



**The American Legion  
*We Believe*  
Campaign Toolkit**

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## The American Legion *We Believe* Campaign Toolkit

### Instructions

This toolkit is designed to help your department/post maximize participation in the new national awareness campaign of The American Legion, *We Believe*. The toolkit contains a variety of tactics and creative elements with ideas on how to use them locally. The items in this toolkit are intended to help your team tell the story of The American Legion and bring visibility to your department and post.

#### GOALS OF THE *WE BELIEVE* PSA CAMPAIGN

- Educate the public about the core values of The American Legion — patriotism, youth, national security and veterans.
- Attract attention and educate like-minded veterans on the values and importance of The American Legion to grow membership.
- Provide materials with a consistent look and feel that can be utilized locally to build upon national efforts.

The *We Believe* campaign is designed to raise awareness, so you can recruit new members, educate others about the work you're doing locally and also help people in your area understand why The American Legion is an important part of the local community.

The *We Believe* creative materials feature Legionnaires in action and demonstrate how, for 100 years, veterans have been shaping our nation through The American Legion. Whether it be on Capitol Hill fighting for veterans benefits or in local communities cleaning up after a natural disaster, The American Legion makes a difference.

Thanks in advance for reading through these materials. Your time is valued and we're hopeful these tools are helpful to you and your local teams.

**Creative elements for *We Believe* include TV, radio, billboard, print and digital PSAs. All creative elements can be found at [psadirect.com/legion](https://psadirect.com/legion).**

## Public Service Announcements (PSAs)

You can help ensure that the new American Legion *We Believe* public service announcements get into the hands of your local newspapers, TV and radio stations.



### **Who should you contact?**

There are contact people at local TV, radio and newspapers that select which PSAs can help their community and provide free airings and placements. This is typically the community relations department or marketing manager. A samples script is provided below.

You can also show the PSAs at meetings and conventions by downloading them to your computer.

### **TV and Radio PSAs**

We have developed a press release that you can use when reaching out locally to television and radio stations. The release talks about the PSAs and provides instructions on how a station can download the files. (Sample Press Release: Available on the Resources tab at [legion.org/webelieve/resources](http://legion.org/webelieve/resources).)

*Downloadable Files Available:*

:30 and :15 TV and Radio PSA Download Location: [psadirect.com/legion](http://psadirect.com/legion)

**PLEASE NOTE: These files contain special coding that allows us to track how many times the PSA airs. It is imperative that the PSA be downloaded by the station from the website [psadirect.com/legion](http://psadirect.com/legion).**

If choose to call and speak to the person at the TV or radio station responsible for airing PSAs the following sample script will assist you in having these discussions.

*Sample Script:*

"Hello, this is **Name**, from your local American Legion post. Could I please speak to the person in charge of airing PSAs for your station?"

"Yes, this is **Name**, from your local American Legion post. I am calling on behalf of the **hundreds/thousands** of veterans in our local community to ask if you could run a new PSA for

The American Legion. The professionally produced PSA is aimed at informing our community about The American Legion so that veterans know to turn to us for help. It comes in a :30 and :15 second version in both high and standard definition formats. It is online for easy download. Can I share the download website address with you?"

"The PSAs can be downloaded at [psadirect.com/legion](http://psadirect.com/legion). "Thank you so much for making the veterans in our community a priority by agreeing to review this PSA. We sincerely appreciate it."

### **Print PSAs**

The best way to secure print placement is to call the publication and speak to the department responsible for advertising. A sample script appears below to aid you in having these discussions.

*Downloadable Files Available:*

[psadirect.com/legion](http://psadirect.com/legion)



**NOTE: If you need an ad in a different size, please send your request with dimension specs to [agency@legion.org](mailto:agency@legion.org).**

*Sample Script:*

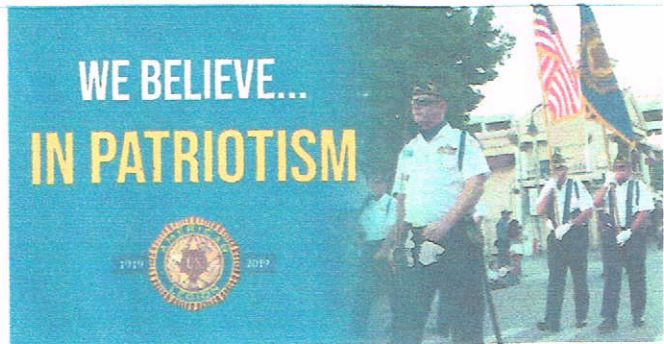
"Hello, this is **Name**, from your local American Legion post. Could I please speak to the person in charge of printing public service announcements in your **newspaper/publication**?"

"Yes, this is **Name**, from your local American Legion post. I am calling on behalf of the **hundreds/thousands** of veterans in our local community to ask if you could run a new print public service announcement for The American Legion. The PSA is aimed at informing our community about The American Legion so that veterans know to turn to us for help. We can customize the size to fit your space needs. Is there a size that works best for you? I would be happy to have it created and sent over. What is the email address to send it to?"

"Thank you so much for making the veterans in our community a priority by considering a PSA placement in your publication. We sincerely appreciate it."

## Digital Promotions

Social media, your website and digital ads can be a valuable tool to raise awareness in the community about what is happening with The American Legion. In addition to posting on social media about what is happening locally, you can influence your "friends and followers" by encouraging them to visit [legion.org/webelieve](http://legion.org/webelieve) to learn more about The American Legion and its national efforts that help veterans.



We have developed several items to help you have an impact online. In addition, we are also providing stock images and style guide information if you would like to develop localized versions of the creative.

### Style Elements:

Font Used: Bebas Neue

Color Palette:

Legion Blue

PMS: 541C

CMYK: C100 | M57 | Y0 | K38

RGB: R0 | G70 | B127

HEX: 00467F

Legion Gold:

PMS: 116C

CMYK: C0 | M16 | Y100 | K0

RGB: R255 | G210 | 0

HEX: FFD200

## Social Media

In addition to a 100<sup>th</sup> Anniversary profile image and *We Believe* cover photo for Facebook, we have also created a variety of shared images and sample social media posts that can be used to help share the *We Believe* message with your online community of followers.

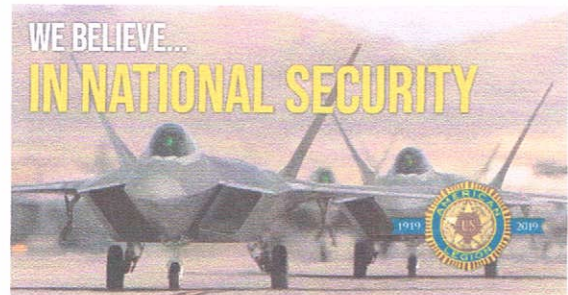
**Downloadable Files Available:** Visit the Digital tab on [psadirect.com/legion](http://psadirect.com/legion) for these assets.

- Facebook/Twitter:

- *We Believe in Our Country* Cover Photo (820 X 310)
- *We Believe In National Security* Shared Image (1200 X 630)
- *We Believe In Our Country* Shared Image (1200 X 630)
- *We Believe In Patriotism* Shared Image (1200 X 630)
- *We Believe In Support For Veterans* Shared Image (1200 X 630)
- *We Believe In Our Nation's Youth* Shared Image (1200 X 630)
- 100<sup>th</sup> Anniversary Profile Image (180 X 180)

### Sample Facebook and/or Twitter Posts:

- Imagery (*We Believe* in our Nation's Youth 1200 X 630): The American Legion believes the youth of our nation are the future. Learn more about our efforts in **(your community)** at [www.yourpostwebsite.org](http://www.yourpostwebsite.org). #WeBelieve
- Imagery (*We Believe* in our Country 1200 X 630): The freedoms we hold dear are possible because of the sacrifices made by our nation's veterans. Learn more about how we are helping at [www.yourpostwebsite.org](http://www.yourpostwebsite.org). #WeBelieve
- Imagery (*We Believe* in Support for Our Veterans 1200 X 630): Since 1919, The American Legion has been helping veterans in **(your community)**. Learn more about our efforts at [www.yourpostwebsite.org](http://www.yourpostwebsite.org). #WeBelieve
- Imagery (*We Believe* In Patriotism 1200 X 630): We embrace and cherish freedom, justice and individual rights and believe our American symbols, ideals and traditions should be preserved. Learn more at [www.yourpostwebsite.org](http://www.yourpostwebsite.org). #WeBelieve
- Imagery (*We Believe* In National Security 1200 X 630): Our security requires a well-funded Department of Defense, a good quality of life for servicemembers and a sensible transition between service and separation. Learn how we are helping at [www.yourpostwebsite.org](http://www.yourpostwebsite.org). #WeBelieve



**Don't forget to like or tag The American Legion:**

Facebook and Twitter are about helping your message to "go viral." That happens when you "like," "tag" and "tweet@" people with large social followings like The American Legion. Here are some tips to ensure that your message is shared by The American Legion National Headquarters when you post on Facebook and Twitter:

- Make sure that on your department/post account you "like" the following pages:
  - The American Legion National Headquarters
    - Facebook: [@americanlegionhq](https://www.facebook.com/americanlegionhq)
    - Twitter: [@AmericanLegion](https://twitter.com/AmericanLegion)
- When the National Headquarters social media team sees your post in their feed, they will share the post with the national community of followers.

**Digital Ads**

If your department/post has ads on your website, or you know a business that is willing to help promote The American through the *We Believe* campaign, several sizes of digital ad creative are available. Please ask them to link the ad to [legion.org/webelieve](http://legion.org/webelieve) so that we can track success.

All digital ads can be found at [psadirect.com/legion](http://psadirect.com/legion).

- Digital Ad Units:
  - *We Believe* In National Security
    - 300 X 250
    - 728 X 90
  - *We Believe* In Our Country



- 300 X 250
- 728 X 90
- *We Believe In Patriotism*
  - 300 X 250
  - 728 X 90
  - 300 X 600
  - 160 X 600
- *We Believe In Support For Veterans*
  - 300 X 250
  - 728 X 90
- *We Believe Veterans Impact Our Nation*
  - 300 X 600
  - 160 X 600



## Billboard Information

The American Legion Marketing Commission has a limited budget available to place billboards in remnant space available. Companies have four creative treatments to choose from in support of the *We Believe* campaign. You may see our creative on billboards, bus shelters and even on or near mass transit.



If you know someone in your city/town who has free PSA billboard space available, direct them to [psadirect.com/legion](http://psadirect.com/legion) to request an American Legion billboard. Many sizes are available.

**Note: Not all requests for billboards can be accommodated as there is limited budget for this program.**

If your post has budget and would like to ensure that a billboard is placed in the space, you can choose to pay for the printing of the billboard. In this case, some customization is available.

The following areas may be customized if you are paying for the printing of the billboard:

- Replace the U.S. Capitol background with an image of your state capital.
- Replace the website address with one specific to a post or department.
- Include a post name and address.

If you would like to discuss customization, please call our agency representative, RJ Smith at 571-261-1465 or email him at [agency@legion.org](mailto:agency@legion.org).



## Talking Points

When talking to the media it is extremely important to get the words "The American Legion" into the conversation as many times as possible because they will edit your words. Using the proper names helps to build the brand and bring recognition to our organization, which means that non-members will start to better identify with "who we are" and "what we do" and—most important—why "what we do matters!"

Here are a few key message points about The American Legion and the *We Believe* campaign to aid you in speaking with the media:

- Founded in March 1919 in Paris, France, The American Legion is congressionally chartered and the largest wartime veterans service organization.
- Focused on four distinct pillars, The American Legion believes in advocacy for veterans, a strong national defense, mentoring youth and keeping patriotism and honor alive and well.
- The American Legion today consists of 55 "departments" in each of the 50 states as well as the District of Columbia, France, Mexico, the Philippines and Puerto Rico. There are approximately 13,000 local posts and nearly two million members worldwide.
- *We Believe*:
  - Membership in The American Legion is a great way for veterans to continue to serve their country on the home front.
  - Each day in towns and cities around the globe, Legionnaires are creating strong communities, providing opportunity and leadership experiences for youth and taking care of local veterans and families.
  - American symbols, ideals and traditions are important and should be preserved.
  - All veterans deserve a place, like The American Legion, where they can talk with others who have shared similar experiences.
  - In protecting the benefits veterans have earned through service to their country.
  - Veterans deserve our gratitude and support for protecting our freedoms.
- Membership in The American Legion is open to military personnel and veterans who have served their nation on active duty during wartime. Eligibility has been open to all who have served on active duty since August 2, 1990, the beginning of continuous U.S. armed conflict in the Middle East and other locations around the world.
- The American Legion has been instrumental in the creation of a number of major institutions of American society, including formation of the Department of Veterans Affairs, creation of the U.S. Flag Code, passage of the GI Bill and more.
- On an annual basis, members of American Legion posts:
  - Donate more than 3.7 million hours of volunteer service in their communities.
  - Provide assistance on more than 181,000 VA benefits claims and cases.
  - Donate more than 80,000 pints of blood to collection centers nationwide, which makes The American Legion the largest blood donor.
  - Award more than \$4 million in college scholarships.

- The American Legion will mark its 100<sup>th</sup> anniversary with a 15-month celebration running from its national convention in August 2018 through Veterans Day 2019.

The previous talking points should be combined with key points about your local efforts. Here are some examples of the types talking points the media will find interesting:

- How many veterans make up your local membership? Do you have other American Legion Family organizations, i.e. Auxiliary, Sons and Legion Rider programs? (Articulate the added membership of these organizations.)
- What specific programs does your department/post offer? What are the program benefits? What is the impact of these programs on the local community?

**All assets for the *We Believe* campaign can be found at [psadirect.com/legion](http://psadirect.com/legion).**