify the winner to National Headquarters, on or before the last day of May.

The top new member recruiter, properly nominated and certified from each department, will be awarded a framed certificate noting his or her accomplishment. The certification form is on page 17.

NATIONAL RECRUITER OF THE YEAR

The individual certified with the highest number of new members recruited from among all the departments will be declared National Membership Recruiter of the Year. The award includes a trip to the national convention: six days and five nights for the Legionnaire and guest, round-trip air transportation, hotel accommodations and reserved seating tickets to the National Commander’s Banquet for Distinguished Guests.

Monetary awards will be presented to the next highest 26 individuals:

- One $1,000 check
- 10 $150 award checks (third place)
- 15 $100 award checks (fourth place)

Note: Department adjutants must nominate top recruiters on or before the last day of May using the form on page 17.
DISTRICT COMMANDER’S NEW POST ACHIEVEMENT AWARD

District commanders who create new American Legion posts in their respective districts and have the new post’s temporary charter application on file at National Headquarters by the May target date will receive a framed certificate. The certification form is on page 18.

DISTRICT COMMANDER ACHIEVEMENT AWARD and DISTRICT HONOR RIBBON

All district commanders whose May target date membership exceeds the previous year’s membership by at least the number of posts in that district will be awarded the District Commander Achievement Award framed certificate. In addition, the district will receive a District Honor Ribbon for its district colors. This certification form is on page 19.

SPECIAL INDIVIDUAL RECOGNITION/ACHIEVEMENT AWARDS

GOLD BRIGADE AWARD

A Legionnaire who recruits 50 or more new members (transfers do not count) into The American Legion by the May target date will qualify for enrollment in the elite Gold Brigade of The American Legion. These very special Legionnaires will be awarded unique gifts designating affiliation with the Gold Brigade. Also, special recognition will be given to those Legionnaires through special announcements in the Dispatch, online and other media.

The gifts awarded to a Gold Brigader will depend on the number of times he or she has qualified for this award. Gold Brigade recipients will receive a choice of jacket, sweater with the Gold Brigade logo on the left breast or polo shirt; a cap pin; a Gold Brigade patch for the blue blazer; and a Gold Brigade certificate. A second, third or fourth time winner will receive a Gold Brigade patch and certificate, a “hash mark” for the jacket sleeve, and the choice of either another designer jacket or a sweater with the Gold Brigade logo on the left breast or a polo shirt. This certification form is on page 20.

First time Gold Brigade members receive:                      Second time (or more) Gold Brigade members receive:
Gold Brigade patch                                          Gold Brigade patch
Special Gold Brigade cap pin                                Gold Brigade certificate
Gold Brigade certificate                                     “Hash mark” for jacket sleeve
Designer jacket or                                          Designer jacket or
Polo Shirt or                                                Polo Shirt or
Sweater with a Gold Brigade logo                            Sweater with Gold Brigade logo

GOLD BRIGADE
FIFTH CONSECUTIVE YEAR AWARD

A Gold Brigader who has won the Gold Brigade award for five consecutive years is eligible for a distinctive Gold Brigade blazer. A Legionnaire may only qualify once every five years. This certification form is on page 21.

Note: Department adjutants must submit all Gold Brigade certification forms on pages 20-22 to National Headquarters by the last day of May.

GOLD BRIGADE
SIXTH CONSECUTIVE YEAR OR MORE AWARD

A Gold Brigader who has earned the Gold Brigade Award for at least six consecutive years or more to include the current membership year is eligible for a $150 check and a Legion cap with the label “Master Recruiter.” Department adjutants must submit the certification form on page 22 by the last day of May.
THE SILVER BRIGADE AWARD

A Legionnaire who recruits 25 to 49 new members (transfers do not count) into The American Legion by the May target date will qualify for this award. A silver pin and certificate will be awarded. The certification form is on page 23.

Note: Silver Brigade and Gold Brigade awards cannot both be awarded to a recruiter during the same membership year.

JUNE (FLAG DAY) AWARDS

Determined as of the Flag Day membership report

O. L. BODENHAMER TROPHY AWARD

This plaque is awarded annually to the department designated to lead the parade at the time of the ensuing national convention, and is limited to the 52 departments within the United States, including the District of Columbia and Puerto Rico. DMS-acquired members will not be considered in determining the Bodenhamer Trophy winner.

PARADE POSITION AND CONVENTION HALL SEATING

Seating in the national convention hall is determined based on the department’s standing on the Flag Day membership report. DMS-acquired members will not be considered in determining convention hall seating or parade position except as indicated below.

National convention parade position is according to the following order of priority:

Foreign departments

In the order established for the domestic departments (see below), followed by:

O. L. Bodenhamer Trophy winner, awarded to the department whose standing is No. 1 on the Flag Day (June 14) membership report, followed by:

Domestic departments (all other)

- All departments that have achieved an all-time high (DMS included) for the current year by the June 14 membership report. They will be in the order of attainment, followed by:
- All departments that have achieved an all-time high (DMS included) for the previous year in order of consecutive years of achievement, followed by:
- All other departments in order of their appearance on the June 14 membership report (DMS not included), followed by:
- The host department.

NATIONAL CONVENTION DELEGATE STRENGTH

Receipt date: 30 days prior to the beginning of the national convention

National Headquarters must receive transmittals for delegate strength during normal business hours on or before 30 days prior to the beginning of National Convention.

Delegate strength is determined by total membership, including DMS members, in the hands of the national treasurer 30 days prior to the national convention. Total number of delegates for each department is based on five delegates at large, one delegate for each 1,000 members or major fraction thereof, and the members of the National Executive Committee.
**DEPARTMENT COMMANDER ALL-TIME HIGH AWARD**

Specially cast all-time-high rings will be awarded to the commander, adjutant and membership chairman of each department attaining a new all-time-high membership (DMS included) for the current membership year by 30 days prior to the national convention. The national commander reserves the right to award a different but similar award to any commander, adjutant or membership chairman who has already received an all-time-high ring.

**DEPARTMENT HONOR RIBBON**

Each department equaling or surpassing its previous year's final membership by opening day of the national convention will receive an honor ribbon for its department colors.

**MISCELLANEOUS TROPHIES AND AWARDS**

**PIONEER AWARD**

The National Membership & Post Activities Committee created the Pioneer Award on May 5, 1965, to recognize those directly involved with new post formation. However, recognition and awarding of this citation are the new post’s responsibility.

Completed certification forms should be returned to department headquarters for approval prior to being forwarded to National Headquarters. All Pioneer awards will be returned to department headquarters for proper presentation. The certification form is on page 24.

**FIVE OR MORE CONSECUTIVE YEAR ALL-TIME HIGH POST AWARD**

**Purpose of report:** To certify to National Headquarters those posts eligible to receive the Five (or more) Consecutive Year All-Time High Award. The citation may be ordered at any time for a qualifying post, but we suggest it be ordered about one month prior to the time planned for presentation (department convention, district convention, visit by department commander, etc.). Departments should check and ensure at the close of department books that all qualifying posts are certified. After a post has won the award for five consecutive years of all-time membership highs, it may continue to win the award each year thereafter as long as each year’s membership sets a new all-time high.

List posts in numerical order. The certification form is on page 15.

**Note:** Post names and numbers will be printed on the award exactly as shown on your report. Costs of replacement awards resulting from an incorrect report will be charged to the department.

**POST MEMBERSHIP RETENTION AWARD**

This award recognizes posts for their ability to renew their previous year’s membership. To qualify, the post must have at least the minimum number of members to maintain their post charter within their designated department and retain at least 90 percent of their previous year’s membership by the May target date. This award has three levels:

- **1st level (100% retention)** – Plaque
- **2nd level (95% percent retention)** – Ribbon
- **3rd level (90% percent retention)** – Certificate

The Post Membership Retention Award certification form must be submitted by May 31 and is on page 32.
The American Legion | National Membership Awards Points Guidebook

GENERAL HENRI GOURAUD TROPHY AWARD
A plaque is awarded annually to that department in each of the six categories for first exceeding its national membership goal. These department categories will be the same as those used for determining Big Twelve winners, with one winner to be determined in each category.

FIVE OR MORE CONSECUTIVE YEARS
ALL-TIME HIGH DEPARTMENT AWARD
All departments that by December 31 have an all-time high in membership for the current membership year (DMS included) that represents five or more consecutive years will receive a special plaque recognizing the number of consecutive years all-time high.

HENRY D. LINDSLEY TROPHY
All membership transmittals used in determining the winner of this plaque must be part of the March 31 turn-in and must be received at National Headquarters during normal business hours on or before March 31. The trophy is awarded to the department that on March 31 has attained the highest percentage of membership over its previous year’s final membership, without counting DMS in either year.

JERRY L. HEDRICK MEMBERSHIP AWARD
This is a membership plaque for departments other than the 50 state departments and the District of Columbia. The North Carolina Trophy is to be awarded to the department that on March 31 has attained the highest percentage of membership over its previous year’s final membership, without counting DMS in either year.

100% DISTRICT COMMANDER PIN
This special pin is worn only by those Legionnaires who as district commanders accomplished at least 100 percent of their assigned district membership goals. These commanders may be nominated at any time during the membership year. The certification form is on page 26.

POST REVITALIZATION RECOGNITION LETTER
Individuals who assist in revitalizing a post will receive a recognition letter from the national commander for their hard work. The revitalized post will receive a letter from the national commander welcoming them back into The American Legion. The certification form is on page 27.

NEW POST DEVELOPMENT PIN
The New Post Development Pin is available to any individual who assists with the initial start-up of a new post. Volunteers can be nominated at any time throughout the year. The certification form is on page 28.
DEPARTMENT MEMBERSHIP CHALLENGE

This form must be turned in to a staff liaison.

Date ________________________________

Department issuing challenge ____________________________________________________

Challenge directed to Department of ______________________________________________

Official wording as to term and prizes (if not picked from list below): ____________________

______________________________________________________________________________

______________________________________________________________________________

Challenge based on the following membership performance as tabulated at National Headquarters:

[ ] Highest numerical total membership    [ ] Largest Reconnect event
[ ] Highest percent of current year’s goal  [ ] Department to hit most targets (September-May)
[ ] First to hit 100 percent of current year goal [ ] Department to hit all targets (September-May)
[ ] Highest percent increase over previous year [ ] Most new post charters

(These are sample challenges; if desired, check the appropriate item.)

Challenge is based on appropriate information from:

[ ] Target date ______________ [ ] Membership report dated week of _______________________

DMS-acquired members will count [ ] will not count [ ] in this challenge (check one).

Challenge by:     Accepted by:
Signature ___________________________  Signature ___________________________
Title _______________________________  Title _______________________________
Department _________________________  Department _________________________

Note: Challenges must contain the signatures of both parties. National Headquarters will tabulate the results and notify both winners and losers.
CERTIFICATION FORM

POST HONOR RIBBON

Honor ribbons will be awarded to all posts whose membership, as of December 31, achieves an advance membership (for the year about to begin) equal to or exceeding the final membership for the year ending.

TO: The American Legion
    Attn: Membership Division
    P.O. Box 1055
    Indianapolis, IN 46206
    Fax: (317) 630-1413
    Email: membership@legion.org

Deadline: January 31

Date __________________________

Please do not list posts; report only the total number of posts within the department, the total number qualifying for the honor ribbon, and the percentage qualifying.

The Department of _________________________________________ requests the following honor ribbons:

1. Total number of posts within the department __________________

2. Total number of posts qualifying for honor ribbon _______________

3. Percentage qualifying (line 2 divided by line 1) ________________%

__________________________________________
Department adjutant

__________________________________________
Department
CERTIFICATE OF MERITORIOUS SERVICE

POST ALL-TIME HIGH AWARD

This certificate is awarded to those posts which, by December 31, have enrolled an advance membership for the year about to start equaling or surpassing the post’s previous all-time high membership.

TO: The American Legion
    Attn: Membership Division
    P.O. Box 1055
    Indianapolis, IN 46206
    Fax: (317) 630-1413
    Email: membership@legion.org

Deadline: January 31
Date ____________________________

List posts in numerical order starting with No. 1.

The Department of ________________________________ requests citations for the following posts:

<table>
<thead>
<tr>
<th>Name of post/post number</th>
<th>Location</th>
<th>All-time high</th>
<th>Number of advance members on December 31</th>
</tr>
</thead>
<tbody>
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Department adjutant

Department

DUPLICATE FORM AS NECESSARY
CERTIFICATION OF POSTS EARNING

FIVE CONSECUTIVE YEARS ALL-TIME HIGH AWARD

This award is for a citation for a post that has five or more consecutive years all-time high. A minimum of five consecutive years is necessary to qualify, but a citation can be earned each year the post continues its all-time high performance after the fifth year.

TO:   The American Legion  
      Attn: Membership Division  
      P.O. Box 1055  
      Indianapolis, IN  46206  
      Fax: (317) 630-1413  
      Email: membership@legion.org

List posts in numerical order starting with No. 1.

The Department of _______________________________ requests citations for the following posts:

<table>
<thead>
<tr>
<th>Name of post and post number</th>
<th>Number of consecutive years of all-time high membership</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of years  From  To</td>
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<td>_____________________________________________________</td>
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<td>_____________________________________________________</td>
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</tbody>
</table>

Department adjutant

Department

Date

DUPLICATE FORM AS NECESSARY
CERTIFICATION FORM

DISTRICT COMMANDER

RACE-TO-THE-TOP AWARD

To: The American Legion, Attn: Membership Division, P.O. Box 1055, Indianapolis, IN 46206
Fax: (317) 630-1413, email: membership@legion.org

This is to certify the below listed district commander whose district membership on March 31 represents the greatest percentage over the previous year’s final membership, and we have transmitted the information to National Headquarters for receipt by the April target date.

Cannot be less than 100 percent to qualify.

Competition will be divided into five categories based on the membership of the district without regard to geographic locations. District commanders will compete in each of the following categories based on the previous year’s final totals.

- **Category I**: Districts of 15 to 1,499
- **Category II**: Districts of 1,500 to 2,999
- **Category III**: Districts of 3,000 to 4,999
- **Category IV**: Districts of 5,000 to 7,499
- **Category V**: Districts of 7,500 and above

The national convention trip will be given to the district commander and guest in each category whose district membership, transmitted to National Headquarters no later than the April target date, represents the greatest percentage over the final membership of the previous year.

Name ___________________________ District number ________________ Category ________________

Address ___________________________________________ Phone (_______) _____________________

City / State / ZIP ________________________________________________

Previous year final membership ___________________________ Current year membership ___________________________

Percentage of current year increase over previous year’s final membership ___________________________

Number of posts within the district ___________________________

____________________________________
Department adjutant

____________________________________
Department

____________________________________
Date

This form must reach National Headquarters on or before the April target date.

More Race to the Top information is on page 6.
NOMINATION FORM

RECRUITER OF THE YEAR

Post adjutants must send this form to department headquarters. Department adjutants must send this form to The American Legion, Attn: Membership Division, P.O. Box 1055, Indianapolis, IN 46206, fax it to (317) 630-1413 or email it to membership@legion.org.

Type or print:

In the Department of _________________, the top new member recruiter of membership enrolled for current membership year as of May target date, and transmitted to National Headquarters, is:

1. Name ______________________________ Post ____________ Member ID ________________________________
   Address ____________________________________________________________________________________
   City / State / ZIP ______________________________________________________________________________
   Phone (______) _________________________
   Number of new members enrolled (minimum 10) __________________
   Attach list of names and ID numbers of new members.

The next highest new member recruiter (make additional copies if needed):

2. Name ______________________________ Post ____________ Member ID ________________________________
   Address ____________________________________________________________________________________
   City / State / ZIP ______________________________________________________________________________
   Phone (______) _________________________
   Number of new members enrolled (minimum 10) __________________
   Attach list of names and ID numbers of new members.

Post adjutant _______________________________ Department adjutant _______________________________
Date ________________________________________ Date ________________________________________

This form must reach department headquarters on or before the May target date and National Headquarters by May 31.
CERTIFICATION FORM

DISTRICT COMMANDER NEW POST ACHIEVEMENT AWARD

TO: The American Legion
   Attn: Membership Division
   P.O. Box 1055
   Indianapolis, IN  46206
   Fax: (317) 630-1413
   Email: membership@legion.org

This is to certify the below listed district commander has created ________________________________ new post(s) in District ________________________________. This also certifies a new temporary post charter is on file at National Headquarters.

Name ____________________________________________________ District No. ______________________________

Address __________________________________________________________________________________________

City / State / ZIP ___________________________________________________________________________________

New post numbers __________________________________________________________________________________

______________________________________________________________________________________________

Department adjutant

______________________________________________________________________________________________

Department

______________________________________________________________________________________________

Date

This form must reach National Headquarters on or before May 31. Post charter applications must already be on file by the May target date.

Read about the other new post achievement award, the Pioneer Award, on page 10.
CERTIFICATION FORM

DISTRICT COMMANDER ACHIEVEMENT AWARD
AND DISTRICT HONOR RIBBON

TO: The American Legion
   Attn: Membership Division
   P.O. Box 1055
   Indianapolis, IN 46206
   Fax: (317) 630-1413
   Email: membership@legion.org

I certify the following information concerning district membership for the previous membership year (as of 12/31) and the current membership year (as of the May target date) in this department is correct.

<table>
<thead>
<tr>
<th>District commander’s name</th>
<th>District commander’s address</th>
<th>District name/number</th>
<th>Previous year’s membership (as of 12/31)</th>
<th>Number of posts in district</th>
<th>Current year’s membership (as of May target date)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane Q. Veteran</td>
<td>1776 Patriot Lane,</td>
<td>1</td>
<td>8,680</td>
<td>10</td>
<td>8,691</td>
</tr>
<tr>
<td></td>
<td>Washington DC 20001</td>
<td></td>
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</tbody>
</table>

Department adjutant

Department

Date

Mail this form on or before May 31.

Note: Report only those districts exceeding their previous year’s membership by at least the number of posts in the district.

DUPLICATE FORM AS NECESSARY
CERTIFICATION FORM

GOLD BRIGADE NEW MEMBER RECRUITER AWARD

Send the completed form to department headquarters on or before the May target date. Posts should retain a copy for their records.

The following member in the Department of ___________________________ qualifies for the Gold Brigade award for enrolling 50 or more new members into The American Legion by the May target date.

Attach the list of names with each nomination form.

First-time qualifiers for the award receive a Gold Brigade cap pin, certificate, a Gold Brigade patch, and choice of a jacket, or sweater, or polo shirt with the Gold Brigade logo.

Second-time qualifiers for the award receive a Gold Brigade certificate, patch, a hash mark for the sleeve, and the choice of either another Gold Brigade jacket or sweater or polo shirt with the Gold Brigade logo.

Check the appropriate box(es):

This Gold Brigade award will be my:

[ ] First Gold Brigade award
[ ] Other (specify second or third time qualified) ________________________________

If you checked Box A or B, circle one: jacket polo shirt sweater

Ladies’ jacket or polo (circle size): S M L XL 2XL 3XL

Men’s jacket or polo (circle size): S M L XL 2XL 3XL 4XL (4XL and 5XL are available upon request)

Unisex sweater (circle size): S M L XL 2XL 3XL 4XL

Name ____________________________________________________________ Post number ____________________________

Address ____________________________________________________________________________________________

City State ZIP

Phone (_____) ___________________ Member ID ______________________________

Number of new members enrolled (minimum 50) __________________________________________________________

Department adjutant ____________________________________________ Post adjutant ____________________________

Date ____________________________ Address ______________________________________________________________

Date (cannot be after the May target date)

Department reminder: Forward a copy of this form to the National Membership Division, along with a copy of the list of new members signed up to National Headquarters, on or before May 31.

USE ADDITIONAL SHEETS IF NECESSARY
CERTIFICATION FORM

GOLD BRIGADE
FIFTH CONSECUTIVE YEAR AWARD

Departments must submit this form to National Headquarters by the last day of May.

The following member of the Department of __________________________ qualifies for the prestigious fifth consecutive year Gold Brigade award for enrolling 50 or more new members into The American Legion by the May target date.

A Legionnaire may only qualify for this award once every five years.

Note: This Navy blue blazer replaces the gold blazer of previous years.

Circle one:

Men’s blazer (cut)  Short  Regular  Long
Specify even sizes 36-58 ___________  Size

Ladies’ blazer (cut)  Regular  Tall
Specify even sizes 0-28 ___________  Size

Type or print:

Name ___________________________  Post number ___________  Member ID ___________________________

Phone (_____) _____________________  Years of being a Gold Brigadier 19_____ – 20______

Certified:

________________________________________
Department adjutant

________________________________________
Date

Department reminder: Fax a copy of this form to (317) 630-1413 or email it to membership@legion.org, along with a copy of the list of new members signed up to National Headquarters, on or before May 31.
CERTIFICATION FORM

GOLD BRIGADE
SIXTH CONSECUTIVE YEAR OR MORE AWARD

The following member of the Department of _______________________ qualifies for the sixth consecutive year or more Gold Brigade award for enrolling 50 or more new members into The American Legion by the May target date.

This award is a $150 check and a Master Recruiter Legion cap, along with a Gold Brigade plaque, cap pin and hash mark.

**Type or print, making sure that all information is complete to help avoid processing delays:**

Name ___________________________________________ Member ID ______________________________

Phone _______________________ Post number ________________ Post city ______________________________

Years qualifying for Gold Brigade ________________________

Number of new members enrolled (minimum 50) ________________________________________________

Circle crown type:       Regular            Fort Knox            Women’s Crown

Lined or unlined ___________________________ Cap size _________________________________

Mandatory insignia (Y/N) ____________ If yes, please list ________________________________________

Certified:

__________________________________________
Department adjutant

__________________________________________
Date

**Department reminder:** Fax a copy of this form to (317) 630-1413 or email it to membership@legion.org, along with a copy of the list of new members signed up to National Headquarters, on or before May 31.
CERTIFICATION FORM

SILVER BRIGADE NEW MEMBER
RECRUITER AWARD

Send the completed form to department headquarters on or before the May target date. Posts should retain a copy for their records.

The following member in the Department of __________________________ qualifies for the Silver Brigade Award for enrolling 25 to 49 new members into The American Legion by the May target date.

Silver Brigadiers receive a silver pin and a silver certificate.

Name ___________________________________________ Post number __________________________
Address __________________________________________________________________________________
City ___________________________ State ______________________ ZIP ______________
Phone (______) ______________________ Member ID ________________________________
Number of new members enrolled (25 to 49) _____________________________________________

________________________________________  ________________________________________
Department adjutant (signature)            Post adjutant (signature)
________________________________________  ________________________________________
Date                                      Address
________________________________________  ________________________________________
Date

Department reminder: Fax a copy of this form to (317) 630-1413 or email it to membership@legion.org, along with a copy of the list of new members signed up to National Headquarters, on or before May 31.

USE ADDITIONAL SHEETS IF NECESSARY
THE AMERICAN LEGION PIONEER AWARD

Post commander __________________________________________________________

Post adjutant ____________________________________________________________

The American Legion has authorized issuance of a citation titled “The American Legion Pioneer Award.” Your post may make nominations for this award immediately after securing a temporary charter.

This award is a way to recognize an individual who has made the greatest contribution in helping to get your post chartered and ensuring a successful operation.

You can play an important role in giving proper recognition both to the nominee and to your post. If your post would like to nominate someone, provide the information requested below and return this form to your department headquarters for certification and forwarding to National Headquarters.

_________________________________ Post ______________ located at _______________________________________

Department of ____________________________, was chartered on ____________________, 20________

Nomination for The American Legion Pioneer Award is hereby made for ____________________________

________________________________________________________________________________________

Post ____________________ believes the above nominee deserves the Pioneer Award because ____________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

Attest:

________________________________________ Post commander

________________________________________ Post name and number

________________________________________ Address

________________________________________ City State ZIP

________________________________________ Department adjutant

________________________________________ Department

DUPLICATE FORM AS NECESSARY
CERTIFICATION OF DEPARTMENTS ACHIEVING

ALL TARGET DATES DURING

THE MEMBERSHIP YEAR

This recognition is for any department that meets or exceeds each target date up to and including the May (100 percent) membership target date published for the National Points Awards Program for the current membership year. The national commander or a member of his staff will recognize the department at the national convention for meeting all targets using traditional membership methods.

Department adjutants must nominate their departments before the delegate strength reporting date, approximately 30 days before the beginning of the national convention.

TO: The American Legion
   Attn: Membership Division
   P.O. Box 1055
   Indianapolis, IN 46206
   Date ____________________________
   Fax: (317) 630-1413
   Email: membership@legion.org

The Department of ____________________________________________ requests recognition at the national convention for meeting all target dates for the membership year.

<table>
<thead>
<tr>
<th>Target month</th>
<th>Target</th>
<th>Actual</th>
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</thead>
<tbody>
<tr>
<td>September</td>
<td>50%</td>
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<tr>
<td>October</td>
<td>55%</td>
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<tr>
<td>November</td>
<td>65%</td>
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<tr>
<td>December</td>
<td>75%</td>
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<td>January</td>
<td>80%</td>
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<td>February</td>
<td>85%</td>
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<td>March</td>
<td>90%</td>
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<tr>
<td>April</td>
<td>95%</td>
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<tr>
<td>May</td>
<td>100%</td>
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</tr>
</tbody>
</table>

____________________________________
Department adjutant

____________________________________
Department
CERTIFICATION FORM

100% DISTRICT COMMANDER PIN

This recognition, in the form of a specially designed cap/lapel pin and certificate, is for any district commander (or similar county or parish commander) who accomplishes 100 percent of his or her assigned membership goal anytime during the membership year.

Department adjutants may nominate their district commanders by name at any time during the membership year, and may use this form at any time to certify one or more winners.

TO: The American Legion
Attn: Membership Division
P.O. Box 1055
Indianapolis, IN 46206
Date ____________________________
Fax: (317) 630-1413
Email: membership@legion.org

The Department of ______________________________ requests 100% District Commander Pins for the following district commander(s) for meeting or exceeding assigned membership goals for membership year _____________.

<table>
<thead>
<tr>
<th>Commander</th>
<th>District</th>
<th>Number goal</th>
<th>Number attained</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

Department adjutant

Department

Pins and certificates will be shipped directly to the department for presentation at an appropriate ceremony.

DUPLICATE FORM AS NECESSARY
CERTIFICATION FORM

POST & DISTRICT REVITALIZATION RECOGNITION LETTER

These letters are awarded to the revitalized post and those individuals who assisted in the revitalization effort.

TO: The American Legion
    Attn: Membership Division
    P.O. Box 1055
    Indianapolis, IN 46206
    Date ____________________________

Fax: (317) 630-1413
Email: membership@legion.org

The Department of ____________________________ requests a “welcome back” letter for Post __________.

Name of individual(s) who assisted in the revitalization of this post:

____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________

____________________________________
Department adjutant

____________________________________
Department

Letters will be sent directly to the department for presentation at an appropriate ceremony.

DUPLICATE THIS FORM AS NECESSARY
CERTIFICATION FORM

NEW POST DEVELOPMENT PIN

This recognition, in the form of a specially designed cap/lapel pin, is for any individual who assists in starting a new American Legion post.

Department adjutants may nominate these individuals by name at any time once the temporary charter has been submitted.

TO: The American Legion
   Attn: Membership Division
   P.O. Box 1055
   Indianapolis, IN 46206
   Fax: (317) 630-1413
   Email: membership@legion.org

The Department of __________________________ requests New Post Development Pins for the following individual(s) for assisting in the development of Post ____________.

Name of individual(s) who assisted in starting this new post:
____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________

____________________________________
Department adjutant

____________________________________
Department

Pins will be shipped directly to the department for presentation at an appropriate ceremony.

DUPLICATE THIS FORM AS NECESSARY
RECONNECT CERTIFICATION FORM

A “Reconnect” is a DoD initiative meant to “reconnect” our country with its military. A reconnect effort is any face-to-face communication between military installations and American Legion posts, districts/counties or departments to showcase their many programs and services. Departments that do not currently report their reconnect efforts are strongly encouraged to do so. A minimum of 100 points up to a maximum of 5,000 points will be awarded for each reconnect effort until the May target date; however, it is highly recommended that efforts continue throughout the year.

TO: The American Legion
Attn: Membership Division
P.O. Box 1055
Indianapolis, IN 46206
Fax: (317) 630-1413
Email: membership@legion.org

The Department of ____________________________ certifies that the following (post/district/county) have participated in the following reconnect event(s):

____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________

____________________________________
Department adjutant

____________________________________
Department

DUPLICATE THIS FORM AS NECESSARY