



# Good of the Legion

Items to share with your post members at your next post meeting or to display on the bulletin board.

## **New American Legion Brand Mark Ready For Market**

A new era of American Legion identity has begun.

The American Legion brand mark is now available for a variety of promotional uses – from social media channels to membership drives – and can be downloaded at [www.legion.org/brand](http://www.legion.org/brand). The logo does not replace the 1919-patented official emblem of the organization, which remains in use for official documents, memorial observances, uniforms and post signage.

“The American Legion brand mark was created to modernize our image to appeal to a new generation of veterans,” American Legion Chief Marketing Officer Dean Kessel said. “We launched this vivid new design on the American Legion-sponsored 48 car during the 2021 NTT INDYCAR Racing Series, and millions of fans got to see it every race. It’s clear, sharp and effective, even at 225 mph. The design has gotten rave reviews, and now we are ready to advance it to all levels of The American Legion.”

The American Legion Marketing Division has established guidance to help departments and posts choose when to use the brand mark and when the official emblem is more appropriate.

The brand mark is to be displayed in all marketing communications, such as:

- Advertising
- Lifestyle apparel (such as polo shirts and ball caps)
- Community service activities
- Fundraising
- Sponsorships
- Membership recruitment materials
- Digital media
- Social media
- Updated post signage
- Event announcements
- E-mail signature lines

The American Legion emblem is reserved for official organization communications, such as:

- Legal documents
- Policy statements
- Official reports
- Press releases
- Business cards
- Traditional post signage
- Financial documents
- Official letterhead

Kessel explained that brand marks are often successfully used to promote organizations and institutions that similarly have, and keep, time-honored seals, including all branches of the U.S. Armed Forces. The American Legion Marketing Division studied the effectiveness of those brand marks during a three-month design-development process that involved focus group input earlier in 2021.

“When it comes to communications for events, recruitment and other marketing functions, the brand marks of the military branches are most familiar and positively recognized by the public, the official seals less so,” Kessel said. “This is fast proving true for The American Legion brand mark, which now appears on the national American Legion website, social media, e-newsletters and a growing number of promotional materials.”

Like the emblem, the brand mark is legally protected property of The American Legion National Headquarters. Any use outside of the organization – such as merchandising, marketing by groups unaffiliated with The American Legion or at political events – is legally restricted and requires authorization from the national adjutant.

The same rules of permission to use the official emblem apply to the brand mark. Those rules, along with an online application form, can be found at [www.legion.org/emblem/request](http://www.legion.org/emblem/request) on the national American Legion website.

“Just like the emblem, the new brand mark should never be used in political rallies for candidates or to promote organizations and events unassociated with The American Legion, without prior written authorization,” Kessel said.

In the months ahead, new apparel, flags, signs and other materials adorned with the new brand mark will be available and promoted through Emblem Sales. The national portfolio of membership-recruitment media is also now being refreshed to display the new mark.



## **Here Are The New American Legion Auxiliary, Sons, Riders, and Baseball Brand and Word Marks**

The American Legion Auxiliary, Sons, Riders, and Baseball brand marks were created to address the need to modernize the American Legion Auxiliary/Sons/Riders/Baseball brands to appeal to the next generation. Moreover, the new brand marks take into consideration a host of applications that the original emblems could never have anticipated. Those include digital and social media, special event and sports marketing, lifestyle apparel and more.

Going forward, the brand marks are to be used in all marketing communications applications, while the emblems should be reserved for official documents and communications.

### **Brand Mark Options**

- advertising
- apparel (use word mark for embroidery)
- business cards, letterhead, email signatures, nametags
- credentials, event badges
- press releases
- digital (apps, web, social, PowerPoint presentations)
- promotional communications (flyers, handouts, etc.)
- events (signs, backdrops, tents, tablecloths, swag/giveaways)

### **Emblem Options**

- uniform caps
- financial documents
- history books
- flags
- legal affairs
- internal manuals & guides
- reports & resolutions
- awards (option emblem or brand)
- building signage (option emblem or brand)
- formal government communications (option emblem or brand)

### **Usage Permission**

Like the emblem, the brand mark is legally protected property of the American Legion Auxiliary, Sons of The American Legion, American Legion Riders, and American Legion Baseball. Any use outside of the organization – such as merchandising, marketing by groups unaffiliated with the American Legion family or at political events – is legally restricted and requires authorization.

The same rules of permission to use the official emblem apply to the brand mark. Those rules, along with an online application form, can be found here.

You can find all the usage guidelines and download the brand/word marks at [www.legion.org/brand](http://www.legion.org/brand).



## **\$500 Department Scholarships: The Brewer and Wilson High School Scholarships**

The American Legion, Department of Michigan is offering twenty (20) scholarships to be awarded in the spring of 2023. There will be five (5) William D. and Jewell Brewer Scholarships in the amount of \$500 each and fifteen (15) Guy M. Wilson Scholarships in the amount of \$500 each. Criteria for the two scholarships differ and will be available only to students who meet the eligibility requirements for that scholarship. Selections are based upon academic performance, leadership quality, and basis of need.

**The William D. & Jewell Brewer \$500 Scholarship** is available to high school seniors or college students (with no bachelor's degree) planning to or are attending any nationally accredited college, university, or trade school in the Fall of 2023.

**The Guy M. Wilson \$500 Scholarship** is available only to high school seniors who are plan to attend any Michigan accredited college, university, or trade school in the Fall of 2023.

### **The following qualifications apply to both scholarships:**

- Applicant must be a Michigan resident.
- Must be a direct descendant (child, step-child, grandchild or great-grandchild) of an honorably discharged veteran or active duty service member. Applicant must provide a copy of parent's, grandparent's, or great grandparent's discharge papers (DD-214 or equivalent) showing entry and discharge dates from honorable active military service. Eligible service dates are December 7, 1941 to present date. Please black out any social security number on the discharge papers. For descendants of active duty military servicemembers, a copy of the servicemembers current military identification card is required.
- Applicant is required to have a G.P.A. of 2.5 or higher and must provide a copy of their most recent transcript of grades signed by a school official. (A school official can be a teacher, counselor, or principal).
- Applicant must have a financial need for the scholarship. Applicant is required to provide a copy of the parent's most recently filed Federal Tax Form 1040 (both sides of the form are needed showing adjusted gross income and signature). If the applicant filed a Federal Tax Form 1040 and is 100% independent from parent's income, the applicant needs to provide a copy of their own Federal Tax Form 1040. Please black out any social security number on required tax forms.

*Both scholarships are a one-time award and are not renewable.*

Students may apply for either one or both of the scholarships, however, only one scholarship will be awarded per applicant.

**The completed application and accompanying documents must be received at Department Headquarters by 5:00 p.m. on January 3, 2023 (not post marked by).**

**Applications are available online at [www.michiganlegion.org/scholarships](http://www.michiganlegion.org/scholarships)**

## **Junior Shooting Sports: \$1,000 to \$5,000 Scholarships Available**

The American Legion Junior Shooting Sports Program is a gun safety education and marksmanship program that encompasses safety, education, enjoyment, and competition. Shooters use the .177 caliber air rifle. Both males and females can participate through Legion sponsorship; disabled youth are encouraged to join, as competitive shooting is a sport that creates an equal playing field for all competitors. Contact your local Legion post, Sons of The American Legion squadron, or Auxiliary unit for information about affiliating as a club or individual.

### **Air Rifle Competition**

The annual 3-Position Junior Air Rifle National Championship is a tournament that begins with postal matches. State and regional champions are determined and advance to a qualification round (also a postal match) to determine the athletes who will earn expense-paid trips to compete in the national championship. The national championship is a shoulder-to-shoulder match held each July at the USA Shooting range facilities at the Olympic Training Center in Colorado Springs.

This year the JSSP National Championship will be held at a location and time to be determined at a later date, with the top 15 qualifying marksmanship winners in both the Precision and the Sporter Events. The event and the results will be on the National website for review and follow-up.

### **Categories**

Competitors may participate in only one of two categories in the tournament based on the type of rifle they wish to use. The categories are Precision Air Rifle and Sporter Air Rifle.

### **Sponsorship**

Entry in the tournament is limited to individual shooters or teams who are active members of a Junior Shooting Club sponsored by a Michigan American Legion Post.

### **Scholarships Available (in each category):**

- First Place Scholarship Winner of \$5,000
- Runner Up Scholarship of \$1,000.

### **Age Limits**

All contestants must be at least 14 and under 18 as of January 1 of the competition year.

Contestants must be enrolled in a junior or senior high school or be a high school graduate of that competition year.

### **Other Limitations:**

Each competitor may fire on only one set of “official match targets” during the state championship phase of the tournament. A shooter is ineligible to compete in the National Championship in successive years UNLESS they are moving from Sporter to Precision Category.

### **Registration: Open September 1– December 14, 2022**

Registration is done completely online at [www.legion.org/jssp-club-registration](http://www.legion.org/jssp-club-registration).

Key dates for this program can be found on page 9 of this newsletter.

For more information on how to start a team visit [www.michiganlegion.org/juniors shooting](http://www.michiganlegion.org/juniors shooting) or [www.legion.org/shooting/resources](http://www.legion.org/shooting/resources). You can also email [legion@michiganlegion.org](mailto:legion@michiganlegion.org) to obtain printed materials including the official match program for 2022-2023.



## **Law and Order Program: Nominate A Local Law Officer and Firefighter**

### **What is Law and Order?**

In the Preamble to the American Legion Constitution, we pledge ourselves to ten purposes. Among them are:

- Uphold and defend the Constitution of the United States of America.
- Maintain Law and Order
- Foster and perpetuate 100% Americanism.
- Inculcate a sense of individual obligation to the community, state, and nation.
- Promote peace and goodwill on earth.
- To this end, we strive to maintain law and order in our homes, Posts, and communities.

We honor the “unsung heroes” of our lives - the paid and unpaid Law Officers, Firefighters, EMT, and Paramedics - who give unselfishly of themselves every day so that we might have freedom and protection from harm. The hours that they give are often “above and beyond the call of duty.”

### **National Firefighter and Law Officer of The Year Awards**

All nominations that are submitted to Department must be a Michigan certified Firefighter, EMT, Paramedic, or Law Enforcement Officer. The winner of Law Enforcement Officer and Firefighter of the Year for the Department level will be submitted to the National level.

#### **Judging Criteria for Competition**

Judges will be looking for someone who:

- Is well rounded.
- Exceeds, above and beyond, the duty requirements of his/her position.
- Exemplifies the virtues of professionalism and dedication.
- Demonstrates a distinct pattern of community service, on-duty or off-duty.
- Proves his/her personal dedication to societal security and protection.

#### **The maximum points allowed are as follows:**

- Community Service - 5 points
- Professional Career - 40 points
- Heroism - 20 points
- Letters of recognition, documentation, news clippings, etc. - 5 points

#### **What Paperwork is Required for Competition?**

To be eligible for competition, all Posts submitting a nomination for the Department

level competition must have the following information sent to the Department Headquarters by January 3, 2023.

- Completed Cover Sheet.
- 5 x 7 photograph.
- Narrative:
- No more than 6 pages (including letters of recommendation).
- One-sided.
- Describes his/her outstanding service.
- Backup documentation:
- One-sided.
- No more than 12 pages.
- Must include his/her state or federal certification.
- Examples: Letters of support from city, county, and state officials, newspaper articles; other letters of commendation; citations, certificates of training, etc.

### **What can your Post do to support the Law and Order Program?**

Each Post should hold an Awards Ceremony (and Dinner, if possible) to honor the Law Enforcement, Firefighter, EMT, and Paramedic personnel, and their families, who live and work in your community. These professionals may be paid or volunteer employees. If there are several Posts in the area, consider having a joint ceremony. You can give a certificate to each honoree or ask the Chief or co-workers of each agency to select their outstanding professional to receive your certificate, plaque, or other awards.

**If your Post already holds a ceremony for a local Law or Firefighter of the Year please pass their nomination on to Department!**

**\*Nomination forms are available now for both Law Officer and Firefighter of the Year. Visit [www.legion.org/lawofficer](http://www.legion.org/lawofficer) or [www.legion.org/firefighter](http://www.legion.org/firefighter) to obtain a copy.\***

## **Eagle Scout of the Year: Up to \$10,000 Scholarship!**

American Legion, Department of Michigan Scouting program sponsors over 65 troops, packs, and crews in our American Legion posts. The Legion's support for Boy Scouts of America began at the Legion's first national convention in 1919. This is natural for Legionnaires, who bring their service-learned skills and experiences as veterans to help build character and positive traits in our country's youth. Few other post activities generate more goodwill from the community.

### **Eagle Scout of the Year: Applications Due March 1, 2023**

The American Legion, Department of Michigan honors the Eagle Scout of the Year at the department convention. The winner of the competition receives a \$1,000 scholarship and is advanced to the national competition.

The American Legion annually honors the Eagle Scout of the Year at the national convention. The winner of the competition receives a \$10,000 scholarship, and the three runners-up are each awarded \$2,500 scholarships.

Eagle Scout of the Year application and eligibility requirements can be found at [www.michiganlegion.org/scouting](http://www.michiganlegion.org/scouting).

## **American Legion Square Knot Award: Award for Legion Family Members**

The American Legion Square Knot award is given to American Legion, American Legion Auxiliary, and Sons of the American Legion members who volunteer for their post-scouting program. More information and application can be found at [www.legion.org/scouting/award](http://www.legion.org/scouting/award)

This award is designed to recognize American Legion, American Legion Auxiliary or Sons of The American Legion members who are actively involved in the Scouting program. This award is not meant to be a selective or limited award, but one that is available to any American Legion, American Legion Auxiliary or Sons of The American Legion member who completes the requirements for the award. The award is meant to recognize dedication and work required by an American Legion, American Legion Auxiliary or Sons of The American Legion member to assist in furthering the Scouting program in The American Legion.

Requirements are as follows: You must submit appropriate documentation (membership card, photocopies of course completion certificates, a narrative of accomplishments, etc.) in order to fully document the attainment of the requirements as outlined in sections A, B, C, and D of the checklist found on our website. Any application that is missing a requirement will be returned to the sender for correction and re-submission.

Documentation may be sent at any time, awards are given upon approval of the documentation submitted.

To learn more about our scouting program, please email: [legion@michiganlegion.org](mailto:legion@michiganlegion.org) or visit [www.michiganlegion.org/scouting](http://www.michiganlegion.org/scouting)

## **\$500 Teacher of the Year Award: Nominate A Local Teacher By April 3, 2023**

K-12 Teachers are a national treasure; the job they have to educate our youth is at times challenging but very rewarding. Teachers help shape the future of our country by the lessons and principles they teach to the youth who sit day after day in their classroom. The American Legion knows some teachers teach about patriotism, Americanism, and the founding principles of the United States of America. We recognize that teachers spend their own money in the classroom and on their kids to make learning more enjoyable or easier to comprehend. Every year in The American Legion, the Department of Michigan recognizes five teachers working hard to impart those lessons to the children entrusted to them. We realize this is only a small gesture in the grand scheme of things, but we want to recognize them for their work.

Posts are asked to work with their local schools to help locate a teacher that fits the criteria to be nominated for this award. Nomination forms are available on our website and are due by April 3, 2023. Contact the Programs Coordinator, [legion@michiganlegion.org](mailto:legion@michiganlegion.org), if you have any questions or need a hard copy of the nomination form mailed to you.

## **Student Trooper Program: \$500- \$1,000 Scholarships Available to Participants**

Every year, high school students in the 10th, 11th, and 12th grades are selected to participate in the Youth Law Cadet Law Enforcement Program. The program's purpose is to allow male and female students to explore and experience the various aspects of law enforcement training. Students participate in daily calisthenics and receive training in firearms, self-defense, fingerprinting, K-9 handling, accident and criminal investigation, and state patrol car driving. Students stay at the Michigan State Police Training Academy in Lansing.

**Program Dates:** June 11-16, 2023

**Application Deadline:** April 10, 2023

**Cost:** \$475 per student, usually sponsored by an American Legion Post/Squadron/Unit or other civic organization.

**Eligibility:** Any boy or girl meeting the following standards who is going into 10th, 11th, or 12th grade in the Fall of 2022, and is a Michigan resident, is eligible to be considered for selection into the Student Trooper Program:

- (a) in good health and able to participate in physical activities;
- (b) possess a positive attitude and display respect for law enforcement;
- (c) average or above average academic record; 2.5 GPA and above; and
- (d) possess a level 2 drivers license (preferred, not required)

### **Scholarships: Four Scholarship Available**

- \$500 Academic Scholarship
- \$500 Marksmanship Scholarship
- \$500 Orator Scholarship
- \$1,000 Student Trooper of the Year Scholarship

*\*Additional information on Student Trooper can be found at [www.michiganlegion.org/trooper](http://www.michiganlegion.org/trooper)*

## **Boys State: A Civic Leadership Program**

The American Legion Boys State program is a non-partisan, non-political mock government exercise. At Boys State, participants learn citizens' rights, privileges, and responsibilities. Its purpose is to awaken within the youth of our nation a sincere conviction that a well-informed, intelligent, and involved citizenry is vitally needed to protect and preserve our American traditions. The training is objective and modeled on the city, county, and state government structures. Boys State grows out of the American Legion's faith in our young people and its firm belief that the future leaders of our country should have the tools necessary to keep it: a deep appreciation of active citizenship, an understanding of democracy, familiarity with our American form of government, and the discernment to select – and to be – productive leaders.

**When:** June 18-24, 2023

**Where:** Grand Valley State University- Allendale, MI

**Eligibility:** Male high school juniors going into their senior year in the fall of 2023

**Application Deadline:** May 1, 2023

**Cost (tentative):** \$25 Delegate Application Fee plus \$400 Sponsor Fee ; total \$425.

**Sponsor:** A sponsor can be an American Legion Post, Son of the American Legion Squadron, an American Legion Auxiliary Unit, but it can also be the boy's parents, a business owner, a school, or other organization like the Elks, Knights of Columbus, or a Moose club.

### **Scholarships:**

**Samsung Scholarship:** limited to students between their junior and senior years of high school who attend the current session of either an American Legion Boys State or American Legion Auxiliary Girls State program and are a direct descendant of a wartime U.S. military veteran who served on active duty during at least one of the periods of war officially designated as eligibility dates for American Legion membership. Up to \$10,000 scholarship awarded.

### **Additional Information:**

Visit [www.michiganboysstate.org](http://www.michiganboysstate.org) for additional information on our Boys State Program or to download the application in early October. Questions can be directed to Ashley Zimmer, 517-220-2754 or [legion@michiganlegion.org](mailto:legion@michiganlegion.org).



# Tentative Program Dates for the 2022-2023 Program Year:

## November 2022

*November 18<sup>th</sup>* - Oratorical Registration deadline

## December 2022

*December 14<sup>th</sup>* - JSSP First round postal match competition target set sales and registration closes.

## January 2023

*January 1<sup>st</sup>* - Baseball registration opens on [baseball.legion.org](http://baseball.legion.org)

*January 3<sup>rd</sup>* - Brewer and Wilson Scholarship deadline.

*January 3<sup>rd</sup>* - Law Officer of the Year submission deadline

*January 3<sup>rd</sup>* - Firefighter of the Year submission deadline

*January 22<sup>nd</sup>* - District Oratorical Contests deadline

## February 2023

*February 1<sup>st</sup>* - JSSP Targets due to the Civilian Marksmanship Program (CMP) - must be postmarked on or before Feb. 1 to be eligible for scoring.

*February 8<sup>th</sup>* - Zone Oratorical Contests deadline.

*February 15<sup>th</sup>* - JSSP Second round postal match competition targets mailed out by CMP.

## March 2023

*March 1<sup>st</sup>* - Eagle Scout of the Year Award submission deadline

*March 4<sup>th</sup>* - Oratorical State Contest at location TBD

## April 2023

*April 1<sup>st</sup>* - End of 2nd round postal match competition. Targets due to CMP - must be postmarked on or before April 1<sup>st</sup> to be eligible for scoring.

*April 3<sup>rd</sup>* - Teacher of the Year submission deadline

*April 10<sup>th</sup>* - Student Trooper Application submission deadline

*April 21<sup>st</sup>-23<sup>rd</sup>* - National Oratorical Contest in Indianapolis, IN

## May 2023

*May 1<sup>st</sup>* - Boys State Application submission deadline

*May 15<sup>th</sup>* - Baseball insurance purchase deadline

## June 2023

*June 1<sup>st</sup>* - Final day for Baseball teams to register

*June 11<sup>th</sup>-16<sup>th</sup>* - Student Trooper Program

*June 18<sup>th</sup>-24<sup>th</sup>* - Boys State Program at Grand Valley State University-Allendale Campus

## July 2023

*July 1<sup>st</sup>* - Robert Turner Baseball Scholarship submission deadline

*July TBD* - JSSP American Legion National Championship (Individual Tournament)

*July TBD* - Senior Baseball State Tournament

*July TBD* - Junior Baseball State Tournament

(\* Student Trooper dates are tentative and are subject to change)

(\*baseball dates will be established in December 2022)

## Department Program Mailings Via USPS and Email

*All dates are approximate and may shift depending on my schedule of items that take priority.*

**November 16-18** - Post/SAL mailing of Program information.

**November 21** - Email to Law and Fire agencies regarding Law and Firefighter of the Year nominations.

**December 1st** - Email to Michigan School Admins about scholarship deadline and Teacher of the Year Nominations.

**January 3-6, 2023** - School and Post/SAL Mailing with information on Boys State, Student Trooper, Eagle Scout, and Teacher of the Year.

**February 1** - Email to school administrators with Boys State and Student Trooper deadline reminder.

**March** - Email to school administrators with Boys State, Student Trooper, and Teacher of the Year deadline reminder.

**April 3** - Final email reminder to School Admins, Post/SAL Commander and Adjutants regarding Boys State and Student Trooper deadline.

*Each Good of the Legion will have Program information included in it, this is just a list of planned mailings/emails that will go out during the year.*