

# How Target Date changes affect National Membership Awards

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**Race-to-the-top Competition** (pg. 6 & 16) – Qualifying date has been changed from March 31<sup>st</sup> to April 30<sup>th</sup>; Submission date has been changed from the traditional April Target Date (April 8<sup>th</sup>) to May 13<sup>th</sup>

**Department Commander of the Year** (pg. 7) – Qualifying date has been changed to from the traditional May Target Date (May 13<sup>th</sup>) to June 17<sup>th</sup>; No submissions from departments are necessary

**Department & National Recruiters of the Year** (pg. 7 & 17) – Qualifying date has been changed to from May Target Date (May 13<sup>th</sup>) to June 17<sup>th</sup>; Submission dates from Departments to National has been changed to June 19<sup>th</sup>

**District Commander's New Post Achievement Award** (pg. 8 & 18); **District Commander's Achievement Award and Honor Ribbon** (pg. 8 & 19)– Qualifying date has been changed to from May Target Date (May 13<sup>th</sup>) to June 17<sup>th</sup>; Submission dates from Departments to National has been changed to June 19<sup>th</sup>

**Gold/Silver Brigade Awards [ALL]** (pg. 8 & 20-23)– Qualifying date has been changed to from May Target Date (May 13<sup>th</sup>) to June 17<sup>th</sup>; Submission dates from Departments to National has been changed to June 19<sup>th</sup>

**Reconnect** (pg. 29) – Points for submissions will be granted up until June 30<sup>th</sup>; Departments are encouraged to continue Reconnect efforts year around.

\* *Points for achieving 95% by April & 100% by May Target dates we still be award for the updated target dates on May 13<sup>th</sup> & June 17<sup>th</sup>, respectively.*

\*\* *All June Target Date (Flag Day) awards, Parade position and Convention hall seating (reference on page 9) will be determined based upon the June 14<sup>th</sup> Membership Report.*

\*\* *All other guidelines remain in place.*



THE AMERICAN LEGION

**NATIONAL MEMBERSHIP  
AWARDS POINTS  
GUIDEBOOK**

**MEMBERSHIP YEAR 2020**





# 2019–2020 NATIONAL MEMBERSHIP TARGET DATES

EARLY BIRD/NEF KICKOFF	SEPTEMBER 11, 2019	50%
FALL MEETINGS	OCTOBER 9, 2019	55%
VETERANS DAY	NOVEMBER 14, 2019	65%
PEARL HARBOR DAY	DECEMBER 11, 2019	75%
MID-WINTER	JANUARY 15, 2020	80%
PRESIDENTS DAY	FEBRUARY 12, 2020	85%
LEGION BIRTHDAY	MARCH 11, 2020	90%
CHILDREN & YOUTH	APRIL 8, 2020	95%
ARMED FORCES DAY	MAY 13, 2020	100%
DELEGATE STRENGTH	30 DAYS PRIOR TO NATIONAL CONVENTION	

**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

CUTOFF DATES	RENEWAL DATES
MAY 8, 2019	JULY 1, 2019
SEPTEMBER 11, 2019	OCTOBER 7, 2019
OCTOBER 9, 2019	NOVEMBER 15, 2019
DECEMBER 11, 2019	JANUARY 3, 2020
FEBRUARY 12, 2020	FEBRUARY 28, 2020
APRIL 8, 2020	APRIL 24, 2020

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) <sup>1</sup>	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 <sup>2</sup>

90%	2,000 points
85%	1000 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 <sup>3</sup>

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.

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

<sup>1</sup> Submit the Reconnect certification form to the Membership Division ([membership@legion.org](mailto:membership@legion.org)) by June 30. There is a cap of 5,000 points in this category.

<sup>2</sup> The membership percentage (not including DMS) by the January target date.

<sup>3</sup> RTTT nominations must reach National Headquarters by the April target date.

<sup>4</sup> 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

<b>TARGET I</b>	September	50%	<b>5,000 points</b>
<b>TARGET II</b>	October	55%	<b>5,500</b>
<b>TARGET III</b>	November	65%	<b>6,500</b>
<b>TARGET IV</b>	December	75%	<b>7,500</b>
<b>TARGET V</b>	January	80%	<b>8,000</b>
<b>TARGET VI</b>	February	85%	<b>8,500</b>
<b>TARGET VII</b>	March	90%	<b>9,000</b>
<b>TARGET VIII</b>	April	95%	<b>9,500</b>
<b>TARGET IX</b>	May	100%	<b>10,000</b>

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:

Gold Brigade patch

Special Gold Brigade cap pin

Gold Brigade certificate

Designer jacket **or**

Polo Shirt **or**

Sweater with a Gold Brigade logo

Second time (or more) Gold Brigade members receive:

Gold Brigade patch

Gold Brigade certificate

"Hash mark" for jacket sleeve

Designer jacket **or**

Polo Shirt **or**

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.

## **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:

- |  |   |
|--|---|
| <input type="checkbox"/> Highest numerical total membership            | <input type="checkbox"/> Largest Reconnect event                        |
| <input type="checkbox"/> Highest percent of current year's goal        | <input type="checkbox"/> Department to hit most targets (September-May) |
| <input type="checkbox"/> First to hit 100 percent of current year goal | <input type="checkbox"/> Department to hit all targets (September-May)  |
| <input type="checkbox"/> Highest percent increase over previous year   | <input type="checkbox"/> 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:

Name of post/post number	Location	All-time high	Number of advance members on December 31
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

\_\_\_\_\_  
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**

Date \_\_\_\_\_

List posts in numerical order starting with No. 1.

The Department of \_\_\_\_\_ requests citations for the following posts:

**Name of post and post number**

**Number of consecutive years of all-time high membership**

Number of years

From

To

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\_\_\_\_\_  
Department adjutant

\_\_\_\_\_  
Department

\_\_\_\_\_  
Date

**DUPLICATE FORM AS NECESSARY**

CERTIFICATION FORM

# DISTRICT COMMANDER RACE-TO-THE-TOP AWARD

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

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

\_\_\_\_\_  
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 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](mailto: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](mailto: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

\_\_\_\_\_  
Post adjutant

\_\_\_\_\_  
City State ZIP

The above information is certified as correct:

\_\_\_\_\_  
Department adjutant

Date \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
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  
Fax: (317) 630-1413  
Email: [membership@legion.org](mailto:membership@legion.org)

Date \_\_\_\_\_

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

Target month	Target	Actual
September	50%	_____
October	55%	_____
November	65%	_____
December	75%	_____
January	80%	_____
February	85%	_____
March	90%	_____
April	95%	_____
May	100%	_____

\_\_\_\_\_  
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.

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

Date \_\_\_\_\_

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

Commander	District	Number goal	Number attained
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

\_\_\_\_\_  
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.

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

Date \_\_\_\_\_

The Department of \_\_\_\_\_ requests a “welcome back” letter for Post \_\_\_\_\_.

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

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\_\_\_\_\_  
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**

Date \_\_\_\_\_

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:

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\_\_\_\_\_  
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**

Date \_\_\_\_\_

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

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\_\_\_\_\_  
Department adjutant

\_\_\_\_\_  
Department

**DUPLICATE THIS FORM AS NECESSARY**










THE AMERICAN LEGION  
NATIONAL HEADQUARTERS

P.O. Box 1055  
Indianapolis, IN 46206  
 **legion.org**

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