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| |  | | --- | | National Legion Week | | **September 17–23, 2023**  10 tips & suggestions to attract attention and encourage participation National Legion Week: 2023 Tip #1: Make this a week recognized in your community Suggestion: If yours is the only Branch in your town or city, ask the mayor to declare Sept. 17-23 National Legion Week. If there are other Branches in your immediate area, you can team up and jointly submit the request to his/her office. Keep your community newspaper editor abreast of your events and pitch interesting photo opportunities. Tip #2: Kick off day one by commemorating the 84th anniversary of the Battle of Britain Suggestions: Share details on the event on all platforms, from your neighbourhood newspaper to your local business improvement association. Invite current and retired RCAF Veterans to attend. Consider creating and displaying posters with information on Canada’s contributions, set up a display of military memorabilia from that era, and/or display the British flag beside the Canadian flag, under which Veterans served at that time. Add a traditional Canadian dish and a British one to your menu that day. At the conclusion of the service, honour all Canadian Veterans, including those serving now. Tip #3: Connect the Legion and its Branches to those we serve Suggestions: Reference another important 2023 milestone – the 150th Anniversary of the RCMP (May 23) – and its Veterans. On World Peace Day (Sept. 21), consider showing you understand that no one wants peace more than serving Veterans facing the possibility of being sent to a war zone. Tip #4: Designate special days during the week Suggestions: Thank members for their year-round contributions to your Branch by setting aside a day to express your appreciation to one or more of the following: members, volunteers, Veterans, youth, cash and in-kind donors, non-member patrons, etc. Tip #5: Amplify significant contributions to your Branch over the past year Suggestions: Along with personal thank-you letters that often wind up on walls at the donors’ places of business, present certificates of appreciation for exceptional cash or in-kind contributions. Other recipients could include well-known opinion leaders. Recognize youth who excelled in the annual essay, poetry or poster competitions at the Branch, zone, district or national levels. Put a spotlight on your 2023 Poppy Campaign with reminders of the 2022 results and/or by providing information on your plans for the 2023 campaign. Tip #6: Make it easy and convenient for members and visitors to support Veterans causes Suggestion: Consider setting up a donation jar at a visible and accessible spot to encourage donations to Leave the Streets Behind or other groups that make a difference in Veterans’ lives. Tip #7: Rally the “troops” Suggestion: Hold a get together the week before to thank all volunteers who signed up to help make this inaugural national observance at your Branch a success. Tip #8: Attract a wider audience with a focus on family fun Suggestion: If your facilities allow it, consider a family-friendly community BBQ. This could attract younger Veterans with children as well as younger potential members. Ensure the timing is appropriate, i.e., lunch time or early afternoon. Tip #9: Involve local businesses in the week’s events Suggestion: Reach out with a request for one or more in-kind donations that can be used as prizes at one or more events and/or to sponsor the week or a specific event within it. Tip #10: Use your own communications channels to spread the word far and wide Suggestion: Make finding information on the week’s activities and events easily available within your Branch, in your printed or electronic newsletter for members, on your website and via your social media channels. Include thank-you messages to any donors or sponso | |
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| |  | | --- | | The Dominion Executive Committee recently approved the establishment of the first National Legion Week. Already marked by some Provincial Commands and their Branches since the 1980s, the annual observance will now become a coast-to-coast celebration! | | National Legion Week is designed to educate visitors on the good work their local Branch does in their community. It reinforces the important role Branches play in our shared mission to serve and support our Veterans, as well as contribute to the well-being of so many communities. It serves as a vehicle to drive new traffic to Branches, attract new members and sign up new volunteers. This year, it can also include a salute to RCMP Veterans who celebrated the 150th anniversary (May 23) of the Royal Canadian Mounted Police. | |
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| |  | | --- | | The commemoration will continue to be held each September, with start and end dates that vary slightly from year to year. It kicks off on the third Sunday of the month in honour of Battle of Britain Day and wraps up on the following Saturday. | | This year’s first annual national observance runs from Sunday, Sept. 17 to Saturday, Sept. 23, 2023. During this week, Branches are encouraged to hold open-house style events and activities that meet their needs and showcase strengths that appeal to specific communities. If, for example, one of your needs is to earn more media attention, the timing is ideal. With the October start of the Poppy Campaign just around the corner, the media already is paying attention to the Legion and some reporters already are seeking out sources for local stories. | | Whatever your goals are, you can check these [tips and suggestions](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJsZWdpb24uMzg5LmhhdmVsb2NrQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC00YTU1NTNiZmNkZmQ0MTNkYjc5NzdlZmFmMWJiYzUwYyIsInJxIjoiMDItYjIzMDkzLTQwMWQ4YTc5NGJjMzRkNDhiZmY2N2Q2MmI0ZjkyZGI0IiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjgiLCJ1biI6IiIsInUiOiJodHRwczovL2VkbS1hc3NldHMtdjIuczMudXMtd2VzdC0yLmFtYXpvbmF3cy5jb20vbGVnaW9uL0xlZ2lvbldlZWtfMjAyMy83Njc3X0xlZ2lvbl9OYXRpb25hbExlZ2lvbldlZWtfVGlwc19TdWdnZXN0aW9uc19FTi5wZGY_X2NsZGVlPXR0a2g5YVFTV0tOd1FMN3llRzFrYl9MaTFTNW9mcXJ3UlJhSVAwQW5idkJKUkdwSlRGU2lqTlprSVNod2dYbkh3dFBFNnRmQTZCYU52SnEwd1JBT2pnJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtNGE1NTUzYmZjZGZkNDEzZGI3OTc3ZWZhZjFiYmM1MGMmZXNpZD0xOTNlOWQ1OS1kMWNmLWVkMTEtODE1Ny0wMDUwNTZhMmU3NmQifQ/zXc37mIQXsTT-_u1w1gdOg) for engaging members, potential members, opinion leaders and others as well as earning media coverage. | | We wish you much success in the planning and implementation of your ideas for National Legion Week 2023. We also look forward to sharing more information on this national event via our website and social media posts, as well as in member communications leading up to and during the week. | |
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| Click [here](https://elink.clickdimensions.com/m/1/28832923/02-b23093-401d8a794bc34d48bff67d62b4f92db4/2/161/cc15d2bc-11e7-4c10-b713-d6ebe0f888eb) if you are having trouble viewing this message  *Copyright © 2023 The Royal Canadian Legion. All rights reserved.*  Administrative emails from Legion National Headquarters are sent to the email address on file for your local Legion Branch. If this is no longer the correct email address for your Branch, please forward this email to the new contact and request the Branch update their contact information.  The Branch may update the email address at any time by updating their Branch Profile on the [Member Services Website](https://elink.clickdimensions.) or by contacting Member Services. [Learn more](http://cdweb.legion.ca/legionca-a3lro/pages/2mptdx8zeema8r75woxjpa.html?_cldunsub=193e9d59d1cfed118157005056a2e76d-4a5553bfcdfd413db7977efaf1bbc50c-account&_cldee=ttkh9aQSWKNwQL7yeG1kb_Li1S5ofqrwRRaIP0AnbvBJRGpJTFSijNZkIShwgXnHwtPE6tfA6BaNvJq0wRAOjg&recipientid=account-4412eaca144be61180d2c22412537408-4a5553bfcdfd413db7977efaf1bbc50c&esid=193e9d59-d1cf-ed11-8157-005056a2e76d) about All Branch emails.  **Our contact information is:** The Royal Canadian Legion National Headquarters Member Services Department 86 Aird Place Ottawa, ON K2L 0A1 |