

# Blue Star Salute



**An Armed Forces Day Celebration**



**Preamble to the Constitution  
of The American Legion**

# For God and Country

**We associate ourselves together  
for the following purposes:**

*to uphold and defend the Constitution of the United States of America; to maintain law and order; to foster and perpetuate a one hundred percent Americanism; to preserve the memories and incidents of our associations in the great wars; to inculcate a sense of individual obligation to the community, state and nation; to combat the autocracy of both the classes and the masses; to make right the master of might; to promote peace and goodwill on earth; to safeguard and transmit to posterity the principles of justice, freedom and democracy; to consecrate and sanctify our comradeship by our devotion to mutual helpfulness.*



It is only natural that The American Legion family should lead the way in organizing an event for the entire community to say “thank you” to a new generation of American veterans and their families.

## About the Blue Star Banner

A Blue Star Service Banner displayed in the window of a home is an American tradition. The banner lets others know that someone in the home is serving in the U.S. Armed Forces.

The Blue Star Service Banner was designed and patented by a World War I Army officer in 1917. It quickly became the unofficial symbol of a child in the service.

Blue Star Service Banners, while widely used across America during the first and second world wars, were not embraced during the Korean or Vietnam wars with nearly the same enthusiasm.

The American Legion has rekindled the program. Now, as the long and difficult “war on terrorism” continues, the Blue Star Service Banner tradition reminds us all that this new war touches every neighborhood in our land.

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# ***AMERICAN LEGION BLUE STAR SALUTE***

## **An Armed Forces Day Celebration**

### **Our mission**

To energize our community and coordinate an event to honor local members of the U.S. Armed Forces, National Guard and Reserves, along with their families, on Armed Forces Day, the third Saturday in May.

### **Objectives**

1. To recognize and present awards of appreciation to local military members and their families.
2. To publicly acknowledge hometown businesses who excel in supporting troops.
3. To raise public awareness and funds for the American Legacy Scholarship Fund of The American Legion.
4. To promote Blue Star Service Banners/Flags and educate the public of their significance.

### **The event**

This planning guide will provide the information and tools needed to initiate and coordinate a day-long, fun-filled community outing for citizens to enjoy and take time to thank local soldiers, sailors, airmen, Marines and Coast Guardsmen for their service during the war on terrorism. Centered around the presentation of certificates of appreciation to servicemembers by The American Legion post or district, the event is designed to turn out citizens of all ages to enjoy exhibits, bands, booths, games, military and emergency team displays, food vendors and more. The American Legion Auxiliary and Sons of The American Legion are encouraged to appropriately recognize the spouses and children of servicemembers.

Just as important and appropriate is acquiring funds for the American Legacy Scholarship Fund so that the children of those who died in service to America on and after Sept. 11, 2001, will have the educational opportunities their parents would have given them. Using the information provided in this guide about the American Legacy Scholarship Fund Card program, your post can energize your community to begin the fund-raising portion of this project as early as March.

Rather than do all the work, The American Legion post should serve as the inspiration and catalyst to invigorate community leaders to establish a planning committee to oversee the event. The post should be a key coordinator, but all elements of the community should come together to ensure the success of the event: the city, chamber of commerce, school district, emergency services, local military commands, area clergy, and other fraternal and civic organizations.

If possible, it is recommended that the event be titled with the name of your municipality, town, or neighborhood:

***“(City) Blue Star Salute – An Armed Forces Day Celebration”***

This theme introduces the Blue Star Banner in the main title to act as a public-education instrument for those still not aware of the tradition. Although DoD conducts regional military open-house events on major installations, this event is designed to be conducted in “Everytown, America” having an American Legion presence, since nearly every municipality has members of the National Guard and Reserves engaged in the war on terror.

It is designed to elevate public exposure of The American Legion and energize towns to publicly thank their military neighbors in a joyous day of fun for the entire family. It is a timely and much-needed “support-our-troops” event that provides a good membership opportunity for the entire Legion family while educating the public about the Blue Star Service Banner and raising funds for the American Legacy Scholarship Fund.

***The first order of business is to get the buy-in of the mayor and local National Guard and Reserve commanding officers.***

## **Participants**

Ideally, every member of the community should be involved. School students of all ages can compete in essay, art and music contests honoring local servicemembers. Civic organizations, youth groups, city government, firefighters, police, businesses, Rotary, Lions, Kiwanis, Elks, other veterans organizations, Boy and Girl Scouts, ROTC, JROTC, choirs, barbershop quartets – the list is endless. You will need to work with local military commands to facilitate award presentations and military displays.

A number of cities and large military installations already conduct large Armed Forces Day open houses or parades. If your post is near one, and you have not already participated in their activities, you should contact the base or post public-affairs office and set up an appointment to discuss post participation.

The Blue Star Salute primarily is an opportunity for communities and neighborhoods to use Armed Forces Day to boost morale during this ongoing war, thank servicemembers in a tangible way, and encourage all Americans to recognize and honor military service.

## **Location**

A large outdoor park, fairground or similar location should provide enough space to accommodate a wide array of activities. Although an inclement-weather indoor backup location such as a covered arena is ideal, it might be impractical to book on short notice should the forecast indicate poor weather just a week in advance. A more practical solution includes using tents to cover most of the major activities at the outdoor location. The final alternative is simple: use local media to advise the public to bring umbrellas should the forecast warrant.

## **Timeframe**

It is recommended the event begin at 9 a.m. Saturday, Armed Forces Day, and end at dusk. Local radio and television shows can provide live morning and afternoon drive-time coverage and interviews from the location with servicemembers and American Legion family.

## Activities

Much like an Independence Day festival, plan activities that offer citizens of all ages things to do, eat, enjoy and learn about their local military units. Naturally, The American Legion family should have a booth promoting Legion programs, membership and scholarship information ("Successful American Legion Family Booth Operation," Page 19). Working with local businesses on having door prizes will enhance interest and participation. Following is a list of suggested activities:

### ■ Vendors

- Food, memorabilia sales, patriotic items, art, rides, photos taken with military equipment and troops

### ■ Displays

- Military: active-duty/Guard/Reserve heavy equipment, combat gear, helicopter, etc.
- Emergency services, police, fire, canine, HAZMAT, divers, etc.
- Military recruiting

### ■ Exhibit booths

- The American Legion family
  - Programs, membership, service officer with veterans benefits, brochures, American Legacy Scholarship Fund Cards sold
- Health promotion
  - Health screening (VA or local hospital)
  - Blood collection
  - County extension offices
  - Veterans home
  - Red Cross
- Chamber of Commerce/commercial booths
  - Financial institutions
  - Small businesses
  - Service companies
  - Industry
  - Affinity partners

### ■ Live remote broadcast by local broadcast media

- Entertainment
  - Children's games, rides
  - ROTC/JROTC drill teams
  - Martial-arts demonstrations
  - Local bands
  - Military chili cookoff, etc.
  - 10K "fun run"

This day of festivities centers on the presentation of certificates of honor to local military personnel. Additional tokens of thanks may be given to their spouses and children. Awards also can be made to local businesses and employers who have been exceptional in supporting their troops called into service. Blue Star Banners should be presented to families who do not yet have them.

Examples of the award certificates are included in this guide. Actual copies in full color may be edited with recipients' names and those of post commanders, unit presidents or squadron commanders. Each can be opened, edited and printed using a color printer with appropriate heavy certificate paper stock, or they may be placed on disk and reproduced at a local printer. Access them on The American Legion Web site, **www.legion.org**.

### **Using the Materials**

FOR EASE IN EDITING, the materials contained in this booklet may be opened and saved to your computer from The American Legion Web site. Using this text will enable you to edit, cut and paste the text, and to print a completed document on your post letterhead.

FOR ELECTRONIC PRODUCTION OR COLOR OUTPUT, public service ads will be made available in both color Acrobat PDF files and black and white on the Web site. The certificates may be edited online and downloaded for immediate use. These are high-resolution PDF files for superior reproduction.

Blue Star Salute downloadable products are available at:

**www.legion.org**

Click on Public Relations, then Event Planning.

## **Proclamation**

A suggested proclamation is provided for your city or town to consider using for Armed Forces Day. It should be provided to the city at initial contact when requesting the mayor's support and lock-in of the event on the city's schedule. He/she should read the proclamation as part of his/her remarks at the award presentation on Armed Forces Day. See Page 21.

## **Media products**

**News Advisory** – To be filled in with specific local event information and distributed to local media about a month prior to Armed Forces Day. It is intended to spark media interest and further requests for interviews about the event. See Page 24.

**Print Ad Slicks** – Public service ads for publication in local newspapers, magazines, company and church/temple bulletins, and school newsletters. Local event information should be added. They can be blown up and used as posters for placement at local businesses to advertise the event. See Page 31 and 32.



**News Releases** – Designed for release to all news media, these are pre-written stories about the event that can be printed by media in whole, or any part thereof. Two are included in this guide: one to publicize the event, the other to announce The American Legion post's campaign to raise money for the American Legacy Scholarship Fund via local businesses. Each should be tailored to your post's specific plan. See Pages 25 and 26.

**Radio Copy** – Text is provided in proper format for use by announcers at local radio stations to read and promote the event. The copy can be read live while on the air by station personalities or may be recorded with music, sound effects, etc., for use throughout the broadcast day. Personal delivery of this copy to the radio station manager, program director, news director and public service director may result in the opportunity to explain the event in detail and garner further interest and promotion ideas. See Page 30.

**Message Points** – Key points to be stressed during interviews with media are provided in this guide. Select those appropriate to a scheduled interview and be prepared to discuss them with a reporter. They are extremely useful tools in “soundbite” size for electronic media that you can expand for lengthy interviews with print reporters. Message points are particularly handy to have in front of you when doing talk-radio interviews to insure all information is included during the course of a telephone recorded or live interview. See Page 13.

**Television Public-Service Announcement** – View 30-second promotional television spots at the National American Legion Headquarters Web site, [www.legion.org](http://www.legion.org). “Pitch” them to local television and cable-system public service directors. Note the space at the end of each spot where event and post information can be superimposed by the station. Personal visits are recommended to sell the airing of the spots and explain the community service aspect of this community-wide “thank you” to local troops. If the station agrees to run them, the National Public Relations Commission will send a free, broadcast-quality BetaSP videotape of the PSA upon request.

**Radio Public Service Announcements** – Pre-recorded, produced versions of the radio spots are available on compact disc, free upon request from the National Public Relations Commission. Space is left at the end for local “tags” with event and post information. See Page 30.

**Letters to the Editor** – Suggested letters to the editor are included for use by the mayor, post or squadron commander or auxiliary president to send to the opinion page of newspapers prior to the event to garner interest. While these are suggested and can be used, the best results come from writing from the heart with references to local people. Letters to the editor are published free if selected and help get out the word to readers in the area. See Pages 27 and 28.

**“Pitching” the Media.** The most effective way to get the attention of the media is through personal visits. Hand-deliver your media advisory or news release and ask to talk with a reporter, editor or in the case of public service spots, the public service or program director. Personal contact will enable them to understand the news peg of this story, discuss the specifics of the program and events, and outline the scope of the project. Be prepared to be interviewed “on the record.” While a news release is occasionally printed in its entirety, most likely it serves only as a trigger to the reporter who will realize it is a story to be covered. He or she will then seek interviews with key players. Be positive, use the message points in this guide, and emphasize the importance of recognizing local servicemembers, their families and those who support them.

**Event Script** – Fill in the names and introductions for local participants and the script is ready for use by the master of ceremonies to conduct the event from the podium. It provides the coordination for various parts of the presentations, including remarks, presentations of certificates, family awards, Blue Star Banners and a Blue Star Flag to the city, town, township or borough. Recommend printing in size 18 bold type after filling in the data for ease in reading at the podium and placing it in a three-ring binder. Recognition ceremonies should be kept



as short as possible; avoid multiple long-winded presentations. Brief is better for this kind of recognition event. Give troops and their families, neighborhood supporters and businesses the recognition they deserve, then let folks get back to having fun. The media will cover the presentations if they receive your advisory in advance. See Page 24.

**Commander's Remarks** – Succinct but poignant, these are designed for the district or post commanders to provide the background for the recognition and the presentation of certificates to military members. If only a handful of troops attends, they may be given to each one; if a large group or unit, read only one and announce that all will receive the awards. This applies also to the presentation of Blue Star Service Banners. Tailor the remarks as appropriate for your specific circumstances. See Page 29.

To obtain free radio or television public service announcements or other promotional materials, contact the national American Legion Public Relations office:

Phone: (317) 630-1253  
E-mail: pr@legion.org  
Address: The American Legion National Headquarters  
Public Relations Division  
700 N. Pennsylvania St.  
Indianapolis, IN 46204

## Sponsorships

With the vision of the Blue Star Salute involving the entire community, planners need to approach businesses and other organizations to establish a positive working relationship. Such a relationship can result in a sponsorship.

While convincing someone to pay the entire cost is certainly desirable, strive for a team-approach as a planner for the Blue Star Salute. If businesses will provide "in-kind" items to make the day a success, that will work.

Perhaps you need a band, and a local band needs some exposure. If they perform for the exposure, everyone wins.

Local merchants do not have bottomless pits of money to throw at an event. But with support from the chamber of commerce, a single-item donation from many businesses can provide quite a cache of products to give to troops and their families.

Get your committee thinking outside the post home and work with community leaders. The potential is limited only by your vision and the need to ask.

Clearly, building partnerships and sponsorships is what it takes for a successful event. You must create a mutually beneficial arrangement with local companies. Let the Blue Star Salute be the first of many building blocks in raising community awareness of The American Legion and what we do.

A good place to look to start with the Blue Star Salute is your local newspaper, radio and/or television station. When their names are associated with the event, both you and your partner gain promotion. It's a trade-off that benefits both the media outlet and The American Legion family. No rule says this cannot be the "Anytown Blue Star Salute" brought to you by Anytown newspaper, radio station, television station, grocery and The American Legion family.

In making a sponsorship work, you need to consider the budget needed for the event, determine the amount of exposure you and the sponsor will obtain, and then together work out the details. Consider all possibilities.

If the first, second, third and fourth sponsor or partner declines, keep on looking. With persistence and perhaps an inside contact through members of the post, unit or squadron, the chamber of commerce and your churches, you will make a connection.

In all your years of volunteer work, you appreciate when someone offers a word of thanks for your effort. The same is true of your sponsors. You cannot organize an event that impacts hundreds of your fellow citizens and vet-

erans without the support of your sponsors. Publicly make that support known before, during and after the event.

Finally, never lose sight of the mission of the Blue Star Salute. The sponsors will “buy in” to the event much quicker and help you meet the needs if they feel connected to the mission.

## **Follow-up**

After the event, fill out the form on the back page of this guide and send it to National Headquarters. Postage is prepaid. Your feedback is important. If you present certificates or other awards to family members of deployed soldiers, consider sending the servicemembers a card or letter about the event and the recognition given their families. Thank them for their service and extend an invitation to your post so you can personally thank them when they return. Let them know that The American Legion back home is behind them 100 percent.

## Recognition Awards

In an effort to further demonstrate The American Legion's support for members of today's military families, the following recognition awards are available for purchase and presentation to family members on Armed Forces Day:



- Blue Star Family Medal Pin

The purpose of the medal pin is to recognize the sacrifice that family members must endure while a loved one is serving away from home. The medal pin may be given to any immediate family member, including a spouse, children, mother, father, brother or sister.



- Stickers for Children

The purpose of the stickers is to involve the younger children of military families in a fun and meaningful way. The stickers are available in rolls of 100 and may be given to children during Armed Forces Day activities, as well as throughout the year.



- Blue Star T-shirts

The purpose of the shirts is to give military family members a chance to display their pride in serving their country. The shirts may be given to military family members prior to or during Armed Forces Day activities as a way to identify their status.

All of the above recognition awards, as well as many other Blue Star and "Support Our Troops" items, are available from American Legion Emblem Sales. For more information, or to place an order, shop online at [Emblem.legion.org](http://Emblem.legion.org), or call toll-free at 1-888-453-4466.

# ***Milestones***

- Upon receipt: Schedule presentation to post executive committee; establish team to initiate plan of action.
- October Contact mayor's office to set up an appointment to present detailed proposal.  
Obtain mayor's support and commitment to the event, invite him/her to speak and lock in the event on the city schedule. Recommend establishment of a community planning committee and offer to co-chair.
- November After Veterans Day, set first meeting for committee. Present plan and solicit ideas, suggestions, commitments for action. Assign individual responsibilities. Delegate. Set next meeting for January.
- December Order media kits and promotional materials from National Headquarters Public Relations.  
Coordinate assignments with members, Auxiliary units and Sons of The American Legion squadrons.  
Enjoy the holidays.
- January Meet with local military commanders; brief project and solicit military participation for May. Invite command representatives to join planning committee. Ensure other members include the superintendents of schools, firefighters and police, and EMT representatives.  
Second community committee meeting: engage chamber of commerce with American Legacy Scholarship Fund project beginning in March to give them time to get the word out to local businesses. Lock in event location; establish inclement weather back-up location if feasible.  
Order anticipated number of American Legacy Scholarship Fund Card kits for use in campaign.
- February Begin planning for Legion Family booth at event. Order/print signs and materials for distribution. Check Emblem Sales catalog for Blue Star Salute items you may wish to sell, give away and order.  
Provide sample Legacy Card kit to chamber of commerce.  
Meet with school superintendent regarding student participation: bands, essay contests, art contests, publicity in schools, and other ideas—be creative but involve students in this community "thank you" to troops.
- March Set date for American Legacy Scholarship Fund campaign kick-off.  
Coordinate with local businesses.  
Schedule personnel to set up and staff American Legion Scholarship Fund tables on various dates and locations. Issue news release. Establish a post committee to pick up funds from local businesses on appropriate schedule.  
Set up and staff your post's first American Legacy Scholarship Fund card table at a designated business or mall – ask folks to thank troops by helping fund educations of fallen comrades' children with just a dollar donation. Ask if they are veterans. If so, they should be Legionnaires and sign them up.  
Continue to conduct at various locations up to and including Armed Forces Day.  
Send letters to the editor about the campaign.  
Call local talk-radio show about the campaign and event. Volunteer a spokesperson for local TV morning shows, or any other live programs, to discuss.  
Contact local radio and television stations regarding campaign support; solicit partnership for May event. Suggest a live radio broadcast remote from event site.  
Conduct third community planning committee meeting. Assign booths, set games, bands and displays. Contact VA hospital for health screening and Red Cross for a blood draw. Chamber representatives should set commercial for-profit food and vendor booths.
- April Work with local military commands to identify military personnel who will attend the May event. The command representative to the committee should be the action officer.  
Prepare certificates for presentation to military members, their spouses and businesses. These can be edited at The American Legion Web site, saved to a computer and printed in color.  
Confirm podium, sound system, porta-potties, seating with source (city, contractor).
- May Issue news release to all media in area. Include state AP wire; usually the office is located in the state capital.  
Conduct last committee meeting to finalize all details.  
Actively seek out media opportunities to discuss the event and its purpose, and invite the public.
- AFD Staff Legion Family booth. Increase membership. Thank troops and their families, businesses. Talk with media. Share pride of day.

## Reconnect

What? You didn't know you were disconnected?

How long has it been since you stepped into that fitted uniform and left for a deployment with thousands of others to a spot on the globe you can't pronounce – or even find without help?

Oh, you've never experienced that? Well, you are truly disconnected from the reality of today's military forces.

That, in a few sentences, is the reason for The American Legion's "Reconnect" program. It takes us from our comfortable post homes to visit with the troops, perhaps spend some time with them as they prepare for a distant land in the war on terrorism.

You'll find the old way just doesn't work today. Computers are everywhere. Training is more intense. Our troops are smarter, better educated and highly motivated.

When you meet with them at their place, you "reconnect" in a way that helps everyone understand the strong bond of service between America's citizens and the men and women of our military forces.

As members of The American Legion family – nearly 4 million strong – we are dedicated to God and country, traditional American values, a strong national security, and adequate and effective compensation for veterans, servicemen and women, and their family members.

So are those who serve today.

By "reconnecting" with all who serve on active duty or in the National Guard and Reserve, you will find young families with different needs than when we wore the uniform. Yet, The American Legion family is perfectly equipped to meet these new needs. Each of the military services has a support network for the families of deployed men and women. The American Legion family provides an additional safety net for them.

We must stand ready to lend a hand to units and families whenever they are home and whenever they are deployed. They serve as a bridge to all of our programs and services for military personnel and their families.

With the Blue Star Salute you create the special opportunity to "Reconnect" with those troops and their families away from military installations.

Use this time to meet the families. Ask about their jobs and listen to what they tell you. You will be amazed at how the services have changed.

These troops embrace change. You don't hear, "We've always done it that way." Instead, you find dedicated professionals who tackle a project with vigor, actively seeking new ways to accomplish the mission.

They are proud of what they do, and we must help our fellow citizens understand that they should be proud of them as well.

They are the best young men and women of their generation. They will shape this nation in the years to come.

You can start a "Reconnect" effort at your post. Just follow these easy steps:

- Determine if you have members who may still have an affiliation with the unit(s) in your area.
- Identify key military leaders. Use the assets you may already have—members who are currently serving, retirees and employees. If you are dealing with an active military installation and have none of the assets previously listed, a good starting point is the Public Affairs Office.
- Feel free to talk to others who have been successful with the "Reconnect" program. This information normally can be obtained through your department headquarters and, in some cases, National Headquarters.

- When you finally get the opportunity to meet with military leadership, use the approach of “service first.” Find out their needs and be prepared to explain how you can assist. Provide them a copy of the “Reconnect” and Family Support Network brochures, available through National Headquarters.
- Remember, not everyone knows who we are and what we do. Be prepared to provide information on the programs and activities of The American Legion.
- Make it a joint effort of The American Legion family. Auxiliary and SAL should be fully engaged partners.
- Be committed to your effort. If you promise that you are going to do something, follow through. So many times promises are made and not honored, and you may find yourself no longer trusted and without access to the unit(s) in question.

The “Reconnect” program can have a positive impact on those men and women currently serving in the military today – our most important customers.

“Reconnect” with them during the Blue Star Salute – and arrange to “reconnect” with them at their place of business.

It will open your eyes.

## Family Support Network

As you organize the community Blue Star Salute, take advantage of this opportunity to promote The American Legion’s Family Support Network. With military members and their families being honored, you will have personal access to those who may need your assistance. Let them know the Family Support Network is available to them. If you have a good project person, offer that individual’s phone number as the local contact and save the families the three or more days it may take to resolve a problem through the toll-free number.

Families of deployed men and women often find themselves unable to meet normal monthly household obligations. Assistance is needed for a variety of everyday chores and expenses. These needs can range from routine household chores, grocery shopping and child care to ensuring that the grass is mowed for the expectant mother whose husband is serving overseas.

The Family Support Network has handled thousands of requests and inquiries since the terrorist attacks of Sept. 11, 2001. It is successful because members of The American Legion family in local communities are responding to the needs of our comrades and their families.

If you establish a booth on a military installation or at another location where military families gather, take time to promote the Family Support Network. The toll-free number, 1-800-504-4098, is available 24 hours a day. Requests for help also can be submitted online at The American Legion Web site, [www.legion.org](http://www.legion.org).

## Heroes to Hometowns

As part of its social compact with servicemembers and their families to care for their quality of life, DoD established the Military Severely Injured Center (MSIC) in February 2005 to augment the military service Severely Injured Support Programs: Army Wounded Warrior, Marine for Life, Air Force Palace Hart and Navy Safe Harbor. The objective is to ensure seamless care to severely injured personnel and their families FOR AS LONG AS IT TAKES. Support includes financial assistance, education and employment assistance, information on VA benefits, assistance with specific service issues, family counseling, child care support, and resources in local communities.

The Heroes to Hometowns program identifies and coordinates resources in local communities before the servicemember and his or her family actually return to the community. When they do, your post, working in consonance with the community, will be ready to provide full assistance.

The American Legion National Veterans Affairs and Rehabilitation Commission has a desk in the Pentagon at the Severely Injured Center to identify and coordinate the return of military members to their hometowns. This includes working with Departments, DoD state liaisons and identifying and assigning posts to aid individual servicemembers and their families. The American Legion National Headquarters VA&R office tracks, records and

reports back to the MSIC all efforts made by state American Legion “Heroes to Hometowns” representatives.

The American Legion serves as the lead organization in each state and community in forming local Heroes to Hometowns committees. The American Legion post is crucial to the success of a smooth transition. As an organization dedicated to service to our nation and our comrades, your post’s “Hero Transition Team” can provide the leadership and coordination to activate community resources. By coordinating, delegating, locating, and organizing other non-profit organizations, business leaders, your chamber of commerce, state and local governments, Congressional liaisons, financial, legal, education and religious institutions, local military units, unions and other organizations interested in providing support, a successful transition for the servicemember and his/her family is assured. The Blue Star Salute will facilitate community interface between your post and these community resources that would be delighted to be on your “Heroes to Hometown” team.

## Message points

- The military is an honorable profession. In the face of danger, it is inspiring to see young men and women volunteer to serve in the war on terror.
- Since our nation’s founding, it has been the citizen soldier who has sacrificed for all citizens.
- As veterans and members of The American Legion family, we are ready to help during times of family separation. The American Legion Family Support Network comes to the rescue when it seems there is no place else to turn.
- Families can contact The American Legion Family Support Network toll-free at 1-800-504-4098.
- We are local families looking to help the families of our comrades in the military services.
- The American Legion created the American Legacy Scholarship Fund in the wake of the Sept. 11, 2001, terrorist attacks.
- Anyone can make a tax-deductible contribution to this fund with the assurance that every penny will go to fund scholarships for the children of those killed on active duty following Sept. 11, 2001. The American Legion underwrites all administrative costs of the fund.
- We are providing Blue Star Service Banners to families with members currently serving in the military.
- The Blue Star Service Banner tells those who see it displayed in a home’s window that they are proud of their family member serving.
- With today’s mobile society, the Blue Star Banner is perhaps the only way we’ll know that someone from a home just down the street is fighting the war on terror for us.



# ***Honoring Their Commitment to Country***

## **American Legacy Scholarship Fund Campaign Project Guide**

### **It's the least we can do**

As an unfortunate consequence of Operation Iraqi Freedom and America's war on terror, many children of our active-duty military personnel are now members of single-parent families. In most cases, this also means their chances to attend college have greatly diminished. Children of military personnel killed on active duty are entitled to receive money toward a college education. But it's not enough.

We are raising funds to ensure that higher education will be a reality for these families. Providing for the children our military personnel left behind is our civic duty. An education is a powerful way to show our thanks.

### **We need your help**

Too many men and women in uniform have died in the fight to preserve our nation's freedoms. Together, we can make sure their children have the opportunity these parents were unable to provide. We encourage you to support The American Legacy Scholarship Fund by participating in a unique fund-raising project during the "Blue Star Salute – An Armed Forces Day Celebration."

### **The Legacy Card**

The "Legacy Card" is soon to become a widely recognized symbol of The American Legacy Scholarship Fund, building awareness of the Legion family's commitment to assist our active-duty military personnel and their families.

Each card includes the emblems of The American Legion family organizations and space where buyers can place their names, showing their support in this worthy cause.

## Implementing a Legacy Card campaign

1. In response to receiving your completed order form, you will receive a Legacy Card kit containing all the materials required to manage a successful program. The materials contained in this kit represent all you will need to manage your post, unit or squadron's Legacy Card campaign.
  - 400 paper Legacy Cards
  - A fund-raising guide
  - An accounting package
  - An additional Legacy Card order form
2. Select a campaign chairperson who is organized, has the respect of your membership and is familiar with the retail businesses in your community.
3. Establish a fund-raising goal for your Legacy Card campaign and set a time frame to accomplish that goal.
4. The chairperson should select a small committee (3 to 5 persons) to participate in running the campaign. The various elements that need attention are:
  - Sales of Legacy Cards to post, unit, and squadron members
  - Sales of Legacy Cards through small or independent businesses (independent drug stores, beauty parlors, independent grocery stores and other such businesses)
  - Special community event sales (city park gatherings, parades, art festivals, community picnics, and any other opportunity where a community gathering takes place)
  - Publicity and public relations
  - Accounting
5. Establish the dates the program will run. It is recommended that a period of time between 30 and 60 days be selected.
6. Using Armed Forces Day as the main target date, we recommend starting your Legacy Card campaign as early as March. If for any reason the recommended period does not work for your area, select a time that better fits your needs.
7. Using the local phone book, list the local independent businesses you would like to target to participate in the American Legacy Scholarship Fund Card program.
8. Establish a day(s) to visit each business and ask them to participate. Be sure to wear your American Legion cap as identification.
9. Contact your community's political leadership and request their support.

10. Send media advisories and releases to the newspaper(s) and radio and television station(s). Always follow up with a phone call or personal visit to encourage them to use the material. It always helps to appoint other members to visit these news agencies and urge them to print and broadcast the news about the program.
11. Distribute the American Legacy Scholarship Fund Cards to the appropriate locations. Be sure to get the recipient's signature for the number of cards they receive. If you need additional kits, use the enclosed order form to obtain more.
12. Use your public-relations committee to promote your program dates and make the general public more aware of the Legion family's service to your community.
13. Once the money has been collected, be sure to write a check made out to "The American Legacy Scholarship Fund," place the check in the enclosed self-addressed envelope in the kit, and promptly mail it.
14. All monies raised will go to the American Legacy Scholarship Fund, benefiting the children of military personnel killed on active duty.

FOR MORE INFORMATION, CONTACT:

The American Legion  
Americanism and Children & Youth Division  
P.O. Box 1055  
Indianapolis, IN 46206  
(317) 630-1202  
Fax: (317) 630-1369  
E-mail: [acy@legion.org](mailto:acy@legion.org)

***Thank you for your generous support of  
The American Legacy Scholarship Fund.***

# ***American Legacy Scholarship Fund Campaign Message Points***

- As an unfortunate consequence of Operation Iraqi Freedom and America's war on terror, many children of our active-duty military personnel are now part of single-parent families.
- In most cases, this also means their chances to attend college have greatly diminished.
- Children of military personnel killed on active duty are entitled to receive money toward a college education. But it's not enough.
- The total survivor benefit for these children is slightly more than \$36,000 for a college education.
- In today's dollars, this benefit will pay little more than half of what a college education costs in the most affordable situation. This gap widens when considering the future cost of a college education.
- The most conservative estimate is that costs will increase by 5 percent per year, meaning that in 16 years, the most affordable college education will be \$94,332.
- Money provided by federal law simply has not kept up with what a higher education costs today, let alone what college will cost in years to come.
- Remember, these children are the direct descendants of people who died protecting our country. Their parents made the ultimate sacrifice.
- Helping to provide for their education is the least we can do.

## ***Alternate Plan Near Large Installation***

If your post is located near a large military installation conducting one of 10 regional open houses on Armed Forces Day, you are aware of the scope of the event. If you are not involved, perhaps with some initiative, your post can become a part of that celebration.

### **CONTACTING MILITARY BASES AND INSTALLATIONS**

- Develop a tentative plan for presentation of the Blue Star Banner, Flag or other certificates of honor. If thousands of troops are stationed at the base, clearly it is impractical to present certificates to each of them. However, that does not preclude awarding a portion of them who seek out the Legion family booth, post, table or alternate source of interest. Promote the Family Support Network and youth programs.
- Contact the base/installation public affairs/community relations/protocol office. This may be a technician or collateral-duty public-affairs officer or other staff officer or NCO/petty officer at Reserve and National Guard facilities. Let the public-affairs office know your post, unit or squadron wants to participate in this year's AFD event. Discuss with them a Legion presence and even a unit presentation during any official speaking ceremony. Discuss with them the Blue Star Salute objectives. Be flexible and willing to adapt to pre-existing activities that the installation already has in place. Even offering your post to troops to "decompress" following open-house festivities will open some doors.
- Try to establish an ongoing relationship of support and recognition for the service personnel and their leadership at the base/installation.
- Follow up with thank-you letters to base/post commanding officers and significant military participants.

# ***Successful American Legion Family Booth Operation***

Setting up a membership booth serves three purposes. First, it projects a positive image of The American Legion family and helps the community to be more aware of what we do. Second, it is an opportunity to recruit new members. Finally, it allows you to answer veterans' questions.

## **Physical properties & material**

If a tabletop display booth is used, make sure your affiliation is prominently displayed. This can be done by using an American Legion table cover or, at the very least, a Legion banner. You can use the "Flag Recruiting Box," which can be purchased through Emblem Sales to help generate leads. Having some type of giveaway items, such as a flag set, can bring more traffic to your booth.

If you have a stand-up display make sure the information is not dated and pertains not only to national, department and district program efforts but those that your post does daily to support your local community. Remember, you are competing with other booths for the prospect's attention and time. Make their stop worthwhile.

Stand out in front of your booth. This gives you a better opportunity to meet and greet people and help direct them to your display. As they pass and you make eye contact, greet them with a smile and ask them if they are veterans.

If they say yes, ask their dates of service. If they meet the dates of eligibility, tell them the story of The American Legion and your local post. You want no more than three individuals working your booth. Any more tends to get in each other's way. As one speaks to a veteran, someone else should listen in case they pick up on something the other is missing.

A number of departments find they average two or three new or renewed members per hour using this approach. With the right attitude, you can expect to recruit as many as seven to 10 new members or more.

## Individuals working the booth

Make sure individuals working the booth are knowledgeable of American Legion programs and activities. Use a minimum of two Legionnaires in the booth at all times. Use three or more people during peak hours but never have more than one individual engaged with a prospect at any given time. Two or three individuals talking to one prospect at the same time can be intimidating and overbearing on the prospect.

- Try to schedule breaks around slow times.
- Make sure the workers in the booth wear their Legion caps, as they serve to identify you.
- Have adequate literature to be distributed. Give away items such as pins and decals to help attract potential members to your booth.
- Ask them to join. If possible have membership cards available to give to those who join on the spot.
- Make sure you have some means of communication available, such as a cell phone.
- Follow up in a timely manner on leads generated at the booth.

## Don't

- Smoke or eat in the booth.
- Just stand around.
- "Gang up" on a prospect.

## Do

- Work in teams.
- Use the Legion family.
- Be patient, friendly and courteous.

Have fun! Nothing is more rewarding than spending time talking to a prospective member about why he or she should join The American Legion. When you stand in that booth, you represent the entire American Legion family. How you present yourself, and what you say, will determine whether he or she becomes a member.



# **PROCLAMATION**

**WHEREAS**, throughout the history of the United States of America the sacrifices necessary to maintain our liberty and freedom have consistently been borne by citizen soldiers; and

**WHEREAS**, countless men and women of our great city have proudly worn the uniform of the United States Armed Forces; and

**WHEREAS**, many of our fellow citizens are serving today in the war on terror as members of the active military, National Guard or Reserves; and

**WHEREAS**, on Armed Forces Day (insert year), it is appropriate as individuals and families to reflect upon the sacrifices of our fellow citizens and to celebrate their dedication; and

**WHEREAS**, the citizens of (insert name of city) desire to honor and acknowledge those who serve in uniform for their sacrifice and preservation of our American way of life; now

**THEREFORE**, I, \_\_\_\_\_, mayor of the city of \_\_\_\_\_,  
do hereby proclaim Saturday, May XX, XXXX, as

## ***(City) Blue Star Salute Day***

And I urge all citizens of this community to honor our citizens who are serving today by joining in the festivities of the day at (insert location within city); and

**IN WITNESS WHEREOF**, I have hereunto set my hand this XXst day of May, in the year of our Lord, two thousand XXX.

**CITY SEAL**

**SIGNATURE**

# ***Blue Star Salute Ceremony Timeline***

The following program outline is suggested to conduct a brief ceremony at a natural point in your Blue Star Salute activities. This ceremony is an opportunity to thank sponsors, present awards to troops and families, and permit time for the mayor or other civic leader to speak. It is recommended that a radio or television personality from a sponsoring station act as master of ceremonies.

00:00 – Program begins with opening remarks by Master of Ceremonies

00:02 – Introduction of mayor/civic leader (1 minute)

00:03 – Mayor speaks (2 minutes)

00:05 – Introduction of post commander (1 minute)

00:06 – Post commander speaks (3 minutes)

(As part of address, commander presents a Blue Star Corporate Banner to mayor or civic representative.)

00:09 – Introduction of Auxiliary unit president (1 minute)

00:10 – Auxiliary unit president speaks (2 minutes)

00:12 – Introduction of SAL squadron commander (1 minute)

00:13 – SAL squadron commander speaks (2 minutes)

00:15 – Master of ceremonies concludes ceremony (2 minutes)

00:17 – Ceremony ends

*Adapt this presentation ceremony to accommodate local civic leaders, community groups and others as necessary. But remember, the goal is to keep it as short as possible.*

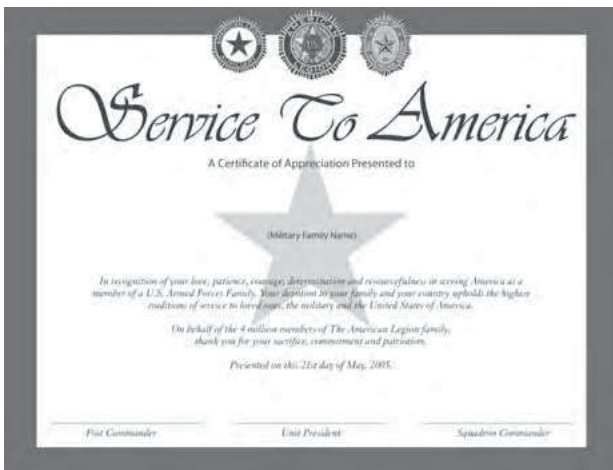
# Certificates

## Certificate of Honor



This certificate is to be given to the military member during the presentation ceremony. Designed for signatures of post commander, unit president, and squadron commander. Other possibilities include using the mayor's signature, post adjutant, etc., in addition to post commander. Name of recipient, branch of service and signature blocks are editable prior to printing. All certificates are available on The American Legion Web site and are in full-color high resolution. Recommend placing in frame for presentation.

## Service to America



This certificate is for presentation to spouses and/or children of the military members. If the certificate is presented to spouses, consider providing a Blue Star Family Member medal (see National Emblem Sales Blue Star items in this guide or on the Web site) in lieu of a certificate to children if funds/sponsorships are available.

## Certificate of Commendation



This certificate is provided for presentation to businesses, groups, or individuals who have gone "above and beyond" in providing support to local troops deployed in the war on terrorism.

Certificates are available at [www.legion.org](http://www.legion.org). Click on Public Relations, then Event Planning.

(Post Letterhead)

## **SAMPLE Media Advisory**

# ***(City), Legion to Honor Hometown Troops in Armed Forces Day Blue Star Salute***

Who: Mayor (name)  
American Legion Post (#) Commander (name)  
National Guard, active-duty or Reserve commander (name)  
Local soldiers, sailors, airmen, Marines, Coast Guardsmen  
Other dignitaries

What: Presentation of certificates to area members of the armed forces, National Guard and Reserves and their families; awards to local businesses who have excelled in supporting troops; military and emergency service exhibits, displays, games, music and a full day of fun for the entire family.

When: Armed Forces Day, Saturday, May XX, XXXX

Where: (location)

This is an outdoor event; inclement weather alternate: (location).

Why: To publicly and personally honor and thank members of this community serving America during the war on terrorism as members of the armed forces of the United States, active-duty, National Guard and Reserves. To recognize the sacrifices of their family members who endure long periods of separation during the deployment of their loved ones. To provide an enjoyable community exposition of troop support.

*Note: American Legion Post Commander (name) will be available for one-on-one media interviews at this event.*

Background: The 2.7 million-member American Legion, the nation's largest wartime veterans organization, is working with cities and towns across the nation to provide special recognition for local troops, their families and those who support them on this Armed Forces Day. The American Legion rekindled the Blue Star Service Banner tradition just before the Sept. 11, 2001, terrorist attacks. The tradition quickly caught on and the banner has once again become the symbol of a loved one serving in the armed forces during war. The American Legion also created the American Legacy Scholarship Fund for the children of U.S. military personnel killed on and after Sept. 11, 2001.

Media contact: (name and telephone number)

(Post Letterhead)

## **SAMPLE News Release**

### **FOR IMMEDIATE RELEASE**

## ***(City) to Conduct Blue Star Salute for Local Troops***

CITY (May XX, XXXX) – As the war on terrorism continues, citizens of (city) will come together to honor and thank neighbors who serve in the armed forces – active-duty, National Guard and Reserves – on Armed Forces Day, Saturday, May XX.

The (City) Blue Star Salute – a celebration of Armed Forces Day – will feature a full day of activities for the entire family, including military and emergency service displays, booths, games, music, food and a variety of activities. The highlight of the day will be the presentation of certificates of appreciation to hometown military members and their families. Also being honored are local businesses who excelled in supporting local troops mobilized in the war on terrorism.

“This will be a time to personally thank each of our friends and neighbors who also serve our country in uniform,” Post Commander (full name) said. “They are the citizen soldiers of our town who go in harm’s way in our behalf. They are the spouses and children who pray each day when their loved ones are deployed to the other side of the world. Let us join together in honoring their commitment to America ... and have fun doing it at the same time.”

American Legion posts across the country are coordinating similar events to recognize the thousands of men and women who have been called up as members of the National Guard and Reserves to augment active-duty forces. The event is called the Blue Star Salute after the banner of the same name hung in front windows of previous wars to indicate a loved one serving in the armed forces.

The American Legion will present Blue Star Service Banners to families with loved ones serving away from home.

“As a community and a nation united, we must remain committed to supporting the men and women of our armed forces as they serve with honor and courage,” Commander (last name) said. “I invite everyone to come on out, have a great time and say ‘thank you’ to these tremendous Americans.”

– 30 –

Media contact: (name and phone number)

(Post Letterhead)

## **SAMPLE News Release**

### **FOR IMMEDIATE RELEASE**

# ***Legion launches campaign for kids of fallen troops***

CITY (March XX, XXXX) – As plans get under way for a May Armed Forces Day event here, American Legion Post (#) is launching a citywide effort to help kids of military personnel killed in the war on terrorism.

The American Legion established the American Legacy Scholarship Fund shortly after the terrorist attacks on Sept. 11, 2001. All monies collected go into a scholarship fund for children of U.S. military personnel killed on and after Sept. 11.

“Nearly every day we hear about another soldier dying trying to bring democracy to Iraq,” Post Commander (full name) said. “Many of these outstanding Americans leave behind young children who will be without a parent as they reach college age. I can think of no better way to say ‘thank you’ to those who made the ultimate sacrifice for our country than to ensure their kids have an opportunity for a quality education their parent will never be around to provide.”

A number of businesses in the community will have American Legacy Cards, which, for a small contribution, be posted with the contributor’s name in a prominent place.

“This is a great opportunity for everyone in our community to tangibly show our appreciation for the sacrifices made by members of our armed forces every day,” (last name) said. “If every one in (city) gives just a dollar, we will have made a significant difference in the lives of those who survive a soldier killed in action.”

Participating merchants include (name of businesses, addresses).

Companies and individuals wishing to make tax-deductible contributions to the fund can contact American Legion Post Commander (name) at (telephone number) or mail a contribution directly to The American Legacy Scholarship Fund, The American Legion National Headquarters, P.O. Box 1055, Indianapolis, IN 46206.

For detailed information about the American Legacy Scholarship Fund, visit **www.legion.org**, Web site of The American Legion, the nation’s largest wartime veterans organization.

– 30 –

Media contact: (name and telephone number)

(Post Letterhead)

## **SAMPLE Letter to the Editor**

### **From Post Commander**

Letters to the Editor  
(newspaper name)

Dear Editor:

Traditionally, Armed Forces Day celebrations are conducted at or near large military installations on the third Saturday in May. In previous years, not all cities and towns participated; there just wasn't a direct connection.

That all changed Sept. 11, 2001. Today our community is blessed with outstanding men and women serving in uniform on our behalf in the war against terrorism. They are our neighbors, friends and relatives who are members of the National Guard and Reserves sharing the burden of battling terrorism around the globe with active-duty forces.

They're also the wives and husbands, the children and family members who pray for the safe return of their loved ones every day they are deployed with their unit.

On this Armed Forces Day, May XX, (city) will conduct a Blue Star Salute for these hometown heroes. Together as a community, let us personally thank them as we enjoy a day of family fun, games, music and camaraderie at (location).

They are America's newest wartime veterans. We are honored to call them comrades.

(name)  
Commander  
American Legion Post (#)  
(city)  
(telephone number)



## **SAMPLE Letter to the Editor**

### **From Mayor**

Dear Editor,

We are truly a fortunate city for a variety of reasons. One reason is the leadership of the members of The American Legion, American Legion Auxiliary and Sons of The American Legion. Their latest citywide campaign is worthy of everyone's support.

The (city) Blue Star Salute on Saturday, May XX, gives all of us an opportunity to meet and honor those in uniform today and their families. As the war on terrorism continues, we owe those who serve on active duty and in the National Guard and Reserves our thanks and support.

Come enjoy the festivities on Armed Forces Day at (location information) and help us pay a special tribute to those serving. While you are there, be sure to thank the men and women of The American Legion family. Their volunteer leadership continues to make a difference for (city).

Sincerely,

Mayor of (city)

## ***Commander's Remarks (print in 18 bold type)***

Thank you \_\_\_\_\_.

Do you remember who you had dinner with a year ago last Saturday?

Do you remember what you did two years ago today?

Do you know the men and women from our community and their families who serve in the military every day?

Most likely, your answer to these three simple questions is "no."

That's why we're hosting the (city) Blue Star Salute – so you can begin to answer "yes" to that last question.

Many of our neighbors are touched by the frequent deployments, family separations and the challenges they bring.

This day we are so proud to see many family and friends gather to say "thank you" to those who serve – and their families.

With our nation's all-volunteer force, the family is very much a part of the effort.

Today, each member of the military with us will receive a special certificate recognizing his or her contributions.

The men and women of The American Legion in (city) whom I represent are very proud of you. Your sacrifice is great, yet the difference you make is greater still.

Thank you for bringing your family to share in this Blue Star Salute.

Those of us in The American Legion family are ready to help you – all you need to do is ask!

To help fellow citizens remember that you are serving – and to let you know you are supported – I'd like (mayor or civic leader) to join me.

(Name) – on behalf of The American Legion family of (post) I want to present you with a Blue Star Corporate Flag. We ask that you fly it every day right below Old Glory at City Hall (or other appropriate public place).

(PRESENT FLAG – OPEN AND DISPLAY TO AUDIENCE FOR PHOTO OP. NO MAYOR'S REMARKS NEEDED.)

It is our prayer that this Blue Star Banner Corporate Flag will serve as a visible reminder to our troops and their families – that we stand behind you. We are proud of you.

And to each family here today who has a loved one deployed in service to our country, we have for you a Blue Star Service Banner. We hope you will display it proudly in your front window as a tribute to service and sacrifice.

God bless you – and God bless America!

## **BLUE STAR SALUTE RADIO COPY**

### **60-SECONDS – EVENT**

Throughout our country's history, our armed forces have fought and sacrificed to achieve and maintain our freedom. The fight continues today in our war on terrorism. These men and women, and their families are being asked to do more than ever for you and me.

On Armed Forces Day, Saturday, May XX, the citizens of (city) will gather to salute not only our men and women in uniform, but also their families and the companies in our community who support them.

(list events and highlights)

Please join The American Legion and (other major sponsors) in the (city) Blue Star Salute – an Armed Forces Day celebration. Let's show those who care for us that we care for them.

###

### **60-SECONDS – EVENT AND LEGACY SCHOLARSHIP**

Throughout our country's history, our armed forces have fought and sacrificed to achieve and maintain our freedom. The fight continues today in our war on terrorism.

On Armed Forces Day, Saturday, May XX, (city) will gather to salute our men and women in uniform, their families and the companies in our community who support them.

(list events and highlights)

One way you can honor our armed forces is to support the children left behind. Please contribute to the American Legacy Scholarship Fund sponsored by The American Legion. The fund will assist children of military personnel killed on or after September 11, 2001. For more information, go to [www.legion.org](http://www.legion.org) or contact your nearest American Legion post.

Join The American Legion and (other major sponsors) in the (city) Blue Star Salute – an Armed Forces Day celebration. Show those who care for us that we care for them.

###

### **30-SECONDS – EVENT**

Throughout our country's history, our armed forces have fought and sacrificed to achieve and maintain our freedom. The fight continues today in our war on terrorism.

On Armed Forces Day, Saturday, May XX, (city) will gather to salute our men and women in uniform, their families and the companies in our community who support them.

(list events and highlights)

Join us in our special Armed Forces Day celebration. Show those who care for us that we care for them.

###

### **30-SECONDS – LEGACY SCHOLARSHIP**

Throughout our country's history, our armed forces have fought and sacrificed to achieve and maintain our freedom. The fight continues today in our war on terrorism.

Armed Forces Day is Saturday, May XX, a time to salute our men and women in uniform and their families.

One way you can honor our armed forces is to support the children left behind through your contribution to the American Legacy Scholarship Fund. The fund will assist children of military personnel killed on or after September 11, 2001. For more information, go to [www.legion.org](http://www.legion.org) or contact your nearest American Legion post.

Please contribute today. Show those who care for us that we care for them.

Donations may be tax deductible. Check with your tax adviser.

###

# Blue Star Salute



[www.legion.org](http://www.legion.org)

An Armed Forces Day  
Celebration

# Blue Star Salute

An Armed  
Forces Day  
Celebration



[www.legion.org](http://www.legion.org)



Use the indicated space within the box for local event information (location, time, etc.).

High-resolution PDF files are available for download from our Web site in both color and black and white.

The URL is **[www.legion.org](http://www.legion.org)**. Click on Public Relations, then Event Planning.

It is preferable to use the electronic downloadable versions whenever possible.

# Blue Star Salute



An Armed Forces Day  
Celebration

# Blue Star Salute



[www.legion.org](http://www.legion.org)

An Armed Forces Day Celebration

# Blue Star Salute

An Armed Forces Day  
Celebration



[www.legion.org](http://www.legion.org)

[www.legion.org](http://www.legion.org)

# Blue Star Salute



## An Armed Forces Day Celebration

**Join us** in honoring our hometown members of the U.S. Armed Forces, National Guard and Reserves along with their families!

INSERT LOCAL  
INFORMATION, ACTIVITIES,  
DATE, TIME, LOCATION, ETC.  
**HERE**

Brought to you by  
(Editable Field)  
and The American Legion



[www.legion.org](http://www.legion.org)

## *Congratulations!*

You've conducted a successful Blue Star Salute event.  
Now, please tell us about it, so we can share your success story.

Post/unit/squadron name and number \_\_\_\_\_

Project coordinator \_\_\_\_\_

Commander/president/commander \_\_\_\_\_

Street address \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Date of event \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Estimated attendance \_\_\_\_\_

No. of military members honored \_\_\_\_\_ No. of family members honored \_\_\_\_\_

Did you have local sponsors? Who were they and how did they help? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Did you partner with a radio station, television station or newspaper? \_\_\_\_\_

\_\_\_\_\_

Did military bases, National Guard armories, etc., assist you in promoting the event? \_\_\_\_\_

\_\_\_\_\_

Do you believe this event raised community awareness of your post/unit/squadron? How/why not? \_\_\_\_\_

\_\_\_\_\_

What other support materials would have been helpful? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Will your post/unit/squadron seek to establish the Blue Star Salute as an annual community event? If not, why not? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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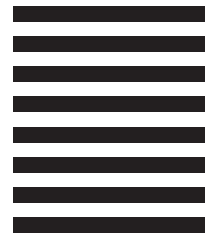
NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

# BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 428 INDIANAPOLIS, IN

POSTAGE WILL BE PAID BY ADDRESSEE

**THE AMERICAN LEGION**  
PUBLIC RELATIONS DIVISION  
P.O. BOX 1055  
INDIANAPOLIS IN 46209-9910



Fold this portion SECOND.

↓ Tape here (do not staple). ↓