



RECRUITING VETERANS TO JOIN THE AMERICAN LEGION

Continuing to Serve America – Together as Legionnaires



ELIGIBILITY

- All Veterans who served one day ACTIVE duty.
- National Guard & Reserves – Includes basic training.
- Provided, however, that such service shall have been terminated by honorable discharge or honorable separation.
 - Ref: Post Adjutant's Manual, Section IV-Membership



WHY RECRUITING MATTERS -

- Keeps The American Legion strong and active.
- Expands our ability to serve Veterans and communities.
- Brings new energy, skills, and ideas to our Posts.



UNDERSTAND YOUR AUDIENCE -

- Younger Veterans: Networking, family activities, new opportunities.
- Older Veterans: Tradition, service, lifelong camaraderie.
- All Veterans: Want to feel valued and connected.



QUICK 'ELEVATOR PITCH' FORMULA

1. Who we are: The nation's largest Veteran service organization.
2. Why it matters: We advocate for benefits, serve communities, and support Veterans.
3. How they can join: 'You served - you belong. Would you like to join us?'



SAMPLE PITCH

"Hi, I'm with the American Legion. We're a nationwide network of Veterans supporting each other and our communities.

You served - you belong. I'd love to tell you more about joining."

Tip 1: Wear your American Legion ballcap, t-shirt, polo or dress shirt – Everywhere!

Tip 2: Hand them a business card for the Post.



COMMON OBJECTIONS - AND RESPONSES

"I'm too busy."

-> "No problem. You can be as active as you want - just being a member helps support Veterans."

"I already have my benefits."

-> "That's great - we protect those benefits for future Veterans too."

"I don't know anyone."

-> "You'll be part of a family here - we were strangers once too."



KEYS TO SUCCESS

- Ask directly: 'Would you like to join today?'
- Be ready: Have applications and pens. Offer to help fill out forms.
 - Invite them to a Post event.
- Follow up: If they join, stay connected!
 - If not, leave them with information and invite them to an event



REMEMBER

- You're offering more than a membership.
- You're offering belonging, purpose, and a way to continue serving.
- A simple invitation can change a life.
- Thank you for helping grow the American Legion family!

2025-2026 NATIONAL MEMBERSHIP TARGET DATES



EARLY BIRD/NEF KICKOFF	SEPTEMBER 10, 2025	50%
FALL MEETINGS	OCTOBER 15, 2025	55%
VETERANS DAY	NOVEMBER 13, 2025	65%
PEARL HARBOR DAY	DECEMBER 10, 2025	75%
MID-WINTER	JANUARY 14, 2026	80%
PRESIDENT'S DAY	FEBRUARY 11, 2026	85%
LEGION BIRTHDAY	MARCH 11, 2026	90%
CHILDREN & YOUTH	APRIL 8, 2026	95%
ARMED FORCES DAY	MAY 13, 2026	100%

2026 MEMBERSHIP RENEWAL SCHEDULE



CUTOFF DATES

SEPTEMBER 10, 2025

OCTOBER 15, 2025

DECEMBER 10, 2025

FEBRUARY 11, 2026

APRIL 8, 2026

RENEWAL MAIL DATES

OCTOBER 4-10, 2025

NOVEMBER 8-14, 2025

JANUARY 3-9, 2026

MARCH 1-8, 2026

MAY 2-8, 2026

Membership Recruiting and Retention Forum 1 and 2

