



POST COMMANDER – POST ADJUTANT INTRODUCTION LETTER

Dear District and Post Commanders,

The American Legion was built on the power of personal contact. A century ago, when our organization was established, there was no other good way to grow and fulfill our purposes. Today, in honor of The American Legion's centennial, I'm asking you to do what our founders did. Make personal contact with members and former members of your posts and districts.

Call it a "buddy check." Ask them how they are doing. Ask if there is anything The American Legion can do for them. Perhaps they have been sick, lost a spouse or just need to know someone cares. Perhaps they simply forgot to renew their membership because no one called.

This is not a membership campaign. It's a comradeship campaign.

Inside, you will find some steps you and your fellow Legionnaires can take to make personal contact with current and former members to let them know they have friends in The American Legion who want them to be part of our dawning second century.

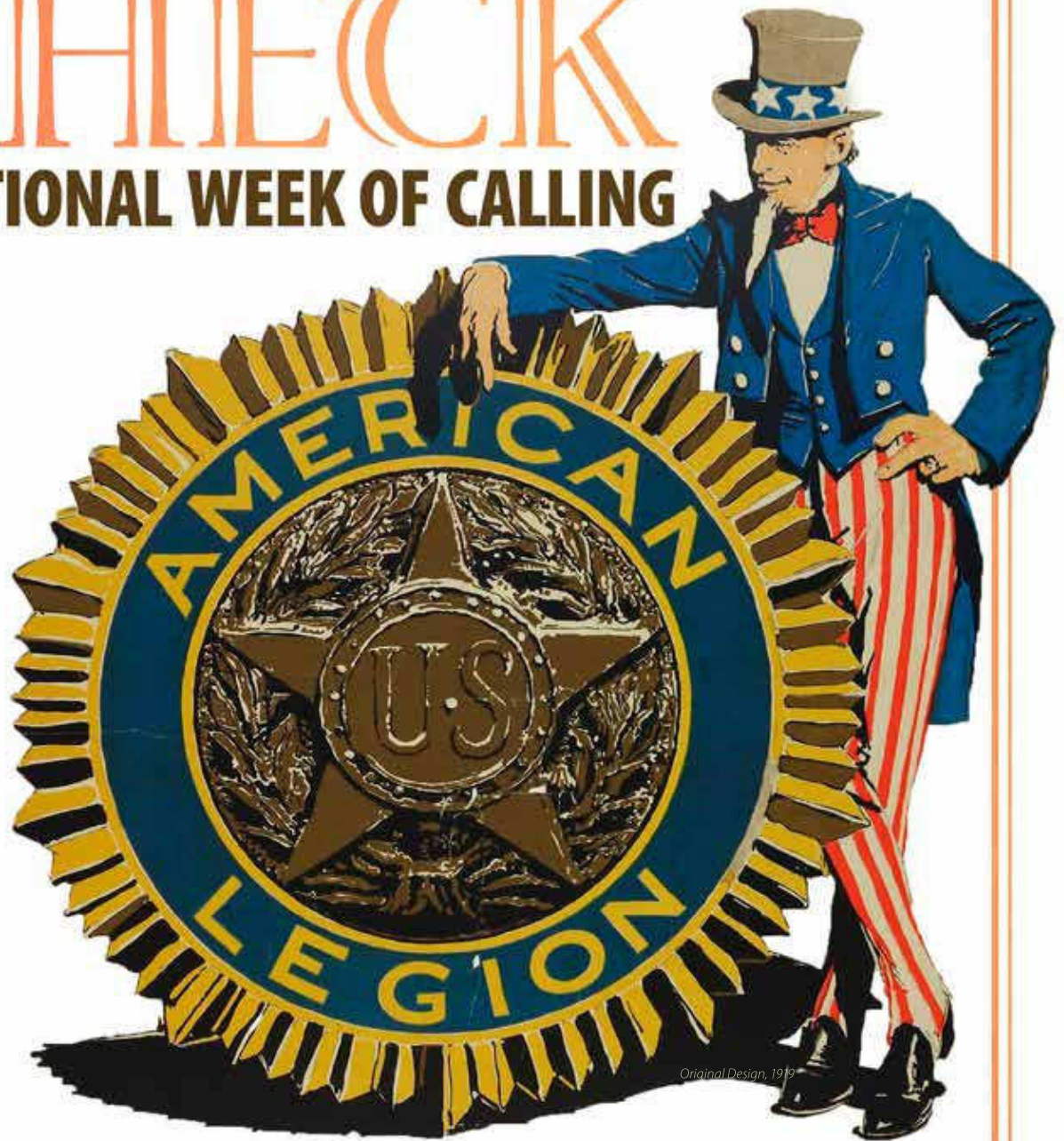
For God and country,

Brett Reistad
National Commander
The American Legion

EVENT TOOLKIT

BUDDY CHECK

A NATIONAL WEEK OF CALLING



Original Design, 1915

A PLAN FOR MEMBERSHIP OUTREACH
THROUGH PERSONAL CONTACT

BUDDY CHECK: A NATIONAL WEEK OF CALLING

As Legionnaires, our most sacred responsibility is to look out for each other and our fellow veterans. National Commander Brett Reistad has called for a Buddy Check during our National Week of Calling around the Legion's 100th birthday as a way to reach out to members and former members who may need help. Perhaps they have been waiting for a personal call or visit to renew or rejoin. No matter their situations, we can do as our founders did by making personal contact with veterans in our communities.

HOW DO I ORGANIZE A BUDDY CHECK?

- 1. Gather up a team** to call or, if possible, personally visit members and former members of The American Legion. If each member in a team of 10 calls just 10 Legionnaires or former Legionnaires, 100 veterans can be reached in one sitting.
- 2.** If you don't have a list of members and former members at your fingertips, **visit myLegion.org and download the names of current members and those who have let their memberships expire.**
- 3.** Save the file of members and those whose memberships have expired onto a spreadsheet or copy and paste into a Word file to distribute among your team members. **Print several copies of the lists.**
- 4. Divide up the call list among your team members.** Some may have personal connections with the member or the former member and should make that particular buddy check.



- 5. Start calling** – either from a quiet place inside the post or from your home – to see how the members and former members are doing, ask if they need anything and invite them to any event or activity planned to help celebrate the Legion's 100th anniversary.
- 6. Use the spreadsheet to record your calls** and identify those who haven't

been members since 2014, 2015 or 2016. For each former member who rejoins from those years, your post receives a \$5 reward.

- 7.** If you are making it a group effort, where many members of your team are calling on a particular night or time, **invite the local media** to show The American Legion celebrating its 100th birthday the personal way: by checking in on their buddies in the community.
- 8.** Make sure you **thank the member or former member** in the beginning and at the end of your call.
- 9.** If the member or former member wishes to renew, be sure to **have your post's payment procedure at your fingertips**, the address to send a check or offer to stop by in person to pick it up (another opportunity to connect).
- 10. Leave contact information** in case the member or former member can't take the call or needs anything in the future.

REWARDS FOR RENEWALS AND REJOINS

An added benefit to the Buddy Check is the opportunity to improve membership, and the national commander is offering new rewards this year for departments and posts that exceed targets and return members to the organization.

DEPARTMENTS that achieve 100% of their 2019 membership goals by the Armed Forces Day target date on May 8 will receive \$2,500. An additional \$5,000 will be awarded to each department that hits 105% of its goal by the Delegate Strength target date.

POSTS receive \$5 for each 2014, 2015, 2016 expired member who rejoins his or her post for membership year 2019. After the incentive program ends on May 8, 2019, checks will be disbursed to each post through their department headquarters.

To receive credit for renewing a 2014/2015/2016 expired member, you must renew that member in your post and use his or her current membership ID# found on the expired listing.

TO ASSIST YOU IN YOUR EFFORTS, the 2014/2015/2016 expired members lists can be easily retrieved from the **Report Server on myLegion.org**

STEP 1: Select "Reports/Labels" on the left-hand menu.

STEP 2:

POSTS - Open **Post Reports** folder, click on Revitalization folder to see: Un_Renewed Letters, Un_Renewed_Labels, and Un_Renewed Roster

DISTRICTS – Open **District Reports** folder to see un_Renewed Roster listing

COUNTIES – Open **County Reports** folder to see un_Renewed Roster listing

Find Members in my Area – now includes last paid 2014/2015/2016.

SAMPLE SCRIPTS

The following scripts can help you and your team make buddy checks on members and former members. Use these, modify them or draft your own before reaching out.

Remember, the most important part of the call is to see if the veteran and family are OK, if the Legion can help and to invite them to celebrate any planned centennial events or activities.

MEMBER WHO HAS NOT YET RENEWED:

Hi, [MEMBER'S NAME]. This is [YOUR NAME] from your American Legion Post [XXX]. I want to thank you for your membership and see how things are going for you and your family.

We're getting ready for The American Legion's 100th birthday [DATE/EVENT] and want to make sure you're aware. We want to be caught up with our renewals by then. I'm calling to check to see if you need assistance with your renewal, or anything else. Remember, your fellow Legionnaires are here for you.

Thanks again for your service and for your membership.

If you need anything, call me anytime at [XXX-XXX-XXXX] or email me at [xxxx@xxx.com]

Let's stay in touch!

MEMBER IN GOOD STANDING:

Hi [MEMBER'S NAME]. This is [YOUR NAME] from our Legion post. As part of the American Legion centennial, we're calling just to say thanks for your military service and let you know how much we appreciate your membership.

We're also calling all post members to see how they're doing and if the post can help them in any way. I also want to make sure you know about [100TH BIRTHDAY EVENT INFORMATION].

The National Commander recently contacted me. He reminded me that members like you are the reason The American Legion has a voice in Washington, D.C., where he testified a few days ago before Congress in support of our fellow veterans.

He told me to tell you thank you on his behalf.

Let me know if there is anything we can do for you or your family.

My mobile number is [XXX-XXX-XXXX] and my email address is [xxx@xxx.com]

See you soon!

RECENTLY EXPIRED MEMBER:

Hi [FORMER MEMBER'S NAME]. This is [YOUR NAME] down at the American Legion post. I want to thank you for your membership ... and to see how you're doing.

If there is anything we can do for you or your family, just stop by the post or give me a call on my mobile at [XXX-XXX-XXXX] or email me at [xxxx@xxx.com] any time.

Right now, we're celebrating the American Legion's 100th anniversary and want to make sure all of our members and former members understand we're here for them and hope they can be a part of our centennial celebration [or second century].

LONG-EXPIRED MEMBER

Hi [FORMER MEMBER'S NAME]. This is [YOUR NAME] from American Legion Post [XXX]. Just wanted to touch base with you, see how you're doing and find out if there's anything we can do for you or your family.

Right now, we're celebrating The American Legion's 100th anniversary and want you to be aware of [EVENT, IF ONE IS PLANNED]. You and your family are invited to join us as we celebrate the beginning of our second century.

If there's anything we can do, give me a call on my mobile at [XXX-XXX-XXXX] or email me at [xxxx@xxx.com] anytime.

Thanks again for your military service.

ACCESS THESE SCRIPTS ONLINE AND MODIFY THEM TO SUIT YOUR NEEDS
WWW.LEGION.ORG/MEMBERSHIP

QUICK ANSWERS TO WHAT THE LEGION DOES

NATIONAL

- 1. Stands as the nation's largest and most prominent voice for effective VA health care and disability benefits, GI Bill education and career opportunities.** More than 3,600 American Legion service officers are handling over 700,000 veterans' cases at any one time, across the country and around the world. No other organization provides as much free service for veterans and their families.
- 2. Mentors thousands of children and youth** through healthy, educational, competitive and patriotic programs, including Boys Nation, Oratorical Competition, American Legion Baseball, Junior Shooting Sports, flag education, Scouting, Junior ROTC and more.
- 3. Supports our nation's troops and a strong Department of Defense** through innumerable programs and services for active-duty, National Guard and Reserve components, as well as resources for military families and advocacy for military retirees.

DEPARTMENT

- 1.** [What the Department does in support of veterans]

- 2.** [What the Department does in support of children and youth]

- 3.** [What the Department does in support of troops/national security]

POST

- 1.** [What the Post does in support of veterans]

- 2.** [What the Post does in support of children and youth]

- 3.** [What the Post does in support of troops/national security]

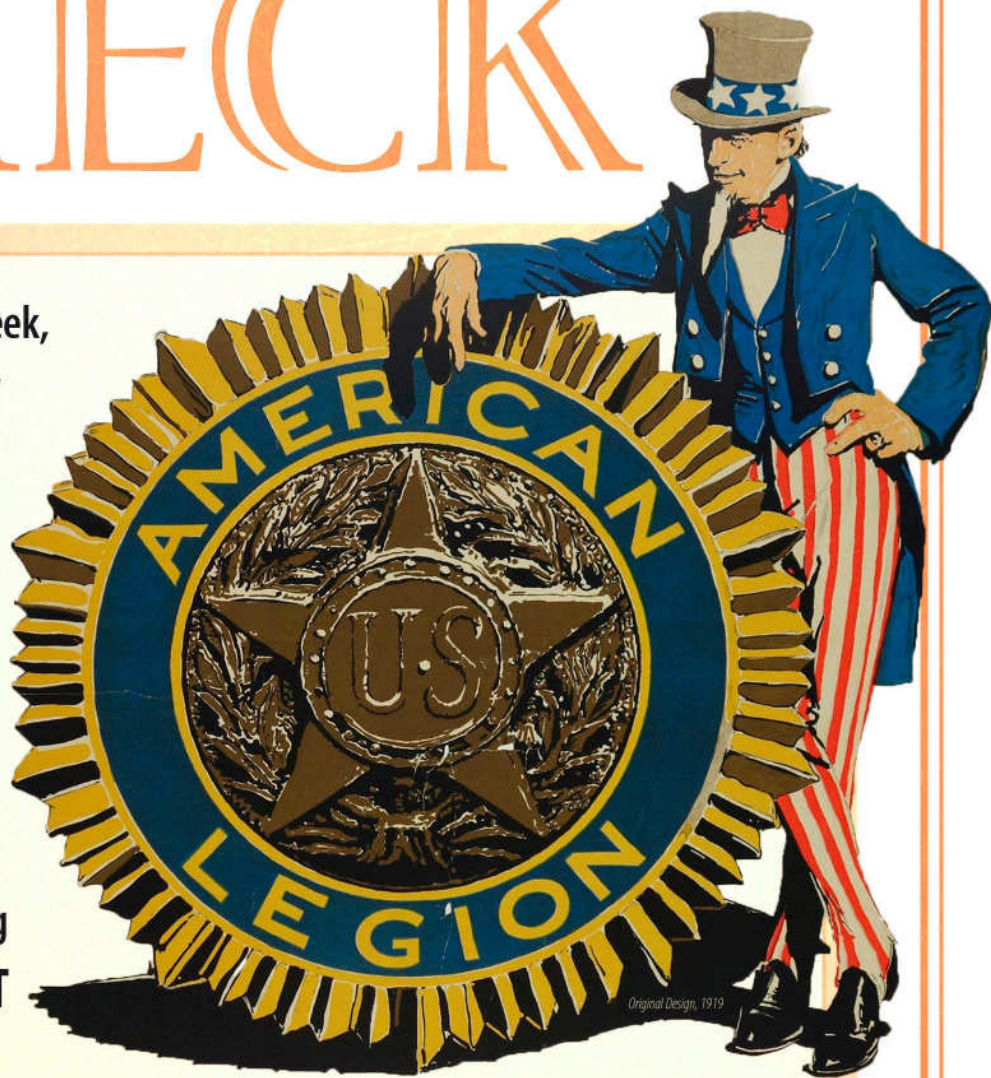
MARCH 11-18, 2019

BUDDY CHECK

During Buddy Check week,
take time to call on any
member or former
member who may
have lost touch with
the post.

We need them,
and they may need us.

Honor the vision of
our founders by making
PERSONAL CONTACT
with fellow veterans.



#TEAM 100

WWW.LEGION.ORG/MEMBERSHIP