

This evening Congress will vote on The Legion Act (Resolution 1 - 2018 fall meeting). Resolution 1 (The Legion Act) was passed by the Senate earlier this year with an overwhelming majority, and tonight the House will vote on this piece of legislation. The House is expected to pass the bill, where it will then move on to POTUS's office, who will also sign the bill into law. Thus changing The American Legion's charter and impacting our second 100 years. The passing of The Legion Act will allow all veterans who served after December 7, 1941, eligible for membership, that's over 4.3 million veterans. All the gaps that prohibited veterans from joining The American Legion will no longer exist. However, just because Congress is going to expand our membership eligibility does not mean that everyone will come running to join our ranks. Convincing veterans, especially the ones that were turned away, may still be disenchanted with the Legion. This is where the work begins. Membership is everyone's responsibility, and it will take everyone to sell the Legion and the SAL. Knowing what our challenges are ahead of time allows us to formulate and devise a plan to address and overcome this adversity. With the passing of the Legion Act here is the potential impact to the Legion, SAL and Auxiliary.

- 4.3 million veterans will be eligible to join The American Legion
- Of those veterans some are SAL, and those SAL members can now become dual members
- On average families have 1.5 children – potentially that could make 9 million descendants eligible to join the SAL.
- Expanding Legion membership essentially will expand SAL membership by more than 3 generations.

This is all great, but herein lies the challenge. How do we promote the expansion of membership and get the word out? Starting at the convention, we need to create ideas on promoting The American Legion and The Sons of The American incorporating the new membership criteria. Over the next year, lets created ways to enhance awareness and use it to increase the membership for all of the family organizations. Explore how the various commission and committees can promote this advancement? I want everyone to write their ideas down and bring them to your meetings. We must develop a new way of thinking, new strategies. I look forward to your thoughts and how we are going to increase membership in the coming year. See you at the convention.

*Regards,*

*Ken A. George*

**National SAL & ALR Liaison**

