

# S.A.L. Membership Team PRESENTS

2012-2013

Sons of The American Legion  
MEMBERSHIP TRAINING GUIDE



# About the Sons

Founded in 1932, Sons of The American Legion exists to honor the service and sacrifice of Legionnaires.

SAL members include males of all ages whose parents or grandparents served in the U.S. military and were eligible for American Legion membership. Members of The American Legion, [American Legion Auxiliary](#) and Sons of The American Legion comprise the Legion family, which has a combined membership of nearly 4.2 million.



Although Sons has its own membership, the organization is not a separate entity. Rather, SAL is a program of The American Legion. Many Legionnaires hold dual membership in SAL.

The Sons organization is divided into detachments at the state level and squadrons at the local level. A squadron pairs with a local American Legion post; a squadron's charter is contingent upon its parent post's charter. However, squadrons can determine the extent of their services to the community, state and nation. They are permitted flexibility in planning programs and activities to meet their needs, but must remember SAL's mission: to strengthen the four pillars of The American Legion. Therefore, squadrons' campaigns place an emphasis on preserving American traditions and values, improving the quality of life for our nation's children, caring for veterans and their families, and teaching the fundamentals of good citizenship.

Since 1988, SAL has raised more than \$5 million for [The American Legion Child Welfare Foundation](#). SAL members have volunteered over 250,000 hours at veterans hospitals and raised over \$915,688 for VA hospitals and VA homes. The Sons also support the Citizens Flag Alliance, a coalition dedicated to protecting the U.S. flag from desecration through a constitutional amendment.

## History of Sons of The American Legion

The Sons of The American Legion was created in 1932 as an organization within [The American Legion](#). The S.A.L. is made up of boys and men of all ages whose parents or grandparents served in the United States military and became eligible for membership in The American Legion. Together, members of The American Legion, [The American Legion Auxiliary](#) and the Sons of The American Legion make up what is known as The Legion Family. All three organizations place high importance on preserving our American traditions and values, improving the quality of life for our nation's children, caring for veterans and their families, and perhaps most importantly, teaching the fundamentals of good citizenship.

Sons have always assisted Legionnaires with Legion Family programs. Our Family boasts a combined total membership of nearly 4.2 million members. This year, Sons attained an all time high national membership of over 325,000. The largest Detachment, Pennsylvania, has over 38,000 members. Trophies and awards are given to Detachments and Squadrons for the largest membership and the largest increase in membership. Just as each Legion post determines the extent of its service to the community, state and nation, each S.A.L. squadron is permitted flexibility in planning programs and activities to meet its own needs.

The S.A.L. has study programs recommended for younger members. One such program, called "The Ten Ideals," teaches the elements of patriotism, health, knowledge, training, honor, faith, helpfulness, courtesy, reverence and comradeship. If a member completes the Ten Ideals program, he is eligible to continue with another program called the "Five-Point Program of Service." This program covers patriotism, citizenship, discipline, leadership and legionism.

Sons focus on much more than just membership. At all levels, Sons support The American Legion in promoting a wide variety of programs. Sons assist their posts in other activities such as Veterans programs, Veterans Administration home and hospital volunteerism, Children Youth projects and fundraising. In just the past 10 years, Sons have raised more than \$1 million for The American Legion Child Welfare Foundation. Members have volunteered over 223,900 hours to date in 2007 in Veterans Hospitals throughout the country and raised over \$915,688 that has gone directly to VA hospitals and VA homes for a variety of items including TVs, radios, medical equipment and clothing for the patients.

There are many men who are members of both The American Legion and the Sons of The American Legion. Often, these individuals started out as young members of the Sons. Then, when they were old enough to serve the military, they also became eligible to join The Legion. Such individuals are known within our organization as dual members.

The Sons of The American Legion is one of many organizations that sponsors and supports the Citizens Flag Alliance, a coalition formed to secure flag protection legislation through an amendment to the U.S. Constitution. S.A.L. volunteers work to establish local networks by having petitions available and handing out informational material. They alert their communities to the importance of respect for the flag and they encourage flag education programs in schools and other local organizations.

## SONS of THE AMERICAN LEGION MEMBERSHIP TRAINING

### MEMBERSHIP – MEMBERSHIP – MEMBERSHIP

It seems you are always asked to increase your membership and no matter what programs you begin discussing, you always come back to membership.

The reason for this is obvious -- “membership is the lifeblood of The Sons of The American Legion.” Without members, there would be no Sons of the American Legion programs. Without members, we would have no way to support our American Legion and help them provide a voice on Capitol Hill.

Without members, there would be no accomplishment in assistance and support to veterans, their families, the community, state and nation. But, The Sons of The American Legion have recorded consistent accomplishments for veterans and their families since 1932.

Often times your members are hesitant to ask eligible people to join The Sons of The American Legion because we are asking them for their money and their time. Do you not feel, as a Son of The American Legion, that time and money will be well spent in advancing the many and various programs of The Sons of The American Legion? Don't be hesitant or apologetic, ask them to join, ask them to renew – **NOW**.

You must offer every eligible person the opportunity to be a Son of The American Legion. When you fail to ask you fail giving them the great experience of helping others.

Many Sons of The American Legion ask; “What do you talk about when you approach a prospective member?” Because of the Sons of the American Legions ever growing Membership there is:

- A Flag Code to direct the proper display and respect for “Old Glory”
- You will back your Legion to have the courage to fight for a Constitutional Amendment against flag desecration
- Through our the work as Deputy VAVS Representatives and through our persistent efforts to secure recognition and treatment for illness we help insure a viable VA Health Care system.

You can tell the prospective Sons of The American Legion about:

## **OUR COUNTRY**

- To uphold and defend the Constitution of the United States of America.
- To honor my forefather's service to our country.
- To perpetuate (encourage) the true spirit and positive view toward Americanism.
- To help our children of (and into) tomorrow.
- To assist teaching all Americans of all ages what it took to make our country great.
- To keep freedom alive.
- To reinstate our loyalty and patriotism and beliefs in America.
- To help our country prepare for the future through the ideals established by our forefathers.
- To provide a vehicle for the Legion Family and the community to work together; to provide various services to the community, state and nation.
- To protect our nation's flag and to educate youth on flag etiquette.

## **OUR FAMILY**

- To support The American Legion and its programs.
- To respect our parent Organization.
- To give back, for what The American Legion has done for my family and me.
- To make our support of The American Legion Family as strong as possible.
- To help teach our youth the principles of justice, freedom and democracy.
- Both a father and son can belong to the organization with a shared interest.
- To learn how to conduct a meeting using Roberts Rules of Order.
- To be a part of The Legion Family, and to help preserve it.
- To help the Sons of The American Legion become a better organization for all those who belong and for all who are helped through the Sons of The American Legion programs.
- To help prepare our youth in their ability to succeed.

## **OUR VETERANS**

- To help care for all veterans who served our nation by assisting the VA&R and the VAVS programs.
- To impact my community in a positive way, by helping and assisting veterans, and supporting various American Legion programs.
- To provide assistance to all Veterans, especially those in need of care.
- To help assure that our veterans, POWs, and MIAs from ALL wars will never be forgotten.
- To show pride for those who served this country to keep us free.
- For God and country, and to support our veterans and their families.
- To show the pride we take knowing our contributions to The American Legion and their charitable programs are making a difference for the youth of America.
- To help those in need.

## **Sons of the American Legion Membership Training**

### **EQUATING A SQUADRON'S PERFORMANCE**

Take a few minutes and give some serious thought as to an evaluation of your own Squadron. The evaluation on the next page will lead you into the "*Squadron Responsibility Audit*." It's nothing more than a rating of your Squadron, to see how well it fills a legitimate need in the community. And our organization.

The "*Squadron Responsibility Audit*" anticipates that an organization will participate, through its members, in meaningful activities within the community where its members reside. But it does mean one thing more – and this is important – it means that we should also be able to measure the results of our activities.

Of course, one measure is found in the Squadron's membership record. But the type of exercise we have developed to help answer the question of "why" of the membership situation and perhaps point out the "how" of correcting deficiencies which might be drawing the membership figure into decline.

## SQUADRON RESPONSIBILITY AUDIT

Please Grade Your Squadron 1 through 5 with 5 being the highest

### **1. Your Squadron has good youth programs and supports the S.A.L. Programs (CFW)**

When scoring this one, look not only at the variety of the programs and the number of youth served, but also at the Squadron's management of the programs.

Score\_\_\_\_\_

### **2. Your Squadron's Post is a friendly place to be.**

Does post make a sincere effort to make new members feel at home? Or does it ignore some opportunities and cater to the few "regulars" who drop in every day?

Score\_\_\_\_\_

### **3. Your Squadron members are interested and active.**

Does your Squadron participate in its Post's activities and is there a variety of activities to appeal to the interests of a broad spectrum of the membership or are all the "eggs in one basket?"

Score\_\_\_\_\_

### **4. Is your Post and Squadron well thought of in the community?**

Does your Squadron have an effective public relations program to display its achievements and its participation in civic programs?

Score\_\_\_\_\_

### **5. Your Squadron is a real asset to the Post and to the community.**

Does an identifiable segment of the Squadron's financial support and volunteer manpower go to assist community programs and facilities – hospital, charity fund drives, recreation programs, etc.?

Score\_\_\_\_\_

### **6. Does your Squadron participate in activities the Post offers and functions for Legion**

**Families?**

Are such activities well planned and well attended?

Score\_\_\_\_\_

**7. Is your Post is a community center that may attract current and Mew Membership?**

A dozen card players and/or a few daytime bar patrons won't identify your post as a community center.

Score\_\_\_\_\_

**8. Your Squadron conducts regular, interesting meetings.**

Are meetings conducted according to ritual? Does the Commander have a prepared agenda? Are programs planned in conjunction with the meetings?

Score\_\_\_\_\_

**9. Does your Squadron aid veterans in need of help?**

This element begins with an active post service officer and goes on from there – counseling, medical care of hospitalization assistance, claims, jobs, education and training, etc.

Score\_\_\_\_\_

**10. Your Squadron has a businesslike operation.**

Don't be decoyed on this one by an adjutant who substitutes activity for progress. Look at the condition of Squadron records, files.

Score\_\_\_\_\_

Now, transfer your scores for each of the ten items to the chart on the next page by placing a check mark in the appropriate scoring column for each item.



## **SQUADRON RESPONSIBILITY AUDIT \_FINAL SCORING PAGE**

Rating numbers:

0 - No Participation

1 - Poor

2 - Below Average

3 - Average

4 - Above Average

5 - Excellent

**To see you're your Squadron's Final *RESPONSIBILITY AUDIT* Score, please add your scores from the ten questions that you answered and divide by 10**

Your Final ***RESPONSIBILITY AUDIT*** Score : \_\_\_\_\_

While there is no precise standard to determine the quality of a Squadron, this gives you a starting point. Use the "Squadron Responsibility Audit" as a guide for your Squadron and if you see room for improvement, please take advantage of this exercise. Brag about your successes and work to make changes to improve your areas of opportunity.

Those Changes may very well equate to better Membership RETENTION and MORE INTEREST for NEW PROSPECTIVE MEMBERS.

You do not have to be in a leadership position within your Squadron to share this "Audit"

## **Sons of the American Legion Membership Training**

Membership Program – Check List

Your Squadron # \_\_\_\_\_

**Please circle YES / NO**

**1. Does membership show growth potential of an active Squadron?**

When reviewing membership records, there are two indicators of “trouble”. One is a sharp and drastic drop of membership – reflecting activities or policies, which are driving members away. The other is a slow decrease in membership, which indicates a Squadron not meeting the expectations of its membership. Other reasons may exist such as changes in geographic, demographics or other organizations offering better facilities, etc. **YES / NO**

**2. Are renewals matching the number of attrition losses?**

We can also expect normal attrition of our membership rolls due to deaths. However, if your Squadron is to remain healthy, those members must be replaced through an effective membership recruiting program. **YES / NO**

**3. Is your Post attracting veterans from all war periods? (Legionnaires can be DUAL MEMBERS)**

Nationwide, a breakdown of Legionnaires by war time period, shows about 25% being from World War 2, and 20% from the Korean War period and 50% from the Vietnam War, Lebanon/Grenada, Panama, and Gulf War/War on Terrorism eras. **YES / NO**

**4. Does the history of your Squadron reflect a variety of people in its elective and appointive offices?**

Is opportunity allowed for newer members to participate in leadership roles of your Squadron? The traditional Sons of the American Squadron/District /Detachment and Department structure allows for progression through varying degrees of leadership positions. A Squadron should offer opportunity to its membership to progress upward “through the chairs” of the various positions. **YES / NO**

**5. Does the post participate in the Direct Renewal Notice program offered by National Headquarters?**

The Direct Renewal Notice program is a proven winner. There is no cost to Your Squadron to have their membership renewals mailed automatically by the National Headquarters. Your Department Headquarters strongly encourages all Squadrons to use this important membership tool. **YES / NO**

**6. Are dues paid being monitored, and by whom?**

The Squadron Adjutant, can illicit the assistance of a ***Squadron Membership Chairman***, who should share the responsibility of monitoring who has paid their dues. The Adjutant should be involved due to the fiscal responsibilities involved, and the Membership Chairman must be involved to properly know how his/her ongoing retention program is going. **YES / NO**

**7. Does the post maintain and use a delinquent list?**

To track renewals, a listing of prospects should be maintained for each delinquent member. There MUST be some way to monitor who has, and who has not, been contacted regarding their membership renewal. **YES / NO**

**8. Does the post currently make personal visits or telephone delinquent members?**

We all receive too much “junk mail”. A personal touch is often needed to motivate our membership to renew. Without a telephone call or a personal visit, the renewal may never be made! **YES / NO**

**9. When your Post receive “Project Stay Alive” Cards from their district and use them to bring new members into the post?**

Tens of thousands of Legionnaires are moving across the United States every month! When a Legionnaire moves into your post area, your Post should receive a “stay active” card from your district. These are paid up members who are eligible for immediate transfer to your post and members who may have been very active in their previous Legion post. This can be another source for ***Dual Membership***. **YES / NO**

**10. Does EVERY MEMBER of Your Squadron understand they are also responsible for the continued growth and retention of current members?**

Not a Squadron out there can grow and thrive without the cooperation and comradeship between it's members. Are all members being shown respect and appreciation for what they as individuals have to offer? **YES / NO**

## Sons of the American Legion Membership Training

### Membership Program – Check List

Squadron # \_\_\_\_\_ Page 2

Please Circle YES / NO

- 11. Does Your Squadron's Post receive Headquarters Post cards- are these new members contacted and does someone monitor the Headquarters transfer referrals? YES / NO**

When your Post receives Headquarters Post referrals, you can also treat them as HOT PROSPECTS. The card signals that someone has just joined The American Legion. If they were motivated to join, they are probably motivated to get involved and may also like to be **Dual Members**. Contact them. Invite them to a Post or Squadron function ... and ask them to refer other prospective Sons of the American Legion to you!

- 12. Have community leaders, such as the Mayor, Chief of Police, etc., who are eligible for the Legion, been asked to join? YES / NO**

Community leaders are a valuable resource to Legion posts, and our posts are very often valuable resources to those same community leaders. They should be invited to join the Sons of the American Legion if they are eligible.

- 13. Have important centers of influence (business leaders, newspaper editors, ministers, law officers, firemen, etc.) been asked to join? YES / NO**

Centers of influence cover the many professions found in a community. If your post desires to have a membership composition reflecting the community around it, you have to reach out to all walks of life. Centers of influence are those people who are "on the go, and in the know." Their membership by itself may spark interest from other community leaders.

- 14. Does Your Squadron exist for a reason? What programs does it sponsor, and does it offer incentives others who join? YES / NO**

A Squadron must have a reason to exist through Sons of the American Legion & Post programs and activities. It attracts membership and builds bridges to its community. A Squadron must have programs of varied interest to attract membership.

**15. Is Your Squadron interested in future growth? YES / NO**

Membership doesn't "just happen." Your Squadron's leadership must be committed to bringing in new members, thereby preserving the Sons of the American Legion and its programs.

**16. Are Squadron officials aware of circumstances that may be affecting their membership and retention programs? (Please see "Rate your Squadron" )  
YES / NO**

A visiting assistance team can never have enough time to fully study all of the factors that could affect the growth or decline of a Squadron. From experience, the team may suggest solutions to problems, but the local Squadron's Leadership and Members are the best source for identifying local negative influences.

**17. Are there organizations more successful than Your Sons of the American Legion Squadron within the community? If so, why are they successful and Your Squadron is not? YES / NO**

Competition from other groups or organizations can affect membership...but there may be ways to offset the impact of another group. Attempt to define what attracts your membership to the other organization, and then plan activities, facilities, or programs to offset it.

**18. Does Your Post have a newsletter for its membership? YES / NO**

**19. Does Your Squadron have a public relations officer and a functioning public relations program? YES / NO**

**20. Are Squadron programs publicized in a planned way? YES / NO**

**21. Is the membership reminded of upcoming issues and events through a newsletter?  
YES / NO**

Remember, we must form thought, shape opinion, and motivate through any public relations program. Internal and external. Our greatest achievements are worthless, unless they are recognized by the community around "non-active" members and us.

## Sons of the American Legion Training Evaluation Page 3

Department of \_\_\_\_\_  
Membership Program – Check List  
Squadron # \_\_\_\_\_ Page 3

Please circle YES / NO

**22. Does the post communicate with the majority of its membership through any means? YES / NO**

Only a percentage of Legionnaires will be present at any post meeting. We depend upon publications, phone calls, etc., to keep our total membership motivated toward retaining their membership. Some form of communication is essential! (Free Web Space is now available through American Legion. org)

**23. Are new members initiated? YES / NO**

An important step in new member recruiting should be a formal initiation. New members should be welcomed into the organization and congratulated on their decision to become a part of The American Legion. Remember, first impressions are lasting impressions. If your post has an initiation ceremony, it should be conducted with dignity, and in a professional manner!

**24. Are they invited to the post, placed under the wing of an established member and made to feel welcome? YES / NO**

The MORE ATTENTION paid to a new member, the more likely he is to get involved. It is an excellent idea to appoint “sponsors” for new members. Someone who can introduce them to other members, and make them feel at “home in their new Squadron home! Try to match new members with their special interests. Get them involved in Squadron activities as soon as possible.

**25. Are families of your Squadron Members made to feel welcome in your Squadron's Post? YES / NO**

What activities may draw more families? Many newer Squadron members are attracted to posts because they offer activities the entire family may enjoy. Does the post make a special effort to include family activities on their calendar of events?

**26. Does the post offer a wide base of appeal to potential members? YES / NO**

What programs, events, and community activities does it participate in? Not everyone is interested in Bingo, Horseshoes, Turkey Shoots, etc. A growing Squadron can help its` American Legion Post develop a wide variety of programs and activities to attract a wide variety of people. Sports programs such as bowling and golf tournaments have helped keep memberships alive, as well as traditional Legion programs.

**27. Does Your Squadron sponsor a variety of traditional .S.A.L. programs (i.e.; Americanism, Children and Youth (CFW), Rehab, VAVs, etc.)? YES / NO**

The traditional programs of The Sons of the American Legion are time tested and popular not only among Sons of the American Legion and Legionnaires and their families, but the communities they help. Our basic pledge is service to God and Country...every Squadron should support our National and Department programs to the best of their ability.

# SONS of THE AMERICAN LEGION MEMBERSHIP TRAINING

## "PRIDE"

### PUBLIC RELATIONS

**Get A Good P.R. person who will:**

#### **1. PUBLISIZE:**

Everything We Do At All Levels - In The Media (Dailies, Weeklies, Cable TV, etc)

Use your Squadron Name In First Sentence Of Story

#### **2. IMPLEMENT:**

a. Don't Just Talk About It, Do It (Do What You Say)

b. Delegate Authority

c. Provide Meaningful Involvement

d. Start Now!

e. Be Creative!

f. Be Different!

g. Be Flexible!

h. Adjust To Changes (But Don't Change Just For The Sake Of Change. Rather, Change For the Better.)

#### **4. DEVELOP:**

a. Encourage New Volunteers and Leaders

b. Reward Volunteers

c. Maintain **"A Positive Attitude "**

d. Establish Goals

e. Leaders Lead / The Right Person For The Right Job (Don't Make Someone An Officer Just Because He Or She's Been Around A Long Time Or Because It's Fashionable

f. Develop Trust

g. - Build Self-Esteem In Others

**5. EDUCATE:** (You are **Our Sales Force**. We Need To Know What We Are Selling and To Whom (Programs & S.A.L. History)

- a. Our Own Members
- b. The Public

**6. Know Your RESOURCES**

- a. S.A.L. Extension Course
- b. On Line Training
- c. Know your In-Field Support (District, Department, National)

**7. Create Presentations /Utilize Existing S.A.L. Materials**

- a. Mini Lessons - At your Squadron Meeting
- b. Be a Mentor. No one just "Knows "what to do or who has answers to questions
- c. Supply articles for your Post Newsletter
- d. Have A Plan For Your Meetings , What Are You Planning?, What Are You Doing?
- e. Get into Flag Programs at your Local Schools,
- f. Make Community Groups Aware of our programs (Potential Guest
- g. Speaker -- Invite them to speak at your Squadron Meeting or You at Their Meetings.

Membership in The ***Sons of the American Legion*** is a matter of PRIDE:

PRIDE in Tradition

PRIDE in Heritage

PRIDE in Accomplishment

PRIDE in Serving

PRIDE in Belonging

**We owe every eligible contact the opportunity to share in Our "PRIDE".**

If your post has a Social Club, where Legion or S.A.L. members come to relax, always greet the people you know and make certain no "Stranger" goes unnoticed because he is a **POTENTIAL MEMBER**

"Stranger goes unnoticed



## **SONS of THE AMERICAN LEGION MEMBERSHIP TRAINING**

### **MOTIVATION – The Key to Successful Membership**

I am afraid the word motivation means many different things to many different people. So let's begin with the New Webster's Dictionary definition of Motivate (Motivation) – to furnish with a motive; to impel; to induce.

Some people say motivation is knowing where you want to go (your goals and objectives) and how you're going to get there (your plan). The word motivation is derived from the combination of the words: motivate and action (toward your goals).

Motivation is not a big rally, although a rally can sometimes be used to stimulate motivation. Motivation, simply stated, is to set your goals and establish and work the plan that will enable you to accomplish those goals.

Perhaps the late Will Rogers summed it up best when he said; "Ladies and Gentlemen, in order to be successful in selling or any other activity, you need to know what you're doing, love what you're doing and believe in what you're doing."

We know our National Membership Goals for this year and we know the goals of our Departments, Districts/ Counties and Posts. In order to continue the progress and inroads The American Legion has made in programs for Veterans, widows, children, orphans and the many programs for our community, state and nation, our membership must continue to grow.

Membership is the life-blood of The American Legion. Perhaps that last sentence is motivation enough for us to attain our goals. We must have PRIDE and COMMITMENT toward attaining our mission.

You are not alone. At National Headquarters, they are committed to support and assist each Department, District/County and Squadron in meeting their part of the membership challenge.

We are all PROUD to be Sons of the American Legion and will be even PROUDER of The Sons of the American Legion and our own membership when we exceed our target for this membership year.

#### **Qualities to Attain Success :**

We must all be self-motivated by a desire to attain our membership goals.

We must be excited and motivated in the accomplishments and programs of The Sons of the American Legion, so that we can convey this feeling of pride and belonging to all prospective members.

Through our own PRIDE in The American Legion, there is a high degree of determination that will allow us to continue even when we encounter a setback or two. We will all learn from this tremendous experience and become more proficient, which will allow us to accomplish our goals. Our desire and determination will get the job done.

We must be totally organized, at all levels of our membership campaign, with a plan of action that will accomplish, step by step, the goal we must attain. Our plan must consider all aspects of prospecting and selling as well as time management.

There must be a COMMITMENT not only to doing the job but a total COMMITMENT of accomplishing the mission and goal. This commitment involves time and energy and whatever else is necessary to get the job done successfully. We must all be willing to put in the time and effort necessary without considering it as drudgery.

Last but not least or perhaps first, last and always we must have a good PMA (Positive Mental Attitude).

We must know we will accomplish the goal – no matter what.

We must be open to suggestions from others and must be flexible enough to put these ideas in the overall plan to accomplish our goal.

We must be “possibility thinkers.”

We must look for and create opportunities and ways to improve our programs, which will aid us in accomplishing our goals. We must be results-oriented and revise our plan if the revision furthers the attainment of our membership goals.

**In summary, in order to succeed in our membership goals we must have:**

1. Definite goals

What is your goal? – Department County/District or Squadron

2. Timetable/Plan of Action

3. Commitment/Organization

4. Hard Work/Organization

5. Positive Mental Attitude

6. Determination

7. Team Work

If you leave out just one of the above ingredients, your chances of making your goal will be less. Like a good recipe, all of the ingredients must be there in the right amounts and everyone will savor the flavor. Include all of the ingredients in your membership programs, and we will savor the flavor – SUCCESS.

**Sons of THE AMERICAN LEGION MEMBERSHIP TRAINING  
Membership Eligibility Dates**

**If your Father, Stepfather, Grandfather served in:**

**Gulf War/War on Terrorism / August 2, 1990, to cessation of hostilities as determined by the  
U.S. Government**

**Panama /December 20, 1989, to January 31, 1990**

**Lebanon and Grenada/ August 24, 1982, to July 31, 1984**

**Vietnam War /February 28, 1961, to May 7, 1975**

**Korean War/ June 25, 1950, to January 31, 1955**

**World War II /December 7, 1941, to December 31, 1946 \***

**\* Merchant Marine – During this War Era only**

**World War I /April 6, 1917, to November 11, 1918**

**All Dates Inclusive**

Your Perspective Members should be able to supply a copy of their relatives DD214

# SONS of THE AMERICAN LEGION MEMBERSHIP TRAINING

## INSTRUCTIONS FOR FILLING OUT NEW MEMBERSHIP APPLICATION

1. Date: (Enter Today's` date
2. Detachment (State Code for Squadron You Want to Join (example-Az. For Arizona)
3. Squadron Number (Example Tucson Post # 36)
4. Birth Date (Enter your Birthday)
5. Name (Enter your Name as you want it to appear on your Membership Card)
6. Recruited by (Member of: S.A.L. , Legion or Auxiliary Recruiting you-may be left blank)
7. Address (Enter Your Home Address)
8. Veteran whose eligibility is established (Enter the Name of the Veteran who would make you eligible to join (Father, Step father, Grandfather)
  - a. Post No. ( if Veteran belongs to a Post –Enter the Post # and Department-or
  - b. If a Veteran is Diseased fill out Dates Veteran Served.
  - c. Relationship of Applicant to Veteran (Son, Grandson, Stepson.
9. Have you been a previous member of the S.A.L.-Where
10. Sign Application (If Under 18 have a Parent or Legal Guardian sign application)
11. That's all there is!

### APPLICATION FOR MEMBERSHIP Sons of The American Legion Date\_\_\_\_1\_\_\_\_\_

Detachment of \_\_\_\_2\_\_\_\_ Squadron No.\_\_\_\_3\_\_\_\_ Birth Date\_\_\_\_4\_\_\_\_\_

Name\_\_\_\_5\_\_\_\_\_ Recruited by\_\_\_\_6\_\_\_\_\_

(First) (Initial) (Last) (Initial) (Last)

Address\_\_\_\_7\_\_\_\_\_

(Street) (City) (State) (Zip) (Telephone)

Veteran through whom eligibility is established\_\_\_\_8\_\_\_\_\_

(a) Above is a member in good standing of Post No.\_\_\_\_a\_\_\_\_\_ Department of \_\_\_\_\_

OR (b) Above is a deceased veteran who served honorably from\_\_\_\_b\_\_\_\_\_ to \_\_\_\_\_

(c) Relationship of Applicant to Veteran\_\_\_\_c\_\_\_\_\_

Has Applicant previously been a member of the SAL? \_\_\_\_9\_\_\_\_\_ Where? \_\_\_\_\_

I hereby subscribe to the Constitution of the Sons of The American Legion, and apply for membership

Signed\_\_\_\_10\_\_\_\_\_ Eligibility certified by\_\_\_\_\_

(By Applicant or Parent)

Online version (2012)

### RECEIPT

Date\_\_\_\_\_

Received from:

\$ \_\_\_\_\_

for payment

Squadron \_\_\_\_\_

Detachment of

(Please use ink and print clearly using UPPERCASE letters)

**National Headquarters Copy**

**Sons Of The American Legion  
Member Data Form  
Instructions**

**Please clearly print or type the information when filling out the form.**

This is a *newly* designed form intended for use by electronic scanning equipment. Information that is not understandable or legible is subject to error. Your help is greatly appreciated and will permit National Headquarters to maintain a more accurate database of the Sons of The American Legion membership.

**The Member Data Form should be used to report**

- **Name/Address Changes,**
- **Date of Birth,**
- **Continuous Years Changes,**
- **Squadron Transfers and**
- **Deceased members**

The Member ID No., Squadron No. and the name of the Detachment is required for a Member Data Form to be processed by National Headquarters.

**The following pertains to transfers only:**

*The transfer from one Squadron to another is a privilege granted to any paid-up SAL member with the approval of the Squadron to which the member desires to transfer.*

**A TRANSFER MAY BE MADE UNDER THE FOLLOWING RULES:**

1. No transfer shall be made unless the member requesting transfer has a membership card showing the member is in good standing at the time of the transfer is requested. Members whose dues for the current calendar year are not paid by February 1 of that year are suspended, and are not in good standing, and are not eligible for transfer.
2. No charge shall be made to the member for the privilege of transfer and no dues shall be transferred from one Squadron to another. The accepting Squadron may require payment of the difference in dues on a pro-rated basis if dues are higher than the transferring member's former Squadron.
3. A SAL member desiring transfer of membership must first secure approval for the Squadron TO WHICH transfer is desired. This may be done orally or in writing. The Adjutant of the new Squadron will complete and route the parts of the form as instructed.
4. National Headquarters will carry through by transferring the member's record to the new Squadron, provided the member's current record is on file and provided the information on the transfer is complete.

**Route the parts of the member Data Form as follows:**

**Parts 1-3:** Send to department/Detachment Headquarters. The Department/Detachment will forward part 1 to National, retain part 2, and mail part 3 to the Squadron that loses the member who transfers.

**Part 4:** Squadron should keep for their files.

*Note: The signature of the Post/Squadron Adjutant is required in reporting a deceased member, a transfer or a continuous years change.*

# SONS of THE AMERICAN LEGION MEMBERSHIP TRAINING



## SONS OF THE AMERICAN LEGION DEPARTMENT OF ARIZONA

**MEMBERSHIP TRANSMITTAL NUMBER:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**SQUADRON NUMBER:** \_\_\_\_\_

**TO: THE AMERICAN LEGION**

### OFFICE OF THE ADJUTANT

4701 N. 19<sup>th</sup> Ave. Suite 200 Phoenix, AZ

ATTACHED HEREWITH IS OUR REMITTANCE IN THE AMOUNT OF \$\_\_\_\_\_

IN PAYMENT

OF THE FOLLOWING:

<b>CURRENT YEAR ( )</b>	@ \$10 EACH	\$
<b>MEMBERSHIP</b>	(EXAMPLE)	
CURRENT RENEWALS		
NEW	@ \$10 EACH	\$
	(EXAMPLE)	
TRANSFER-CARD AND	@ \$10 EACH	\$
DUES ENCLOSED	(EXAMPLE)	

Your Post Name Here —  
**SONS OF THE AMERICAN LEGION SQUADRON #\_\_**



Address of Post Here- \* TUCSON ARIZONA 85701  
Telephone: (520) 000-0000

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**Dear (Put in Name Here)**

**Thank you for making the decision in the past, to join our membership in this great organization. Believe it or not, it's already time to think about renewing.**

**As you know:**

**The mission of the Sons of The American Legion is to support veterans and their families and the policies of our parent organization, The American Legion. Virtually everything that involves the Sons could be grouped under three areas:**

- 1) Support for veterans and their families,**
- 2) Promoting patriotism and Americanism and**
- 3) Promoting programs which benefit the youth of our country.**

**Different people have different reasons for belonging to organizations. For many, membership in the Sons has allowed them to become involved in American Legion programs alongside their fathers. Others belong out of respect for their parents' and grandparents' service to our country in the military. Many younger members get involved and learn valuable leadership skills involving organization, public speaking, negotiating, budgeting and fundraising skills. Membership in our organization also provides individuals with opportunities to forge lifelong friendships with people who share a common bond.**

**Whatever reason you had for joining us, we once again want to thank you for your membership in the past and are grateful for any participation you choose to engage in through your renewal as a member.**

**Just one more reminder before I close:**

**This organization, as with any other organization, can only function effectively if we promote continued growth. We are all familiar with the phrase "strength in numbers". This means more now than ever as the Legion population ages and becomes more dependent of its supporting members. We are those people most able to carry on the traditions and programs of the American Legion. Please tell your eligible family members and friends about us. We can all do a lot to bring in new members, and who better to spend quality time with than those closest to you.**

**Sincerely**

Your name here

**Adj Squadron #  
Sons of The American Legion**

**For more information about The American Legion Family please see our Web. Site @: [American Legion.org](http://American Legion.org)**

**Or Contact Commander \_\_\_\_\_ at: \_\_\_\_\_ .com**