

ONE HUNDREDTH DEPARTMENT CONVENTION  
OF  
THE AMERICAN LEGION  
SPOKANE VALLEY, WA  
JULY 20-21, 2018

Department Resolution No. 003: Establishment of a Department Marketing Committee

Origin: Eatonville Post 148

Convention Committee:

- WHEREAS,** There does not currently exist any cohesive marketing plan for the advancement of the Branding of The American Legion Department of Washington and;
- WHEREAS,** The bulk of the population of the State of Washington has no idea as to what The American Legion is, what we do or what we support and;
- WHEREAS,** This lack of awareness has caused serious issues with a declining membership, lack of community support and unnecessary closure of Posts and a lack of new Posts forming and;
- WHEREAS,** There exists in the membership, individuals with training in marketing, experience in recruiting new members, starting new Posts and experienced in telling the story of The American Legion to dicers populations and persons and;
- WHEREAS,** There are members with the aforementioned skills, education and experience, who are willing to develop a cohesive marketing plan, budget and other necessities for this to be successful and;
- WHEREAS,** Funding for this committee, will be difficult at best to establish at this time, a budget request will be developed and submitted for the 2019 Convention of The American Legion Department of Washington and;
- RESOLVED,** By The American Legion Department of Washington in Department Convention assembled in Spokane Valley, Washington, July 20-21, 2018, A marketing committee be formed of members with the necessary skills to fully develop a cohesive plan to lock in the branding of The American Legion as the premier Veteran's Service Organization in the State of Washington.

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COMMITTEE: \_\_\_\_\_  
APPROVED \_\_\_\_\_ REJECTED \_\_\_\_\_  
FOR DEPARTMENT ACTION \_\_\_\_\_  
FOR NATIONAL ACTION \_\_\_\_\_  
CONSOLIDATED WITH \_\_\_\_\_  
OTHER ACTION \_\_\_\_\_  
  
SIGNATURE \_\_\_\_\_  
(CHAIRMAN)

AMENDED: \_\_\_\_\_  
CONVENTION:  
DENIED \_\_\_\_\_  
APPROVED \_\_\_\_\_