



## How to Plan a Successful American Legion Family Day

The National Executive Committee of The American Legion Passed Resolution No. 7 in October 2022, establishing American Legion Family Day to be observed annually on the last Saturday of April.

Posts are encouraged to open their doors to members of their community for the day to recognize and celebrate the accomplishments of Legionnaires, Sons of The American Legion members, Legion Riders, and The American Legion Auxiliary.

An all-day event takes a great deal of advanced planning and commitment from many members to ensure its success.

### Suggested steps for planning your event

- Leaders of The Legion, Auxiliary, Sons of The Legion and Riders meet and vote to host an American Legion Family Day the last Saturday of April.
- Reserve the Post facilities as soon as possible for the entire day, and day prior to facilitate set-up.
  - Check with local officials if special permits are needed for the event.
- Establish a committee of equal numbers of members of each organization.
  - Be sure to keep good records for future events.
- Determine what sub-committees will be needed.
  - Program
    - What time will it start?
      - How long will it be?
    - Who will speak?
      - Legion Family
        - Be the One
      - Mayor
      - City officials
      - Military
      - Local law enforcement
  - Food and beverages
    - Menu
      - Type of food and beverages to be offered.
      - Quantity needed.
      - Pricing or offered at no charge?
        - If food is offered at no cost, how will it be funded?
    - Number of members or volunteers needed for
      - Preparation
      - Cooking
      - Serving
      - Keeping food service area clean

- Entertainment
  - Provide something for all age groups.
    - Games
      - What type?
      - What kind of prizes?
      - How many?
      - How with the cost of prizes be funded?
      - Number of members or volunteers needed to run the games.
    - Music
      - Live or recorded.
- Fund raising
  - Plan fundraisers in advance of the event to help cover costs.
  - Event sponsors
    - Solicit local businesses to help cover costs.
  - Raffles the day of the event.
    - What type?
    - Be aware of local raffle license laws.
- Distinguished guests
  - Who will greet each speaker or guest?
- Publicity
  - Contact the Mayor's office to issue a proclamation.
  - Invite local media to cover the event.
  - Place articles in local papers
  - Use social media.
  - Website
  - Banners outside post
- Décor
  - Who will decorate?
    - Cost and how funded
  - Who will be responsible for "sprucing up" the Post property, inside and outside?
  - Be sure American flags and Legion Family banners are clean and pressed.
- Information booths
  - History of post
    - Veteran(s) Post was named for.
    - Veterans willing to share their stories.
  - Accomplishments of
    - Post
    - Auxiliary
    - Sons of The Legion
    - Legion Riders
  - Be the One
    - Mental health information
  - Legion Family brochures and membership information
  - Veteran's benefits
    - Veterans Service Officer

- Set-up
  - Kitchen and serving areas.
  - Stage or area for program
  - Game area
  - Raffle tables
  - Information booths
- Clean-up
  - During event
  - After event concludes
- Follow-Up: Evaluate the Success of the Event
  - Did your event accomplish the objective of showcasing the good things the American Legion Family does?
  - Did any of those in attendance express interest in getting more information about or joining the Legion Family?
- After the Event:
  - Send any sponsors or donors with a personal note saying why their donation mattered.
  - Send thank you notes to speakers and invited guests.
  - Post pictures and stories on your social medial pages.
  - Hold a thank you night to acknowledge all your members and volunteers.
  - Begin planning next year's event.