

**Americanism Division**  
**Weekly Report to the National Commander**  
**February 07, 2025**  
**Ron Neff, Director – (317) 630-1203**

**Americanism Commission/Division Updates**

**February is Americanism month!** Legionnaires *foster and perpetuate a 100% Americanism and inculcate a sense of individual obligation to the community, state, and nation every single day.* Americanism month is a time to double down efforts and strategically plan on how to inspire and influence the youth of our nation, encourage civic participation, advocate for our national flag, motivate our community leaders to focus on civic education, unify the people we serve under selfless causes to uplift society, display neighborly virtue, and parade adoration and confidence in our national constitution.

The American Legion stands proud and unique in continued service to every single American, in addition to serving our veteran population. The Americanism Commission is honored to be at the forefront of continued service to the America people—especially our youth. February is the month to present our [youth comic books](#) to grade schools, get veterans into the classrooms, showcase our amazing [youth programs](#), and promote [flag sales!](#)

As we approach the 250<sup>th</sup> celebration of Independence in the United States in 2026, we must triple our efforts in community participation. The Americanism Commission encourages all departments to form relationships with their [state America 250 Commissions](#) and get a seat at the table for 2026 planning so that The American Legion is, again, leading by example. Also consider post participation in [The Greatest American Cleanup](#) on July 4<sup>th</sup>, 2026. Most states have a nationwide call to action called [“Two Lights For Tomorrow”](#) to commemorate the famous ride of Paul Revere on April 18<sup>th</sup> and 19<sup>th</sup> of this year that all posts could participate in! There is so much more, and The American Legion must lead the charge.

The President of the United States signed an [executive order on January 29<sup>th</sup> titled “Celebrating America’s 250<sup>th</sup> Birthday”](#) that employs a whole-government approach to the celebration in coordination with the non-profit [America250](#) and many civil society leaders, like The American Legion.

Americanism month this year is the opening salvo to celebrate 250 years of America in 2026—so let’s get fired up!

**American Legion Baseball (ALB)**

ALB Staff will be attending the annual USA Baseball Board of Directors meeting in Cary, NC on February 10-11, 2025. The ALB program rotates onto the USA Baseball Board of Directors as of one of three youth National Member Organizations represented. USA Baseball is the national governing body for all amateur baseball in the United States. This three-year term on the board will begin with the 2025 season.

Registration: As of January 1<sup>st</sup>, registration officially opened for the 2025 Centennial season of American Legion Baseball. Teams may start the online registration process at: [Home | American Legion Baseball Registration](#) . Payment of team fees and insurance purchasing will begin on February 15.

### **Scouting**

The American Legion Eagle Scout of the Year nomination window is from November 1st to March 1<sup>st</sup>. Nomination packets must be received by each applicant's respective American Legion department headquarters no later than March 1st. To find the application, please go to <https://www.legion.org/get-involved/youth-programs/scouting/nominate-eagle-scout>

### **Oratorical**

The site for volunteer registration is now open. The biggest need at this time is for Judges. Please read all information carefully before volunteering. The link to register is here: [Oratorical Contest Volunteers | The American Legion](#)

### **Scholarship**

The American Legion Legacy Scholarship application is now open. Individuals can apply online and learn more about the scholarship requirements at <https://www.legion.org/get-involved/scholarships/the-american-legion-legacy-scholarship> As of February 5th, over 679 applicants have applied for the scholarship.

The Samsung American Legion Scholarship online application is now open for those eligible youth who plan on attending an American Legion Boys State or American Legion Auxiliary Girls State program this coming year. Individuals can apply online and learn more about the scholarship requirements at <https://www.legion.org/get-involved/scholarships/samsung-american-legion-scholarship>

### **Boys State**

All Boys State programs date and location are now listed on Legion.org, <https://www.legion.org/get-involved/youth-programs/boys-state-boys-nation/boys-state-eligibility-dates>

Please check accuracy and let [jbennett@legion.org](mailto:jbennett@legion.org) know of any changes or updates.

### **Boys Nation**

Boys Nation is still looking for talented volunteer staff to actively participate in "a week that shapes a lifetime." Applications were provided to department adjutants and Boys State directors for those interested. Department vetted applications can be sent to [boysnation@legion.org](mailto:boysnation@legion.org)

### **Samsung Scholars**

9 of the top 10 Samsung Scholars will be in Washington DC for the Washington conference from February 22<sup>nd</sup> till the 26<sup>th</sup>, please contact Jeff Bennet at [jbennett@legion.org](mailto:jbennett@legion.org) if you would like to meet with or have your scholar attend any department events you might have.

**Internal Affairs & Membership Division  
Weekly Report to the National Commander  
February 7, 2025  
Matthew Herndon, Director – (317) 630-1406**

**2025 Traditional Membership:**

Membership as of the February 5<sup>th</sup> report is at **83.19%** of the 1,445,882 goal with **1,202,846** current members (new recruits, renewals and encumbered DMS transfers). The 85% target date is February 12, 2025, **eight** departments have already met or exceeded this goal.

**DMS New Member Acquisition:**

The 2025 DMS new member acquisition program has acquired **45,023** new members since July 1. This represents about **44.02%** of the projected 100,000 for 2025.

**New Members by Branch of Service and Conflict:**

This chart shows the branch of service and war era for new members brought in at the post level and DMS for 2025.

<b>Conflict</b>	<b>Conflict Totals</b>	<b>Percentage:</b>	<b>Branch of Service</b>	<b>BOS Totals</b>	<b>Percentage:</b>
GW_TERRORISM	20,423	29.94%	USA	32,049	46.98%
OTHER	18,750	27.49%	USN	13,386	19.62%
VIETNAM	12,594	18.46%	USAF	11,872	17.40%
PERSIAN_GULF	6,478	9.50%	USMC	8,062	11.82%
Unknown	6,156	9.02%	Unknown	1,668	2.45%
LEBANON_GRENADA	2,070	3.03%	USCG	1,074	1.57%
KOREA	814	1.19%	USSF	67	0.10%
PANAMA	767	1.12%	USMM	38	0.06%
WWII	157	0.23%	<b>Total New Members:</b>	<b>68,216</b>	
WWII_MM	7	0.01%			
<b>Total New Members:</b>	<b>68,216</b>				

**Multi-Year Membership:**

The multi-year membership option can only be accessed on the national website at [www.legion.org/renew](http://www.legion.org/renew). To date **47,501** members have taken advantage of this option. We encourage departments to put information out in emails and newsletters informing and encouraging members to use this option.

**National Commander LaCoursiere’s Membership Goals:**

Commander LaCoursiere’s focus is on retaining members. He worked with the M&PA Committee on creating the Department Retention Award. His expectation is to engage current members on a regular basis. Whether it is through Buddy Checks or contacting members about their membership dues, members need to feel wanted and valued.

**Retention:**

As an organization, Commander LaCoursiere set a goal of 90% for retention. A column has been added to the daily, weekly, and target date membership reports for each department.

**Our current retention rate is 80.69% at the traditional level. There are 39,128 department headquarters post members who are paid for 2024 that have not renewed for 2025 and 365,694 at the post level and who have not renewed for 2025.**

As we see from above, there is a large pool of members within the posts and departments. There is the capability to immediately identify and start the engagement process to contact the member to renew their membership.

### **Recruiting:**

National Commander LaCoursiere set a goal of 75,000 new traditional members for the 2025 membership year. **To date we have recruited 43,952 new members into the organization at the local post level.**

### **New Member Video:**

Former American Legion Membership & Post Activities Committee Chairman Matt Jabaut hosted a new-member orientation video that provides a clear understanding of the nation's largest veterans organization and what the Legion does to strengthen America.

The video is ideal for new member orientations at local posts or to show to potential members. You can also email it to new members. You can find the video at this link on the Legion's Vimeo channel <https://vimeo.com/americanlegion>.

### **Membership Excellence "Be the One" Dog Tag Coin:**

To qualify one will need to recruit three new members into The American Legion. A new member is defined as any eligible veteran joining for the 2025 membership year who was not a member during the 2024 membership year. You can find the form at:

<https://www.legion.org/about/leadership/national-commander/national-commanders-incentive-program>

### **Sons of The American Legion (SAL)**

National Commander Navarreté attended the Mid-Winter conference at the Maryland detachment, where he also participated in the polar plunge, and NVC Ray attended the Mid-Winter conference at the New Mexico detachment. Preparations are underway for the Washington Conference and the beginning stages of the Spring meetings.

### **2025 SAL Membership Info.**

**As of: February 6, 2025**

2025 Goal:	<b>401,263</b>	
Total Actual Membership:	<b>412,450</b>	
% of Year-End Goal:	<b>77.87%</b>	
2025 Renewal Percentage:	<b>71.22%</b>	
Detachments at 60%:	<b>51</b>	
Detachments at 75%:	<b>27</b>	<b>75% target date Feb 12</b>

### **The National Emergency Fund (NEF):**

**2025 – 27 grants (21 members/6 posts) totaling \$94,492.46**

Florida (Hurricanes Helene & Milton) – 21 members/6 posts

There are numerous fires in Southern California, and we expect to see many NEF grants in the future due to these fires. We have been advised that as many as approximately 100 TAL and SAL members may have been affected. Fueled by powerful winds and dry conditions, a series

of ferocious wildfires erupted on Jan. 7 and roared across the Los Angeles area, killing at least 29 people, including some who died trying to prevent the fires from engulfing their homes, and destroying thousands of structures.

- **The Palisades Fire** erupted the morning of Jan. 7 in Pacific Palisades, a Los Angeles neighborhood east of Malibu, as a brush fire. The blaze grew to 23,448 acres before it was declared 100% contained on Friday, according to the California Department of Forestry and Fire\_Protection, known as Cal Fire. Cal Fire said the fire damaged or destroyed more than 6,800 structures.
- **The Eaton Fire** ignited hours after the Palisades Fire near a canyon in the sprawling national forest lands north of downtown Los Angeles. It had exploded to 14,021 acres and was 100% contained Friday, according to Cal Fire. The agency has reported that 10,491 structures were damaged or destroyed in the blaze.
- As firefighters were battling the largest blazes, additional fires broke out in the Los Angeles area. Crews were able to stop the forward spread and contain the blazes.
- Those blazes, which included the Lidia, Archer, Woodley, Sunset, Kenneth, Hurst and Auto fires, have been 100% contained and are no longer considered active, according to Cal Fire. Between them, the fires scorched 2,399 acres.
- Two weeks after the initial fires, the Hughes Fire began near Castaic Lake in northern Los Angeles County on Jan. 22 and quickly grew to over 10,000 acres. It was fully contained Thursday after covering 10,425 acres.

Southern California is expected to continue to face an increased risk of wildfires for a decent chunk of the year as an intensifying drought and episodes of Santa Ana winds combine to threaten more dangerous infernos.

A webinar was conducted by Florida staff after Hurricane Helene and every department was invited. This webinar provided best practices on how the Florida American Legion Disaster Management Team reacts in the aftermath of natural disasters. This meeting was recorded, and you can find it at this link (fast forward to the 24:15 minute mark for the start of the meeting):

[https://us02web.zoom.us/rec/share/R1ZqkXs39Wq9EG65YUnACWVmNOjHcFJBrSNSAGJuaFNIQZ\\_eUZYSRtwaofO3AjHL.iXcq8ZM1JNDKbGcT?startTime=1727886943000](https://us02web.zoom.us/rec/share/R1ZqkXs39Wq9EG65YUnACWVmNOjHcFJBrSNSAGJuaFNIQZ_eUZYSRtwaofO3AjHL.iXcq8ZM1JNDKbGcT?startTime=1727886943000)

They along with NEF and TFA national staff provided important information and resources to attendees and the meeting was recorded and will be sent out to all Legion leadership. We started processing NEF grants for Florida thus far departments.

The below link is past Illinois Department Adjutant and PNC Marty Conatser on how they set up disaster teams within Illinois following a massive tornado disaster a few years ago and which could help other departments with setting up their own disaster relief teams.

<https://www.youtube.com/watch?v=x5ZlecXviD8>

The two links below provide important information about NEF. First is the instructional PowerPoint of how to complete an NEF application:

<https://www.youtube.com/watch?v=aYTPVnmrsh0>

This link is to the national website about NEF, grants, and donations:

[Request Assistance | The American Legion](#)

It's been a grim couple of year of deadly hurricanes, wildfires, flooding, tornadoes, and other severe weather events facing our country. We are engaging with those departments affected and Internal Affairs staff routinely sends out an e-mail to all national and department leadership regarding the NEF Program.

### **Operation Comfort Warriors (OCW):**

Nearly 2,000 servicemembers, Veterans, and their families were directly impacted by Operation Comfort Warriors in 2024, either by participating in an OCW-sponsored event or receiving care at a grant-receiving facility.

**2024 – 9 Grants totaling \$89,639.57**

**2025 – 1 Grant totaling \$10,000.00**

*Completed: 10*

*Grants to servicemembers – 2*

*Grants to facility – 8*

With the passage of Resolution 20 during last month's Fall Meetings, Operation Comfort Warriors has an updated policy manual to address grant requests. Additionally, the OCW landing pages on the National Website have been updated to reflect the changes that were made. It will be incumbent upon the Requestor to provide the information necessary to facilitate grant approval.

### **Training:**

The 2025 National Regional Information Conference (NRIC) in Boston was a resounding success, bringing together 67 Legionnaires from 13 departments for a day of leadership training and collaboration. Attendees engaged in sessions covering legal updates, leadership skills, post operations, and membership retention, all of which received overwhelmingly positive feedback.

### **Key Highlights**

- ✓ High Satisfaction: Overall event rating of 4.79 out of 5
- ✓ Valuable Training: Sessions on Legal Updates, Be The One, and Membership Retention were highly rated, with requests for deeper dives in future events.
- ✓ Networking & Collaboration: Participants appreciated the opportunity to connect, but many suggested adding a structured networking event for stronger engagement.
- ✓ Future Attendance: 27 out of 28 respondents confirmed they would attend another NRIC.

### **So What?**

The strong participation and high ratings confirm the critical need for continued leadership training. To build on this momentum, future NRICs will focus on:

- Practical application for Blue Cap Legionnaires to strengthen grassroots leadership.
- Expanded networking opportunities to foster relationships beyond structured sessions.
- Enhanced legal training, allowing more time for Q&A and real-world applications.

A meeting later this month will explore future NRIC dates and explore ways to refine and expand the program.

---

### **NALC Curriculum Updates – Strengthening Servant Leadership**

The 2025 NALC Stakeholder Input Survey provided valuable insight into training needs across the organization. Based on member feedback, upcoming curriculum updates will emphasize:

- ✓ **Stronger training for district and county leaders**, including financial management and conflict resolution.
- ✓ **Clearer guidance on post operations** to ensure consistent leadership development.
- ✓ **Expanded mentorship opportunities** to create a stronger pipeline of engaged Legionnaires.

### **So What?**

The feedback reinforces that effective leadership starts at the local level. By implementing these curriculum changes, NALC will better prepare Legionnaires to serve, mentor, and lead within their communities. A meeting will be scheduled soon to implement some of these updates.

---

## **Training Tuesday – Be the One: Suicide Prevention with the Columbia Protocol**



**Tuesday, February 25, 2025 | 7:00 PM - 8:30 PM ET**

 [Join the Training](#)

The American Legion remains committed to reducing veteran suicide through the Be the One initiative. This Training Tuesday session will focus on the Columbia Protocol (C-SSRS), an evidence-based tool for suicide risk screening.

### **What Participants Will Learn:**

- ✓ How the Columbia Protocol helps identify suicide risk.
- ✓ How to ask the right questions and take action with confidence.
- ✓ Resources for peer-to-peer support and crisis intervention.

### **So What?**

This training is a direct-action step-in suicide prevention. By equipping members with these skills, we empower them to be proactive, save lives, and support their fellow veterans.

This session is open to all Legionnaires, veterans, caregivers, and mental health advocates—help us spread the word and maximize participation!

---

## **21st Century Scholar Report – Strategic Planning Discussion**

A strategic planning meeting later this month will evaluate the implementation of the 21st Century Scholar Report. This discussion will help ensure that our long-term goals remain aligned with the needs of the organization and that we continue adapting to modern challenges in leadership and veteran support.

### **So What?**

By reviewing the progress and effectiveness of the strategic plan, we can identify gaps, refine strategies, and ensure The American Legion remains a leader in service and advocacy.

---

## **The Power of Effective Communication**

One of the biggest challenges we face is ensuring that information is received—not just sent. It's not enough to provide training opportunities if Legionnaires don't know about them.

To improve engagement, we must:

- ◇ **Keep messages clear and direct** – Avoid information overload.
- ◇ **Share widely** – Training is for everyone, not just a select few.
- ◇ **Personally invite members** – A direct ask is often the best way to encourage participation.

### **So What?**

By improving communication, we ensure that every Legionnaire has access to the tools they need to lead, grow, and strengthen our organization. Leadership starts with awareness—let's make sure no one misses out on opportunities to serve.



# Marketing Division Weekly Report

February 3 – February 7, 2025



**Value of Membership** - ++Digital components reported here; view full membership and fundraising details in Office of Charitable Giving Report

2025 Digital Marketing – New Member				
	Impressions/Reach	Clicks	CTR	Total Online Conversions (Feb.)
Paid Search	7,751	2,386	30.78%	416
Paid Social	11,027,052	117,884	1.07%	N/A
Other Digital Engagements				
	Impressions	Clicks	CTR / Conversions	
Tango Alpha Lima Podcast	177,367	165	0.09%	
Emblem American Flags – Paid Search	2,994	324	10.82% / 32	

## Thank You Thursday Results

- Renewal by Anderson received a 19% Open Rate with 1,925 Clicks and a 1.0% CTR
- <https://em.legion.org/q/119ziLxzKsed/wv>

## Website Updates

- Updated the [Legislative Priorities](#) page with new Agenda and long form summaries. Point papers forthcoming.
- Updated the [Be The One – About](#) page based on new text from Cameran Richardson and improved the design of the page from a basic layout.

## New Revenue Sources

### Digital Marketing

2025 Digital Marketing – Vehicle Donation			
	Impressions/Reach	Clicks	CTR
Paid Search	4,732	353	7.46%
Paid Social	131,053	267	0.20%

### Corporate Partnerships

#### Introductory Meetings

- [AT&T](#)
- [Cornerstone Caregiving](#)
- [GoFundMe](#)
- [Capital Bank](#) (existing VE&E event sponsor looking to transition to program partner)
- [Aura](#)

## Be The One Awareness

### Be The One Updates

- **Next Training**
  - February 19, 2025
  - 2:30pm - 4:00pm Eastern

## Media & Communications Weekly Report

February 3 – February 7, 2025

**E-newsletters:** This was another very strong week for The American Legion's national e-newsletter program, both in terms of open rates and click-through rates. The most-visited pieces of the week were:

1. Hegseth revokes Milley's security detail and clearance: 21,825
2. 5 Things to Know: 9,026
3. The Legion's agenda to Congress: 6,180

### **ONLINE UPDATE – Monday 02/03**

Sent: 1,045,546

Opens: 292,031

**Open Rate: 28% of delivered**

Clicks: 16,077

**CTR: 5.5% of opened**

### **ONLINE UPDATE – Thursday 01/30**

Sent: 1,044,711

Opens: 288,727

**Open Rate: 28% of delivered**

Clicks: 12,781

**CTR: 4.4% of opened**

### **Podcast**

Sent: 5,058

Opens: 2,090

**Open Rate: 41% of delivered**

Clicks: 132

**CTR: 6.3% of opened**

### **Dispatch**

Sent: 29,393

Opens: 9,294

**Open Rate: 32% of delivered**

Clicks: 881

**CTR: 9.5% of opened**

### **Be The One**

Sent: 703,334

Opens: 154,450

**Open Rate: 22% of delivered**

Clicks: 3,326

CTR: 2.2% of opened

**Washington Conference/Commander's Testimony:** Public service announcement video scripts were under way this week by Deputy Director John Raughter for recording at the Washington Conference. Visual media specialist Jennifer Blohm was completing a video on how to engage members of Congress. Plans were also confirmed about recording/coverage of the Commander's Call.

**Be the One:** The first monthly BTO metrics report was created and shared to highlight some key measurables related to the initiative. Among the fresh content this week was a story by Steve Brooks about a Legionnaire from Virginia who is planning to honor veterans and first responders lost to suicide by hiking the Appalachian Trail with dog tags representing those no longer with us. Another story focused on a New York post that hosted a craft show and flea market to promote the veteran suicide prevention mission. Additionally, a survey to gauge members' needs for Be the One resource materials was created and will be shared, starting this week. The survey data collected will help us develop and refine the digital toolkit.

**DC Content/Support:** A story was published on the Legion town hall as part of a congressional member's tour of military bases in the southeast, as a connection with the NATSEC BASE program.

**External Media:** The national commander was quoted in [this story by Task & Purpose](#), following the confirmation of Doug Collins as the new VA Secretary.

**Podcast:** To kick off Black History Month, this past week's episode featured Kamin Samuel, the Navy's first Black female helicopter pilot. She talked about her service, challenging transition and how she mentors others today. This coming week, the special guest is Austin von Letkemann, aka Mandatory Fun Day on Instagram. The metrics are starting to show some momentum, ticking up slightly, with January being the third best month of the previous 10.

**Legion.org:** The Media & Communications team posted stories and other content this week that included Alan Dowd's monthly Landing Zone feature on different strategies needed to combat jihadist threats; Post 67 in Rincon, Puerto Rico, and its support for a facility that specializes in helping young people with Down's Syndrome; a piece on the annual "Freezin' for a Reason" American Legion Riders overnighter in Moorhead, Minn., to elevate awareness about veteran mental health, homelessness and suicide risk; a call for local American Legion submissions in recognition of the program's 100<sup>th</sup> anniversary; an interesting piece by U.S. Air Force Capt. Matthew Diotte on "lifestyle medicine" – a combination of wellbeing steps that include diet, physical activity, stress management and positive social connections – that has helped him recover from a gunshot wound to the head during a robbery; and much more. Director also met with Marketing Director Mary Jo Dial and Rebecca Shindell on needs the Media & Communications team can help fulfill in the new legion.org architecture.

**Social media:** The American Legion national **LinkedIn platform topped 50,000 followers** this week. The top post was Monday's "5 Things to Know" (12,257 impressions) which social media manager Steve Brooks assembles each week.

**Twitter:** Gaming at the Texas Mid-Winter Conference had 2,968 impressions and 78 engagements.

**Facebook:** The Kamin Samuel Tango Alpha Lima podcast promo/video had a reach of 34,622, with 7,731 views and 127 interactions. Following that was the Be the One Day reminder with 18,008 impressions and 455 interactions and Four Chaplains Day, with 11,329 impressions and 429 interactions.

**Instagram:** The national commander's statement on the plane/helicopter crash at Reagan National Airport drew 3,399 impressions, to lead the week's postings.

**YouTube:** More than 5,600 videos were viewed on the national channel during the week, led by Diane Carlson Evans' 2018 interview, "Whatever it Took to Save Lives" with 403 views.

**The American Legion Magazine:** Work is underway for the April issue, which will recognize Children & Youth Month; feature the story of an American woman who shares her experience living with her family in Vietnam during the war when she was 8 years old and how her father led the evacuation of 1,000 people as Saigon fell; Part 2 of "In Exile Since 1948" – the story of China Post 1; an early look at the new Medal of Honor Museum; a Lore of the Legion on the School Awards Medal program; and the written piece on Keystone Uniform Cap Co.'s care and legacy in the area of making American Legion cap; and much more. Also, Managing Editor Matt Grills led a team meeting Thursday to plan the magazine's approach to the 250<sup>th</sup> anniversary of the U.S. Army in June, as well as the Navy in October and the Marine Corps in November. This includes web coverage.

**Dispatch:** The digital Dispatch e-newsletter went out this week, leading off with two departments – Michigan and New Mexico – who are still working to hit 100% membership targets for 2024 and the fact that 18 departments have already hit their 80% target dates. Also promoted is the Be the One certificate of achievement recognition, the need for volunteers at the National Oratorical Contest, training on how to run an effective post and wellness tips for Legionnaires.

**American Legion Baseball Centennial:** Director Jeff Stoffer continued plowing – now well into the 21<sup>st</sup> century – on a souvenir American Legion Baseball bookazine, and senior graphic designer Matt Everett was working on a cover and design templates. Dugout Diamonds social media graphics have been produced by Visual Arts Manager Holly Soria and will begin posting soon, with 15 in the queue. A meeting with the New York Yankees on Monday offered an opportunity for American Legion Baseball to be recognized at Yankee Stadium at a specific game in 2025, for the centennial.

**America's 250<sup>th</sup> Anniversary:** Directors Stoffer and Ron Neff (Americanism) met with Executive Director James Baca to go over collaboration opportunities with other organizations/entities to participate in The American Legion's role in the celebration of our nation's 250<sup>th</sup> anniversary. Assistant Editor Laura Edwards researched and is preparing a piece to promote the "Two Lights for Tomorrow" event in April to commemorate Paul Revere's famous ride.

**Rise of Our Flag:** The final three pages of Rise of Our Flag, a graphic novel approach to the U.S. flag and its history, were completed this week, and the finished product will be ready for review next week. (This will also be a component of the Legion's 250<sup>th</sup> anniversary program).

**Sons of The American Legion Media:** Project leader Andy Proffet led a meeting Wednesday to assess progress and chart the road ahead for improved Sons of The American Legion media. He is now preparing a game plan to share with SAL staff liaison Kevin Mook in Internal Affairs.

**Culture-Building:** The division had a Friday Super Bowl Weekend pre-function, and invited colleagues from the Internal Affairs Division to join in. Dips, chips and other football snacks were shared.

## Conventions

Washington Conference is quickly approaching. Updated information may be found at: [Washington Conference | The American Legion](#)  
Should you still need hotel accommodations, please contact the Convention Office: [ConventionDivision@legion.org](mailto:ConventionDivision@legion.org).

## Emblem Sales

- **2025 Total Sales:** Over \$1,400,000 in orders
  - An increase of 16% as compared to this time last year
- **2025 Total Flag Sales:** Over \$184,000
  - An increase of 16% as compared to this time last year
- **2025 Number of Orders Processed:** Nearly 9,000
- **Custom Order Drop-Ship Fulfillment Timeframe**
  - **Uniform Caps** – 6 to 8 weeks
  - **Name Tags** – 7 to 10 business days
  - **Shirt Embroidery Personalization** – 4 weeks
  - **Plaques** – 4 weeks
  - **Rings** – 10 weeks
  - **Legion Rider Back Patches** – 3 weeks
  - **All other items** – on average 2 to 4 weeks
- **In-Stock Warehouse Order Fulfillment Timeframe:** Please allow 3 to 5 business days
- **Print Catalog:** New 2025 catalog should be in mailboxes the week of 1/6/2025
- **Digital Catalog:** Is now available on our website.

