# Are you familiar with Post Revitalizations within the American Legion?

A Post Revitalization is an organized effort—typically coordinated by a department (statelevel organization), district leadership, or the national organization—to rejuvenate struggling American Legion posts. These revitalizations aim to:

- Reconnect with lapsed members or local veterans who haven't yet joined.
- Strengthen the post's leadership structure by identifying and supporting new or existing leaders.
- Promote community engagement and visibility of the post's role in veterans' support.
- Improve administrative health, such as ensuring dues are collected and reporting is up to date.
- Reinforce the Four Pillars of the American Legion: Veterans Affairs & Rehabilitation, National Security, Americanism, and Children & Youth.

These efforts may involve door-to-door outreach, membership drives, town hall meetings, or direct mail/phone campaigns, often with help from the national or department-level revitalization teams.

## What can I do to make this a total success?

To make your revitalization a total success, here's a step-by-step strategy tailored for high impact:

# 🔍 1. Pre-Revitalization Preparation

#### ✓ Build Your Team:

- Include district officers, post members, and the Membership Committee
- Assign roles: outreach, admin, hospitality, logistics, social media, etc.

# ✓ Research & Outreach List:

- Get a list of current, former, and potential members from the Department HQ.
- Use the Legion's membership database (Mylegion.org) to identify lapsed members or DMS (Direct Membership Solicitation) members in the area.

## ✓ Schedule Wisely:

- Pick a weekend or multi-day window (e.g., Thurs–Sat) to accommodate varying schedules.
- Secure a welcoming venue—your post home, a community center, or even a VFW or church hall.

# **2.** Contact Campaign

#### ✓ Phone Banks:

- Call all potential members personally.
- Focus on inviting them to an open house or event with food and a compelling reason to attend.

## ✓ Direct Mail & Flyers:

- Send a personalized letter or postcard 2–3 weeks in advance.
- Post flyers at VA clinics, diners, churches, barber shops, and anywhere veterans gather.

## ✓ Social Media & Local Media:

- Promote the event on Facebook groups, community pages, and your post's page.
- Reach out to local newspapers or radio stations for a PSA or interview spot.

#### **3.** The Event Itself

## ✓ Create a Welcoming Environment:

- Display flags, Legion branding, refreshments, and tables with info on benefits and programs.
- Have a clear sign-in system and a few people greeting at the door.

# ✓ Present Purpose & Benefits:

- Short, clear talks on what the Legion offers: camaraderie, veteran support, legislative advocacy, scholarships for families, etc.
- Include testimonials from active post members or local vets who've benefited.

# ✓ Offer Immediate Membership Sign-Up:

- Bring devices for on-site sign-ups or renewals on MyLegion.org.
- Offer incentives: discounted dues, Legion gear, food, or raffles.

# 🔁 4. Follow-Up & Sustaining Momentum

# ✓ Call Everyone Who Attended:

 Thank them and remind them of next steps—like the next post meeting or a community service opportunity.

## ✓ Get New Members Involved Fast:

- Ask them to help with a small project (flag placement, event planning, etc.).
- Give them a sense of purpose and belonging early on.

# ✓ Plan a 60-Day Post-Event Project:

 A food drive, flag retirement ceremony, or veterans' appreciation event to keep energy high and show community impact.

# Bonus Tips for Success

- Invite VA reps or service officers to talk about benefits.
- Coordinate with SAL & Auxiliary for broader appeal and family involvement.
- Capture photos and testimonials to document success and inspire other posts.

# 1. Post Revitalization Checklist

This comprehensive checklist will guide your team through each phase of the revitalization process:

# **Pre-Event Planning:**

- **Team Formation:** Assemble a dedicated team with clear roles (outreach, logistics, communication, etc.).
- **Data Collection:** Obtain a list of lapsed and potential members from the Department HQ.
- **Venue Selection:** Secure a welcoming venue for the event.
- Material Preparation: Gather necessary promotional materials and supplies.

#### **Outreach & Promotion:**

- **Direct Mail Campaign:** Send personalized invitations to targeted veterans.
- **Phone Outreach:** Conduct follow-up calls to encourage attendance.
- **Social Media Engagement:** Promote the event on relevant platforms.
- **Local Media Collaboration:** Engage local newspapers or radio stations for event coverage.

## **Event Execution:**

- Registration Setup: Ensure an efficient sign-in process.
- Program Planning: Organize presentations, testimonials, and informational sessions.
- Membership Enrollment: Facilitate on-site membership sign-ups and renewals.
- Refreshments: Provide complimentary food and beverages to attendees.

# **Post-Event Follow-Up:**

- Thank-You Notes: Send appreciation messages to attendees.
- **Engagement Opportunities:** Invite new members to participate in upcoming activities.
- Feedback Collection: Gather feedback to improve future events.

For a printable version of this checklist, please refer to the official American Legion resources.

# 2. Event Flyer Template

A well-designed flyer can significantly boost event attendance. Here's a customizable template:

# **Event Flyer Highlights:**

- Event Title: "American Legion Post [Number] Revitalization Event"
- **Date & Time:** [Insert Date and Time]
- Location: [Insert Venue Name and Address]
- Key Attractions:
  - Free lunch and refreshments.
  - o Information on veterans' benefits and services.
  - o On-site membership sign-up and renewal.
  - o Opportunities to meet fellow veterans and community leaders.
- Contact Information: Provide a phone number or email for inquiries.

Additionally, the American Legion offers a variety of promotional materials to assist with your revitalization efforts:

- Social Media Graphics: Utilize pre-designed graphics to promote your event online.
- Posters & Banners: Download templates for posters and banners to display in the community.
- **Brochures:** Distribute informational brochures to educate veterans about the benefits of joining the American Legion.