

Gentlemen,

The National Membership Committee is asking for your help. We would like to assemble a booklet on why you joined the Sons of The American Legion, and if you have a personal story as to how you or your Squadron affected an individual or group through a project, fundraiser etcetera. We hope that by compiling and sharing this information, we can better focus on how to attract new members. It is nice to be able to tell prospective members that we help veterans and their families, provide for children and are the single largest contributor to the Child Welfare Foundation (along with the many other things that we do), but those stories don't always "hit home." By addressing the success stories at a local level, what YOU did for YOUR community, we may be able to reach a larger target base of potential members. Please take a few minutes to share a story or memory that is near and dear to your heart. Submit your story by email (or regular mail) to your Regional Membership Chairman and we will take it from there. We ask that you complete this by June 30<sup>th</sup> so we can have time before our National Convention to complete the project. Please refer to the samples below.

***John Smith-Squadron 123-Anytown, USA***

*I joined to honor the sacrifice of my father while serving in the Army during the Korean War. While volunteering as a member of my Squadron, we raised money through a Chili Cook-off event and used the funds to purchase new flags for 28 veterans in our town, whose current flags were torn and tattered. We sent representatives from the Squadron to each home, replaced the old flags with the new and invited the veteran to our flag retirement ceremony. The post gained 13 new members that day, and the Squadron added six because of our efforts.*

***Mike Jones-Squadron 789-Hometown, USA***

*Honestly, I joined the SAL to have a place to hang out with friends and join their Riders Chapter. I never knew what an impact it would have on my life. Our squadron raised enough money to buy 300 new winter coats for the less fortunate children in our area. We were able to deliver the coats to the local schools and take some pictures with the kids. There was nothing more satisfying than seeing the joy on a child's face when they got their new coat. When the article was published in the local newspaper, our membership almost doubled.*

**The stories are out there....almost everyone has at least one....please share yours!!**

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