



The American Legion Department of Maine Membership Goals and Awards 2011-2012

The American Legion Membership Application

(Name) _____ (Phone)

(Mailing Address) _____ (Date)

(City) _____ (State) _____ (Zip) _____ (Post #)

(Membership ID# former member) _____ (Email Address) _____ (Dues)

Please check appropriate eligibility dates and branch of service below

<input type="checkbox"/> Aug 2, 1990 – Present	<input type="checkbox"/> U.S. Army
<input type="checkbox"/> Dec. 20, 1989 – Jan. 31, 1990	<input type="checkbox"/> U.S. Navy
<input type="checkbox"/> Aug. 24, 1982 – July 31, 1984	<input type="checkbox"/> U.S. Air Force
<input type="checkbox"/> Feb. 28, 1961 – May 7, 1975	<input type="checkbox"/> U.S. Marines
<input type="checkbox"/> June 25, 1950 – Jan. 31, 1955	<input type="checkbox"/> U.S. Coast Guard
<input type="checkbox"/> Dec. 7, 1941 – Dec. 31, 1946	<input type="checkbox"/> Merchant Marines 12/7/41 – 12/31/46 (only eligibility)
<input type="checkbox"/> April 6, 1917 – Nov 11, 1918	

I certify that I served at least one day of active military duty during the dates marked above and was honorably discharged or am still serving honorably.

Signature of applicant _____ Name of recruiter

30-009 (2011)

Receipt of Dues
(Please Print)

From _____ \$ _____ for 20____ Post # _____

Recruiter's Name _____

Recruiter's Signature _____

Recruiter's Phone # _____

BACK TO BASICS

“THE 3 R’s”

Renew, Recruit, Reinstate

2011 – 2012 DEPARTMENT MEMBERSHIP TARGET DATES

EARLY BIRD/NEF KICKOFF	September 13, 2011	50%
FALL MEETINGS	October 18, 2011	55%
VETERANS DAY	November 15, 2011	65%
PEARL HARBOR DAY	December 13, 2011	75%
MID-WINTER	January 18, 2012	80%
PRESIDENT’S DAY	February 7, 2012	85%
LEGION BIRTHDAY	March 13, 2012	90%
CHILDREN & YOUTH	April 10, 2012	95%
ARMED FORCES DAY	May 8, 2012	100%

COMMANDER'S AWARDS

BRENDA DEARBORN

RECRUITER of the YEAR

Two nights lodging at the Headquarters Hotel at Department Convention (Bangor) and a National Commander's Coin awarded to the Legionnaire, Auxiliary or SAL member who recruits the most new members, properly certified, for The American Legion on or before May 11, 2012. (Department Officers do not qualify. Minimum of 10 new members necessary to qualify.)

TOP RECRUITERS

SECOND and THIRD PLACE:

- Framed Certificate
- National Commander's Coin

VICE COMMANDER'S AWARDS

INDIVIDUAL INCENTIVE AWARDS

Vice-Commander's Pin: Awarded to any Legion family member who recruits 2 new members 1 of which must be a Legionnaire for The American Legion. Will be presented by a Vice Commander or a designated representative.

Membership Achievement/Bronze Medal: Awarded to any Legion family member who recruits 10+ new members, 5 of which must be Legionnaires for The American Legion.

Membership Achievement/Gold Medal: Awarded to any Legion family member who recruits 30+ members, 15 of which must be Legionnaires, for The American Legion.

ALL INDIVIDUAL AND POST INCENTIVE AWARDS MUST BE VERIFIED BY THE POST ADJUTANT AND THE POST COMMANDER.

POST INCENTIVES AWARDS

100% Pins and Certificates: Awarded to Post Commanders, Adjutants and Membership Chairman who achieve 100% by **May 1, 2012.**

\$50.00 Gift Certificate for Emblem Sales: Awarded to the Posts who recruits 10+ new Legion members by the target date of **March 13, 2012.**

Special Plaque: Awarded to Posts that achieves 100% membership on or before **December 31, 2011.**

ALL INDIVIDUAL AND POST INCENTIVE AWARDS MUST BE VERIFIED BY THE POST ADJUTANT AND THE DISTRICT COMMANDER.

DISTRICT AWARDS

100% Pins and Certificates: Awarded to District Commanders, Adjutants and Membership Chairman who achieve 100% by **May 1, 2012.**

An American Legion Jacket: Awarded to District Commanders who reach 95% by **December 31, 2011.**

An American Legion Membership Polo Shirt: Awarded to District Commanders who reach 100% by **March 13, 2012** and will also be entered into a drawing for two \$50 gas cards.

ALL DISTRICT INCENTIVE AWARDS MUST BE VERIFIED BY THE DISTRICT ADJUTANT AND THE RESPECTIVE AREA REPRESENTATIVE.

AREA REPRESENTATIVE AWARDS

100% Pin and Certificate: Awarded to the Area Representative(s) whose Area has achieved 100% by **May 1, 2012.**

An American Legion Windbreaker: Awarded to the Area Representative(s) whose Area achieved 95% by **December 31, 2011.**

An American Legion Polo Shirt: Awarded to the Area Representative(s) whose Area achieved 100% by **March 13, 2012.** Will also be entered into a drawing for a \$50 gas card.

ALL AREA REPRESENTATIVE INCENTIVE AWARDS MUST BE VERIFIED BY ONE OF THE DEPARTMENT VICE COMMANDERS.

NATIONAL AWARDS

Post Honor Ribbon

Honor Ribbons: Awarded to all Posts whose 2012 membership, as of Dec. 31, 2011, achieves 100%.

Post Five or More Consecutive Year All-Time High Award

Five or More consecutive year All-Time High Post Award from National **presented at Department Convention** for Posts that achieve, by December 31, membership surpassing the Post's previous All-Time High for Five or More Consecutive Years.

Certificate of Meritorious Service (All-Time-High Award)

This **certificate** will be awarded to all Posts who have, by December 31, enrolled an advance membership for the membership year equaling or surpassing the Post's previous All-Time-High membership.

Department "Recruiter of the Year"

Each American Legion Post will have the opportunity to submit the name of the Legionnaire from that Post who has signed up the highest number of New Members for the 2011 membership year by May 10, 2011. **Certification forms (included in this manual) to be completed by the Post Adjutant and submitted to Department Headquarters by May 11, 2012.** The Department Adjutant will determine the Top New Member Recruiter and certify the winner to National Headquarters. The Top New Member Recruiter will be awarded a framed certificate with their accomplishment inscribed thereon.

National "Recruiter of the Year"

The **Legionnaire** certified with the highest number of New Members by May 11, 2012 recruited from among all the Departments will be declared "National Membership Recruiter of the Year". The award will consist of an **expense paid trip to the National Convention**. The trip includes for the Legionnaire and guest, round-trip air transportation, hotel accommodations for 6 days/5 nights, and reserved seating tickets to the National Commander's Banquet for Distinguished Guests.

Awards for the National "Recruiter of the Year" will be presented to the next highest 26 individuals:

- 1 - \$1,000.00 Award Certificate Emblem Sales
- 10 - Third Prizes - \$150.00 Award Certificate
- 15 - Fourth Prizes - \$100.00 Award Certificate

Gold Brigade Award

A Legionnaire who recruits 50 or more **NEW** members into The American Legion by May 11, 2012 will qualify for enrollment in the elite GOLD BRIGADE of The American Legion. These very special Legionnaires will be awarded unique gifts that designate affiliation with the Gold Brigade of The American Legion. Also, special recognition will be given to those Legionnaires enrolled in the Gold Brigade through special announcements in **The Dispatch** and in special articles in other publications. The National Commander will recognize members of the Gold Brigade during the National Convention. The gifts awarded to a Gold Brigader will depend on the number of times he/she has qualified for this award. The first time a Legionnaire qualifies for the Gold Brigade he/she will receive a designer jacket **or** sweater **or** polo shirt, with the Gold Brigade logo on the left breast; 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 certificate, a patch, 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.

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 Brigaders 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, to include the current membership year, is eligible for a distinctive *Gold Brigade* Blazer. A Legionnaire may only qualify for this award once every five years.

GOLD BRIGADE 6TH CONSECUTIVE YEAR OR MORE AWARD

A Gold Brigader who has won the Gold Brigade award for at least six consecutive years or more, to include the current membership year, is eligible for a \$150 Visa Gift Card.

******* “THE SILVER BRIGADE” *******

A Legionnaire who recruits 25 to 49 **NEW** members into The American Legion by May 11, 2012, will qualify for this award. A silver pin and certificate will be awarded.

NOTE: Silver Brigade and Gold Brigade **CANNOT** both be awarded to a recruiter during the same membership year.

Certification forms for Gold and Silver Brigade Awards can be found in this manual. The forms must be properly completed by the Post Commander or Adjutant and submitted to Department Headquarters by May 11, 2012.

DEPARTMENT ADJUTANT MUST CERTIFY ALL GOLD BRIGADE QUALIFIERS.

DISTRICT COMMANDER “RACE TO THE TOP”

CUTOFF DATE IS MARCH 31

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 final 2011 totals (Dec. 31, 2011), 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 American Legion Posts in those Districts.

- 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 above members

First Place Awards – Trip to National Convention in Milwaukee, WI will be presented to the top District Commander and guest in each category whose District membership on March 31, 2011, represents the largest percentage **over** the final 2011 (Dec. 31, 2011) membership of that District. **Cannot be less than 100% to qualify.** This entitles each winner and guest to an all expense paid trip to attend 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 5days/4 nights. These District Commanders will also be awarded a Legion Cap that signifies they are a “Race-To-The-Top” winner that will be awarded on stage at the National Convention. Plus “Race-To-The-Top Ribbons for each of the district’s posts.

Second Place Awards will be presented to the District Commander in each category whose District membership for 2012 on March 31, 2012, represents the second highest percentage **over** the final 2011 membership of that District. **Cannot be less than 100% to qualify.** Winners will receive a **\$500 Visa Gift Card.**

Third Place Awards will be presented to the District Commander in each category whose District membership for 2012 on March 31, 2012, represents the third highest percentage over the final 2011 membership of that District. **Cannot be less than 100% to qualify.** Winners will receive a **\$375 Visa Gift Card.**

DISTRICT COMMANDER ACHIEVEMENT AWARD

All District Commanders whose 2012 District Membership, as of May 11, 2012, **exceeds** the 2011 membership (Dec. 31, 2011) **by at least the number of Posts in that District** will be awarded the **District Commander Achievement Framed Certificate Award.** In addition, the District will receive an **Honor Ribbon** for its District colors.

NATIONAL COMMANDER FANG WONG’S “I SERVE WITH PRIDE” PIN

During the 2011-2012 membership year, National Commander Fang Wong will award his National Commander pin to any Legion family member who obtains a combination from the following: **sign up new members, transfers members from your department headquarters post or contact and renew current members. Must equal eight (8) members from the list above.** The certification form for this program may be submitted at any time after Sept. 1, 2011. The incentive will end on June 30, 2012 or when supplies are exhausted.

“New Member” is defined as any eligible person joining for the 2012 membership year who was not a member of The American Legion during the 2011 membership year. Only one of each will be awarded per individual.

POST EXCELLENCE AWARD

To qualify for the award, the post would be required to achieve a standard of participation in each of the four areas, those being; **membership, youth activities, community service and support to currently serving troops or veterans.** Criteria: The standard to be achieved in each of the areas is:

Membership – Membership must be at least one member greater than the previous year. At least one Post officer attends district meetings.

Youth Activities – Must sponsor and actively participate in at least one of the primary youth programs; Boys State, Baseball, Oratorical, Boy Scouts or Junior Shooting Sports.

Community Service – Must accomplish a community service project that involves members of The Legion family actively working in the community outside the post home. A large range of potential projects exists with some candidates being a project centered on one of the Children & Youth emphasis areas to fulfilling a strictly local need. A monetary donation may be part of the project but may not constitute the entire project.

Service to troops/veterans – Must accomplish a project supporting troops or veterans in the community that involves activity by Legion family members outside the post home. Ranges of projects from the Family Support Network or Heroes to Hometowns to simply helping a local veteran with needed updates to the home are candidates for this category. A monetary donation may be part of the project but may not constitute the entire project.

Certification: The **District Commander responsible for the post** will accomplish Certification for a post as having achieved the four specified criteria. The **District Commander** will submit a list of posts meeting the criteria to the Department Headquarters. That list of posts should include the Post name, Post number, Post address and Post Commander’s name. The last two criteria would ideally be accompanied with copies of press releases that were submitted to the local media concerning the projects. That method would ensure that the projects were not only accomplished but that an attempt was made to enhance the image of The American Legion locally through the media. The copy submitted should include a date-time stamp showing receipt by the media outlet. The Department Adjutant will transmit information as posts qualify to: The American Legion National Headquarters, P.O. Box 1055, Indianapolis, IN 046206-1055, Attn: Membership

THE DISTRICT CHRISTMAS BONUS AWARD

In order to qualify for this award, the District must go above and beyond their December 31, 2010 membership total. Any district who as of December 31, 2011 exceeds their membership standing by at least one percent or greater will receive a monetary check on behalf of National Commander Fang

Wong for their hard work and effort. For each one percent increase over last year's membership, an additional \$50 will be awarded.

The district can qualify for this award anytime they exceed their December 31, 2010 membership total, but they must accomplish this by December 31, 2011 or be disqualified. This check will be sent to the department for distribution at an appropriate time.

Here is an example to clarify any questions:

The district must have at least a one percent increase over their December 31, 2011 membership by December 31, 2011 to qualify for this award. Here is an example based on a district whose membership was 500 members on December 31, 2010. End date is December 31.

1% Increase - 505 = \$50

2% Increase - 510 = \$100

3% Increase - 515 = \$150

4% Increase - 520 = \$200

5% Increase - 525 = \$250

POST VISITATION AWARD

In order to qualify for the award, the District Commander and/or Vice-Commanders must visit each post in the District during their year. For those Districts with more than 30 posts, the District Vice-Commanders can be used to assist in making the visits but the District Commander must visit at least 30 of the posts personally. A list of posts in each District will be obtained with the assistance of the various Department Headquarters. The list will be mailed in spreadsheet format to each District Commander. At the completion of the 100% visit requirement, the District Commander will send the completed spreadsheet to Department and then it will be forwarded to National Headquarters by August 1, 2012. Each District Commander that achieves the 100% visit requirement will receive a certificate recognizing their achievement. For those District Commanders that achieve the 100% requirements, five categories will be created and five additional prizes awarded based on a drawing of the eligible District Commanders in that category. The Commander drawn from the group of 100% Commanders in each category will receive a gift certificate from National Emblem Sales. The amounts will be \$100 for the smallest category with an increase as the District size increases.

Category I	-	(up to 20 posts)	\$100
Category II	-	(21-35 posts)	\$200
Category III	-	(36-50 posts)	\$300
Category IV	-	(51-65 posts)	\$400
Category V	-	(over 65 posts)	\$500

SCRAPBOOK/YEARBOOK AND HISTORY CONTESTS

You, as post historian, should start now to make a permanent record of your organization for the year ahead, from the installation of officers, up to and including the department convention. To help you gather the specific details concerning your post, you may want to ask your post adjutant for a copy of the year's past Consolidated Post Report. That statistical summary will indicate the type and amount of activity that can help you put together as complete a picture as possible. To be eligible for the national contests, your entry in either category must be a "first place winner" in your department contests and must be "certified" as such by the department historian before being forwarded to the national historian. It is suggested you contact the department historian for additional ideas and information regarding your department contest qualifications. Post and District newsletters will be judged on informative layout and should be mailed to the Department of Maine. Contest ends May 1. First place winners will receive a plaque at the Department Convention. Post history, yearbook and District history books will be judged according to the 2011 Officers Guide score sheets and the books must be received at The Department of Maine not later than May 1. First place winners will receive a plaque at the Department Convention.

**CERTIFICATION FORM
TOP RECRUITER AWARDS
POST/DEPARTMENT/NATIONAL**

*** POST ADJUTANT SENDS TO: DEPARTMENT HEADQUARTERS**

In Post No. _____, the TOP NEW MEMBER RECRUITER of membership enrolled for current membership year as of May 11, 2012, and transmitted to Department Headquarters is:
(PLEASE PRINT OR TYPE)

NAME _____ POST NO. _____ MEMBER ID NO. _____

ADDRESS _____

CITY, STATE, ZIP _____

Phone (____) _____

Number of NEW MEMBERS enrolled (minimum 10): _____

(Attach list of names and ID numbers of new members [do not include transfers].)

Next Highest New Member Recruiter (Make additional copies if needed)

NAME _____ POST NO. _____ MEMBER ID NO. _____

ADDRESS _____

CITY, STATE, ZIP _____

Phone (____) _____

Number of NEW MEMBERS enrolled (minimum 10): _____

(Attach list of names and ID numbers of new members [do not include transfers].)

Post Adjutant

Date

**MAIL TO REACH DEPARTMENT HEADQUARTERS
ON OR BEFORE May 11, 2012**

CERTIFICATION FORM

“GOLD BRIGADE” NEW MEMBER RECRUITER AWARD

POST: RETAIN COPY FOR YOUR RECORDS

SEND TO: DEPARTMENT HEADQUARTERS ON OR BEFORE MAY 11, 2012

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 **May 11, 2012**.

First time qualifiers for the “Gold Brigade” 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.

PLEASE CHECK THE APPROPRIATE BOX(ES):

This “Gold Brigade” award will be my:

A. First “Gold Brigade” Award

B. Other (Specify 2nd or 3rd time qualified) _____

If you checked box “B”, circle one: **jacket** **sweater** **polo shirt**

(PLEASE TYPE OR PRINT...circle size)

NAME _____ POST NO. _____

Size: (S, M, L, XL, XXL, XXXL)

ADDRESS _____

City

State

ZIP

PHONE: (____) _____ Number of **NEW MEMBERS** enrolled (minimum 50) _____

Department Adjutant (signature)

POST ADJUTANT (signature)

Date

ADDRESS

Date

USE ADDITIONAL SHEETS IF NECESSARY

REMINDER: Forward a copy of this form to Department Headquarters and a copy of the list of new members signed up, on or before May 11, 2012.

CERTIFICATION FORM

GOLD BRIGADE

FIFTH CONSECUTIVE YEAR AWARD

Departments: Send to Department Headquarters by May 11, 2012.

The following member of the Department of _____ qualifies for the prestigious fifth consecutive year "Gold Brigade" Award for enrolling fifty or more New Members into The American Legion by the May 11, 2012.

A Legionnaire may only qualify for this award once every five years.

This Navy Blue Blazer replaces the Gold Blazer of previous years.

(Circle One)

Men's Blazer: (Cut) Short, Regular, Portly (Stout), Long, Extra Long, Extra Extra Long
Even Sizes 34-54 _____ Size

Ladies Blazer: (Cut) Short, Regular, Long, Extra Long, Extra Extra Long
Even Sizes 4-20 _____ Size

(Please Type or Print)

Name _____ Post No. _____ Member ID _____

Phone (____) _____ Years of being a Gold Brigader 19____ - 20____

Certified:

Department Adjutant (signature)

Date

REMINDER: Forward a copy of this form to Department Headquarters and a copy of the list of new members signed up, on or before May 11, 2012.

CERTIFICATION FORM

SIXTH CONSECUTIVE YEAR OR MORE AWARD FORM

Departments: Send to Department Headquarters by May 11, 2012.

The following member of the Department of _____ qualifies for the sixth consecutive year or more "Gold Brigade" Award for enrolling fifty or more New Members into The American Legion by May 11, 2012.

This award is a **\$150 Visa Gift Card** for one of the following:

(Please Type or Print)

Name _____ Post No. _____ Mem. ID# _____

Phone (____) _____ Years of being a Gold Brigader 19 ____ - 20 ____

Certified:

Department Adjutant (signature)

Date

REMINDER: Forward a copy of this form to Department Headquarters and a copy of the list of new members signed up, on or before May 11, 2012.

CERTIFICATION FORM

“SILVER BRIGADE” NEW MEMBER RECRUITER AWARD

POST: RETAIN COPY FOR YOUR RECORDS

SEND TO: DEPARTMENT HEADQUARTERS ON OR BEFORE MAY 11, 2012.

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 **May 11, 2012**.

Silver Brigaders receive a Silver Pin and a Silver Certificate.

NAME _____ POST NO. _____

ADDRESS _____
City State ZIP

PHONE: (____) _____ Number of **NEW MEMBERS** enrolled (25 to 49) _____

Department Adjutant (signature)

POST ADJUTANT (signature)

Date

ADDRESS

Date

USE ADDITIONAL SHEETS IF NECESSARY

REMINDER: Forward a copy of this form to Department Headquarters and a copy of the list of new members signed up, on or before May 11, 2012.

National Commander Incentive Pin Award

Certification Form

(Duplicate as needed)

Return to: **The American Legion
National Membership Division
PO Box 1055
Indianapolis, IN 46206**

Fax 317-630-1413

Date: _____

Recruiter's Name and Membership number: _____

Street Address or PO Box: _____

City, State, ZIP _____

Daytime Phone Number _____

TO QUALIFY YOU NEED TO LIST ANY COMBINATION OF EIGHT (8) NEW MEMBERS, RENEWALS AND/OR DEPARTMENT HEADQUARTERS POST TRANSFERS TO A LOCAL POST. (Include full name, post, and membership number)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

A **"NEW MEMBER"** is defined as any eligible person joining for the 2012 membership year who was not a member of The American Legion during the 2011 membership year.



ELIGIBILITY DATES

WWI	APRIL 6, 1917 to NOVEMBER 11, 1918
WWII	DECEMBER 7, 1941 to DECEMBER 31, 1946
KOREA	JUNE 25, 1950 to JANUARY 31, 1955
VIETNAM	FEBRUARY 28, 1961 to MAY 7, 1975
LEBANON & GRENADA	AUGUST 24, 1982 to JULY 31, 1984
PANAMA	DECEMBER 20, 1989 to JANUARY 31, 1990
PERSIAN GULF	AUGUST 2, 1990 - cessation of hostilities as
U.S. MERCHANT MARINES	DECEMBER 7, 1941 to AUGUST 15, 1945