**MARKETING COMMISSION REPORT-Wes Schermann**

On Saturday August 26 at the American Legion National Convention in Charlotte, NC, the Marketing Commission met at the Westin Charlotte Hotel.

The meeting was Called to Order by Paul Evenson, the Chairman of the Marketing Commission who gave opening remarks.

Nick Palmisciano, CEO of Diesel Jack Media spoke. He is with a digital marketing firm. He does professional storytelling w/ mil backgrounds.

He stated that his organization’s mission was to acquire as many Legionnaires as possible for under $200 per person.

He was going to do it by:

Patriotism

Humor and

Organizational Efficiency and Programs.

He was able to have a 224% increase in Post shares. His target audience was 18-55 year olds.

His market content was to arouse , educate and inform.

He wants the Legion to be portrayed as a serious organization doing serious work but not taking itself to seriously. You want your military friends but not the military life.

Wants veterans to know that the Legionnaires have experience in

Business

VA Claims

Creativeness-Speaking and writing

Military

Finance

Documentaries-Tell Legion and Vet stories.

Counselling and getting jobs.

The next topic for discussion was Marketing Priorities Progress.

Speakers were:

Mary Jo Dial, Dep Dir of Marketing.

Chuck Krupa, Sr Direct Marketing Strategist.

Nicole Tardiff, Public Relations Manager.

National Priorities :

Use all channels of communication. Ads were pixed-buy in w/in 24 hours and the ad got credit.

1. Value of Membership-Earn members by showcasing the real value of joining for the long term.
2. New revenue Sources. Expand revenue sources by embracing technology and partnerships. Develop sales kits & tools (Indy Video). Find passive income (Licensing, Youth grants, FB). Turn donors into sustainers. Convert warm B2B leads, Indy Car, Indy HQ, Veteran owned, Veteran employers , current vendors. Launch 1 Big Idea (bricks or music example)
3. Be the One Awareness & Fundraising. Key Phrase-“IT IS OK TO NOT BE OK.” Raise money for programs that support this mission. World Suicide Prevention Day-Sept 16. Develop Omni Channel. Launch 1st day of the month program. Promote through sponsorship assets & media. Maximize Suicide Prevention Month (September). Grow audience for new BTO Podcast
4. Fix Operational Issues. Save time & money by simplifying and modernizing the way we work. Hired more staff members. Updated donor page and got a 45% increase. Not buy members but earn them.

Resolutions.

There were two resolutions that were fast tracked due to their importance and time constraints.

1. CENTENNE/WELLCARE. Brought in as the official Medicare provider of the National American Legion by an email vote. They will be marketed as WELLCARE. They will give free Public Service Announcements (PSA) for Be the One Campaign.

Will bring in $8 million over a 5 year term (through July 2028). They can use American Legion Marketing assets. Access to their customer database. True partnership-not a one way transaction.

No other National AL Medicare ads other than CENTENE/WELLCARE but this does not prohibit the individual states from having their own Medicare ads.

1. USAA. They want to stop veteran suicides. AL was invited to join their coalition. Problem was that AL By Laws prohibit the AL from joining a coalition. The resolution was passed to make an exception to join the USAA Coalition. If the coalition were to endorse politics then the AL can withdraw.

Emblem Sales

Over $2 million increase. Average order $160.

URN Report.

As of the August 20, 2023 report. California was tasked with raising $149, 973.25 dollars. They have raised $86, 814.74 and have thus purchased one of the two Urns. California still needs to raise and contribute $63, 158.51.

It should be noted that these totals do not show what was raised since Past Dept Commander (Jere Romano) asked all Posts to contribute $1 per member. Overall California is doing well when compared to other Departments.

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