



Reports to the

Department

Executive

Committee

The Department of Iowa Be The One Suicide prevention program was formed to move Department from the desire to BeTheOne that National's marketing team has championed over the past three years, and National's Columbia Protocol virtual training into an actionable plan and training for real-life one on one situations.

The committee explored training methods including VA S.A.V.E., Living Works ASIST and SafeTALK, and the United States Army SP2. Through networking with Tony Cross, the BeTheOne National Manager, the Department of Michigan and Department of Indiana we have focused on QPR training as the highest impact and the lowest cost training.

The Department of Iowa's original plan of breaking the Department into training zones with trained volunteer trainers and trained volunteer responders has been adopted by National. The Departments of Iowa and Indiana have been designated as the models for the program as a rollout.

With the agreement of the Department Commander, Adjutant and training committee we have rolled out the initial plan for accepting interested trainers and responders during the district conferences. We created an interest application are in the process of collecting names of future trainers. During the Friday of Midwinter, we will be conducting the train the trainer training for 15 candidates. On Saturday morning and afternoon, we will have a one-hour long training for 60 responders.

The Department of Iowa has again been on the tip of the spear of changes at National. We are grateful for everyone's support and present the following report.

BTO Ad Hoc Committee repot

Contingent upon the approval of the DEC in November the BeTheOne Ad Hoc committee is ready take Be The one from a marketing program with the mission to get the word out to the American Legion Family into an actionable plan to lead/train the American Legion Family to be mental health first responders.

Mission:

The Department of Iowa Be The One Suicide prevention program will utilize the QPR training materials and method to create a robust buddy check process with the mission of making every buddy check and every interaction positive, productive and keeping our suicide minded veterans alive for one more day.

This program is intended to bridge the gap between the desire to BeTheOne, and National's Columbia Protocol training into actionable training for real-life situations. It will also champion and maintain the Buddy Check program.

Question Persuade Refer-QPR

QPR stands for Question, Persuade, and Refer

the 3 simple steps anyone can learn to help save a life from suicide, people trained in QPR learn how to recognize the warning signs of a suicide crisis and how to question, persuade, and refer someone to help.

As a QPR-trained Gatekeeper you will learn to:

- Recognize the warning signs of suicide
- Know how to offer hope
- Know how to get help and save a life
- Develop the comfort and confidence level needed to insert yourself into any situation.

QPR can be learned in our Gatekeeper course in as little as one hour.

A gatekeeper is someone able to recognize a crisis and the warning signs that someone may be contemplating suicide.

Gatekeepers can be anyone, but include American Legion Family members, Buddy Checkers, long time post/unit members, someone brand new to the organization and many others who are strategically positioned to recognize and refer someone at risk of suicide.

Training will follow a regional plan

The 9 districts will be broken down into four groups.

Group one: districts 6 & 7

Group two: districts 3 & 4

Group three: 1, 2 and 5

Group four: districts 8 & 9

Each Group will have one Master Trainer (eventually) volunteer to help guide and support the groups QPR volunteer trainers.

Trainer layout: 1 Trainer per District, 2 trainers from Department Leadership and 3 trainers from the BeTheOne Committee totaling 14 trainers

The intention is to build to this optimum number of volunteers and to stay with the ratio of one trainer to 4 volunteers per district.

We ask we be allowed to proceed with the above plan with:

1. Commander oversight
2. No department budget allocation
3. No authority to spend any money beyond what we raise on our own
4. With a clear accounting at every DEC meeting as to our status
5. As a formal committee under VA&R with the authority to seek our own funding from outside as long as it doesn't conflict with Department efforts

Funding sources

- National
- Meta
- Prairie Meadows-Grant submission date in November awarded February
- Caseys
- HD (DSM/Ames)
- Indian (Altoona)
- Blue Bunny
- SAMHSA SSG Fox grant (now closed for 2024): <https://www.mentalhealth.va.gov/ssgfox-grants/> - military & Veterans, federal
- Bob Woodruff Foundation: <https://bobwoodrufffoundation.org/grants/> - military & Veterans
- Burlington Capital Foundation: <https://burlingtoncapital.com/foundation/> - military/Veterans, focus on Iowa and Nebraska
- PENN Entertainment Foundation: <https://www.pennentertainment.com/corp/esg-resources/penn-entertainment-foundation> - Veteran and military support, Iowa
- U.S. Venture/Schmidt Family Foundation: <https://www.usventure.com/giving-back/us-venture-schmidt-family-foundation/program-grants/> - psychological health, Iowa

- Union Pacific Community Ties Giving Program: <https://www.up.com/aboutup/community/foundation/local-grants/index.htm> - safety focus, Iowa
- General grants guide for Iowa: <https://inrc.law.uiowa.edu/iowa-grants-guide>
- "Community Foundation" + name of county we intend to request money from.

The Training Committee is working on continuing the standard of training set at previous Mid-winter conference. Some of the courses we have coming up are focused on VA benefits surrounding death and financial impact you or your loved on can have on your local post or department.

We will also have a course that is a pilot program from the National organization in which around 12 selected individuals will go through a master class centered around veteran suicide. These individuals will then be certified to go out and teach these courses throughout the department.

Something that needs to be stressed about Mid-winter, please let anyone who is planning on attending to understand they should have the intent to go back to their posts and pass along this information. Holding all the knowledge you gain here is like hording all the toilet paper during the beginning of Covid... it didn't do anybody any good!

Next let's turn our attention to the Department Leadership School. District Commanders you have been overseeing your district for 3 months now, you should be in contact with your vice commanders frequently. They should be the ones identifying the upcoming leadership.

Every year its asked if it's someone's first time being here and every year its about 25% let's shoot for a higher number of first-time candidates. While there is nothing wrong with having members get more training lets really try to send those members who want to take a leadership role or those who show potential of moving up in the legion. District Commanders if you start searching for people to go now then you won't have to beg people to go at your spring conference and then, perhaps we can max out the students for each district.

One of our goals is to have a schedule set and put out for publication by the first spring conference.

Samuel Johnson

Training committee

Legion Riders Committee Report –Fall DEC
November 2nd, 2024

The 2024 Riding season is all but complete. 2024 was a success in nearly every way. Legacy Rides took place in nearly all districts. Last year we delivered \$17,378.00 at National Convention. For 2024, we exceeded that number by a wide margin. We presented Commander Seehafer with a total of 23,000 dollars to support the Veterans and Children's Foundation. Overall, we just missed the 1-million-dollar mark raising 936 thousand dollars from across the country.

The Veterans Emergency Fund continues to be a focus for many Chapters. I encourage Chapters to support this fund as Iowans helping Iowa Veterans, as well as asking Chapters to look around their own communities for areas that they can make a difference, and for those that need assistance.

We again see Legion Riders in all levels of Legion membership and leadership. The encouragement and training offered continues to reveal new ideas and new leaders from the Riders ranks. The supporter membership option continues to bring non-riders to the Chapters. I'm continuing to get requests for information on forming Chapters, and requests from Riders to attend trainings. The Riders have begun to consider themselves as a part of a larger family. If you remember when I first stood up here three years ago, one of my goals was to unify Rider membership back into the Legion family. I'm not saying I'm 100% complete yet, but we're certainly close.

As has become tradition, let the bragging about Chapters begin. Less on the individual chapters this time but just scrolling the Iowa Riders Facebook page you will see riders donating funds they have raised, escorting homecoming parades, honoring our fallen and at times forgotten veterans. They are actively supporting IVH and the Legions Be the One, Boys State, and Oratorical programs as leaders and volunteers. To say that the Riders have embraced the community spirit, and the welfare of our veterans and their families would be to state the obvious.

The off season will see a new public and moderated Facebook presence, and a proposal for a training weekend for Riders Chapters to gather for the benefit of sharing not just Riding knowledge but how the American Legion operates, and why. My own hopes are that someone steps up from this Riders College with new and fresh ideas for the betterment of all the Legion families. It could happen.

As always, continue to use your Riders however you can, and together we can continue to make a difference. As I begin my second term as Chairman, I hope to build on the foundation laid so far, always with the support and respect of you here.

Thank you,
Respectfully submitted,
Cliff Barker
Chairman, Department of Iowa Legion Riders Committee

Americanism Report
Fall D.E.C. Meeting November 2,2024
Department Headquarters
Des Moines, Iowa

November 5,2024 is election day a very important and crucial day in the life of our Country, where we make our choice of the people we want to represent us at all levels of our government. I would presume your American Legion Post has been encouraging every eligible voter to express their right to choose who they want to represent them, by going to the appropriate polling place and casting their vote of choice. Hopefully every veteran who served in our countries uniform will vote their choice as well, honoring their time of service, so we all could choose those we want to represent us. Americanism is everyone's obligation to their country to ensure America is and always will be a democratic nation, where everyone has the right to vote, the right to free speech and etc.

Americanism: attachment or allegiance to one's traditions in America. Presuming the many traditions of families from all Nationalities are important to them; by living in America, they can enjoy a particular tradition at any time. The right to vote should be a tradition in everyone's mind. Every committee under The Americanism umbrella is so important to teaching and keeping the love for The United States of America in the forefront of each person's mind. Without Americanism would we have the need for PATRIOTISM = which is love for your COUNTRY and LOYALTY towards it. If one is not attached or has no allegiance towards The United States of America, patriotism does not stand a chance! Everyone is a member of The Americanism committee.

Mr. commander, thank you for asking and giving me the honor of being your Americanism Chairman.

For God and Country
James Kessler
Department Americanism Chairman

Community Service Report

Responsibilities of the Community Service Committee:

The Community Service Committee is responsible for the planning, supervision, direction and conduction all programs of the Department, not specifically assigned to other Committees. The Community Service Committee shall also encourage and inspire Post participation in all phases of Community Service. This Committee is also responsible for judging and selection of Community Service Awards taken from the Consolidated Post Reports.

If your Post does not submit a CPR, then there can be no consideration for these Community Service awards.

Community Service Contributions:

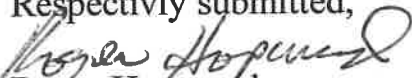
One of the most lasting contributions to American life is that of making American communities a better place to live. Hundreds of different of projects designed for the betterment of communities are sponsored by American Legion Posts each year. Every community is in need for improvements, therefore, the local American Legion Post can take the lead in active and aggressive campaigns for their community's betterment.

Your Post is probably doing some Community Service projects right now, without even knowing it. Simple things like blood drives or Post members volunteering on your town's fire department are just two example of Community Service. There's a good chance your Post has a Memorial Day program that involves the community. Maybe helping with the upkeep of a shelter in your town's park is another.

A lot of these projects doesn't have to involve much money, just a little time and effort, combined with the various skills your Post members have is a good start. Look into it and keep track of what you do. You'll be putting yourselves out there in front of your community as an example of what the American Legion can do.

Thank you,

Respectivly submitted,



Roger Hopwood

Community Service Chair

Community Service Creates Membership

An outstanding, well organized, well executed and well publicized Community Service Program is one the major responsibilities of every American Legion Post. We encourage all posts to do projects each year. Keep track of these projects and submit them to the Department each year in your Consolidated Post Report. This will help with paperwork you are ready submitting.

Many Posts will be surprised at how many fine projects they complete in a year. And this is good for Post Membership to know too. Turn this form in to be honored with an award for sucessful Community Service projects.

Projects may come in the form of activities wanted or needed in the community each year. They may be special projects like a new memorial project for Veterans or a historical community figure. Sometimes, the projects are related to national disasters like floods, fires, tornadoes ect. All projects requuire a good amount of organization, supervision and didication to complete. Legionnaires must work together as a Post and often in coordinarion wirh other organizations. Be visible in your community.

2024 Community Service Awards

God and Country Award – Presented to the Post with the most spirited God and Country program. Services performed such as church board members, elders, deacons, Sunday school and Catechism teachers, choir and youth ministers, prison ministry, and support of religious institutions all qualify. Department Chaplain announces winner at Convention.

Winner: Post 403 Van Meter

Educate America Award – Presented to the Post with the best overall Americanism programs, as supported by involvement in Scouting, Legion baseball, 4-H, FFA, church youth groups, etc. Award is also based upon participation in Legion birthday celebrations, flag essay contest, 4th of July activities, and flag retirement ceremonies, etc.

Winner: Post 15 West Union

Public Relations Award – Presented to the Post with the most active Public Relations/marketing efforts. Posts who submit information on their Consolidated Post Report will be based on documentation of developed websites and marketing of community events. It includes exposure via TTV, radio, newspaper, cable access channels, and Post newsletters/e-newsletters.

Winner: Post 54 Victor

Operation Troop Support Award – Presented to the Post with the most active troop support services in their community. Posts are considered based on activities built around involvement with local military families (whether active duty, reserve, or National Guard) and attracting participation in Legion programs. Award is also based on Post activity with the Family Support Network and rendering assistance to families who have deployment issues, including readjustment back into the community.

Winner: Post 72 Toledo

Step Up Award – Presented to the Post with the most active Disaster Preparedness program, based on involvement within the community, and in conjunction with local emergency response teams such as fire departments, law enforcement, emergency medical services/first response teams, Red Cross, FEMA, Homeland Security teams, etc. Award is also based on Post activity in providing emergency shelter, communication, and information centers, in time of declared natural disasters, such as floods, tornados, fire, etc.

Winner: Post 54 Victor

Service to Community, State, and Nation Award – Presented to the Post with the best overall, and diverse, community service programs.

Winner: Post 137 Dyersville

2024 Community Service Awards

Hanford Post (Cedar Rapids) Trophy – Less than 1,000 population.

Winner: Post 973 Oxford Junction

Becker-Chapman (Waterloo) Post Trophy – 1,001 to 2,500 population.

Winner: Post 15 West Union

Davenport Post Trophy – 2,501 to 5,000 population.

Winner: Post 137 Dyessville

Warren (Indianola) Post Trophy – 5,001 to 15,000 population.

Winner: Post 41 Keokuk

Frank Lewis Glick (Marshalltown) Trophy – 15,001 to 50,000 population.

Winner: Post 298 Marion

Ames Post Trophy – 50,001+ population.

Winner: Post 37 Ames

William C. Rathke Award – Presented to the District Commander with the largest percentage of Posts submitting Consolidated Post Report.

Winner: 2nd Dist. Dick Bries 50 %

Overall CPRs turned in by June 15, 2024:

The dates for the 2024-2025 Oratorical Contest have been set.
Local Contests must be completed by December 1, 2024
County Contests must be completed by December 16, 2024
District Contests must be completed by January 5, 2025 (top 2 contestants may advance to the Area Contest)
Area Contests must be completed by January 19, 2024

Please note: These contests DO NOT have to take place on the completion dates (Sundays)

Department Finals will be conducted on Sunday, February 16, 2025, at 8:00 AM. The contest will be held at the Holiday Inn Des Moines Airport & Conference Center during our Mid-Winter Conference. So plan on attending all Contests and hear some of the most amazing words from some of our brightest youth.

I'm asking all District Commanders to check with your District Oratorical Chairman and make sure they have a location set for their District Contests. Also, aid your local posts in doing their post and county Contests. Let's make this a better year than last.

Eric, Programs Director, will mail you flyers or posters you may put up in your schools or anywhere in your community where they will draw attention.

Make sure your Contestant have their entry form filled out complete and properly and submit any additional paperwork required as they advance, and make sure all signatures are in place where they are required.

We should have been working on this at the beginning of school, if you haven't, let's get going and make this a very successful year for the Oratorical.

For God and Country
Bob Waugh Post 494
Dept. Oratorical Chrm.

10-18-2024

There isn't a lot to report at this time Shooting practice has begun for the 2025 season.

The Iowa AL Championship match will be at camp Dodge on March 8 ,2025. With set up on the 7th. Eric has this posted on the legion web site if you need a reminder

Also remember that it's the time of year to do our background checks and pass the child safe test.

All new JSSP clubs need to be registered with Department by 12/31/2024

Teams wishing to compete in the state championship must be signed up with Eric Less no later then 3/1/2025

That's all for now

Gary Palas
JSSP Chairman
Sent from my iPhone

Legislative Commission Report November 2, 2024

Our Dept Legislative Commission met at 2pm on Oct 17, 2024 at Department of Iowa Headquarters to discuss the upcoming legislative session of the Iowa General Assembly.

The meeting was opened, prayer given, pledge taken, and roll call was taken. Members present were myself, Vice Chair Whitney Smith-McIntosh, Dept Adjutant John Derner, Ex Officio members Dwight Dinkla Elizabeth Ledvina and Nick Laning of Advocacy Strategies.

We discussed our American Legion of Iowa legislative successes for 2023-2024, Budget Items of Interests, reviewed our Final Bill Tracker for 2024 and received a very good briefing from our Legislative Representative to the General Assembly Nick Laning from Advocacy Strategies. We reviewed Resolution 3 and discussed possible Legislative Priorities for the American Legion of Iowa and will present them to the Dept Executive Committee on November 2.

Announcements: The Iowa General Assembly is scheduled to meet for 100 days starting on Monday, January 13, 2025. Now is the time to get familiar with your legislators and be prepared to reach out to them and introduce yourself.

Veterans Day at the Capital is January 22, 2025. We need our Legion Family there. Please reach out to your district leadership to help you pass the word. Veterans Day at the Capital is our day to shine as an organization and large crowds are noticed by legislators. The American Legion briefing will take place at 8:30am at Dept HQ. We'll provide shuttle transportation to and from the capital. You'll have a chance to visit vendor tables before the Veterans Day Program at 10:00am. We encourage to contact your elected official after the program and discuss legislative initiatives. We hope to see you all there.

Meeting adjourned at 3:15pm.

Respectfully submitted,
Randy Johnson
Chairman,
Dept of Iowa Legislative Commission



THE AMERICAN LEGION

DEPARTMENT OF IOWA

2025 LEGISLATIVE PRIORITIES



1. Funding for Veterans Service Organizations Representing Veterans with the Veterans Benefits Administration

The American Legion supports providing an annual appropriation to support the operation of the Service Offices of the nationally accredited Veterans Service Organizations (VSO). VSO Service Offices provide claims assistance to veterans seeking benefits from the Veterans Benefits Administration.

It has become more difficult for the VSOs to provide the needed level of assistance to veterans with claims for compensation from the VA due to reduced revenue of the organizations and the increasing number of claims for VA benefits. The appropriation in the form of matching grants would be used to increase the number of professional service officers supporting Iowa's veterans and our county veterans service officers.

VA compensation is intended to improve the quality of life for a veteran suffering from service-connected injuries and illnesses. Disabled veterans would gladly trade their service-connected compensation for return of the capabilities lost due to military service. That return to health is not possible. These benefits are a small measure to compensate for the damage that was done.

Increased VA compensation benefits also have an economic impact for Iowa. While VA compensation itself is not taxable, it does result in additional funds in the Iowa economy, which later generates sales tax income and eventually income tax to the state.

2. Veterans' Treatment Courts

The American Legion urges the State of Iowa to establish and expand Veterans' Treatment Courts.

Veterans' Treatment Courts are hybrid Drug Courts and Mental Health Courts and have evolved out of the growing need for a treatment court model designed specifically for justice-involved veterans to maximize efficiency and economize resources.

Many veterans that enter the veterans' treatment courts are not aware of their federal, state, or county benefits, such as Department of Veterans Affairs (VA) benefits for compensation, pension and health care.

Grouping veterans into a specific court docket significantly expedites access to veteran-specific resources, including benefits and treatment earned through military service, and provides options for treatment as opposed to incarceration.

3. Military Homeownership Assistance Program

The Military Homeownership Assistance Program is one of the most attractive benefits within Home Base Iowa's arsenal aimed at the recruitment of out of state veterans.

The Military Homeownership Assistance Program continues to be marketed to veterans even after the funds have been exhausted for the fiscal year and veterans are placed on a waiting list.

The American Legion supports increased funding for the Military Homeownership Assistance Program to make the program available throughout the entire fiscal year.



Expand Veterans' Service with VA Claims Matching Grant Proposal

Background:

Following World War I (WWI), The American Legion and other Veterans Service Organizations (VSOs) were formed to provide assistance to wounded and ill veterans returning home. That assistance led to the formation of the VA Medical Centers for health care and later the VA Benefits System to provide compensation for ongoing effects of war injuries and illness. That service continues into the present.

This service has resulted in millions of veterans receiving compensation for service-connected injuries in the over 100 years since WWI. That compensation has come at no cost to those veterans but also at no cost to the State of Iowa. The accompanying table shows the amount of compensation to veterans from claims services provided by the various VSOs for the fiscal year ending September 30, 2024. This data is provided by the Des Moines VA Regional Office.

Statement of Problem:

In recent years, it has become more difficult for the VSOs to continue to provide the needed level of assistance to veterans with claims for compensation to the VA. Currently, The American Legion provides that service from funds derived exclusively from membership dues. The ongoing loss of the World War II, Korean and Vietnam War soldiers through aging has reduced the number of veterans and resulted in decline in membership and reduction of the funds available to provide trained, professional help to veterans for claims assistance.

For example, in 2023, The American Legion reduced our service office from 4 to 3 claims representatives to assist veterans. The clerical work of the office is now being performed by volunteers rather than paid staff to spend every available dollar on professional assistance to veterans. Other VSOs are experiencing similar cuts to staff. These reductions result in veterans having to wait longer to receive help, as well as a reduction of time spent identifying secondary service-connected conditions.

Proposal:

The American Legion is proposing that the State of Iowa provide funding in the form of a matching grant to increase service office staff and provide additional assistance to veterans. The American Legion makes an ongoing commitment to continuing to fund the level of assistance currently provided from our funds. We instituted a \$5/member dues increase effective January 1, 2024, to ensure that commitment will be met.

We are asking for an appropriation of \$250,000 to be distributed among the VSOs that will make a minimum three-year commitment to continue their current effort of providing claims assistance. The distribution would be made in proportion to the funds that each is currently committing. It is intended that the funds distributed to each VSO would be used to allow that VSO to increase their service to veterans. Specifically for The American Legion, we would use the appropriated funds to increase our service office staff by one FTE, increasing our staff by 25%.

It is important that this funding is not for one year only. That would simply create an ongoing problem that would need to be addressed each year. It would be best to identify a funding source that would result in this being an annual appropriation. The VSOs receiving funds each year would be required to certify how those funds are spent to achieve the desired assistance to veterans.

Justification:

The primary purpose for the use of the requested matching grant is, of course, to increase the quality of life for a veteran suffering from service-connected conditions. Any veteran would gladly trade their service-connected compensation for return of the capabilities lost due to military service. That return to health is not possible. These benefits are just a small measure to compensate for the damage that was done.

Beyond that, though, this request would result in an increase in federal funds flowing into Iowa. While the compensation itself is not taxable, it does result in roll-over expenditures that are subject to sales tax and eventually income tax to the state. Economic development experts can project just how many times an incoming federal dollar will be spent in subsequent purchases and the resulting benefit to the local and state treasuries.

Projected Results:

New staff in this area require significant training to develop a complete understanding of the regulations controlling veterans' benefits. After hiring a new staff member, that training will commence but the workload in the office will also be adjusted to allow the new staff member to be productive during training through work on the simpler cases. Normally a staff increase of 25% would be expected to produce an increase in results also of 25%. Due to the training period required, the initial work period will yield a result somewhat less than that, but we anticipate an increase in work production due to the workload adjustment.

This additional increase in funding will obtain results since our experienced staff will have additional time with existing cases to develop claims for secondary conditions. These are conditions that are caused by the initial service-connected condition but the connection with the initial condition may not be immediately apparent, requiring additional development work for the claim to be successful.

In subsequent years, it can be logically projected that the 25% increase in staff may result in greater than 25% in veterans' benefits coming to Iowans thanks to the increased opportunity to develop secondary claims.



Des Moines Monthly/FYTD POA
Compensation Summary

FY24 September

POA	Total Awards	Monthly Total Benefit	Total Benefit FYTD	Average Payment	New Award	New Award FYTD	New Awards Benefit	New Awards Benefit FYTD	Termination	Termination FYTD
AL	22,330	\$36,390,921.06	\$402,630,943.80	\$1,629.69	144	2,078	\$187,944.35	\$2,262,105.87	4	80
AMVETS	303	\$433,100.83	\$5,319,046.54	\$1,429.38	1	9	\$1,361.88	\$10,059.70	0	4
DAV	7,000	\$12,977,578.83	\$152,213,919.55	\$1,853.94	21	256	\$22,286.64	\$286,703.39	2	31
IDVA	1,866	\$2,904,486.58	\$34,661,562.37	\$1,556.53	10	81	\$15,770.13	\$101,546.06	0	9
NACVSO	763	\$1,125,412.89	\$11,576,041.03	\$1,474.98	10	107	\$11,013.81	\$133,445.12	0	4
PVA	265	\$896,517.73	\$10,843,386.86	\$3,383.09	0	13	\$0.00	\$27,937.47	0	0
VFW	4,405	\$7,956,314.29	\$89,586,805.47	\$1,806.20	30	324	\$46,657.49	\$396,355.02	1	16
VVA	2,274	\$4,326,396.66	\$52,985,502.02	\$1,902.55	4	62	\$6,992.63	\$93,808.39	0	7

Marketing Commission Report

DEC November 2, 2024

The Marketing Commission has been meeting by zoom the second Wednesday of each month. On September 11, 2024, at the meeting Joe Casalino attended to talk about a National Veteran's Sweepstake. A motion was made by Bob Colin and seconded by Charlie Bowser to accept the recommendation to enroll in American Powered Veteran's Sweepstake. Motion passed. Darrin Alderson sent an email to the finance committee for their approval.

Steve Dixon gave an idea of a raffle of a top shelf whiskey with all proceeds to go to department. No action was taken as we are working to secure a custom gun to raffle.

Darrin Alderson and John Derner are working to schedule a meeting with the Iowa Newspaper Association to start selling advertising in the Iowa Legionnaire.

Promotions and Revenue

Don Decock and Bob Colin presented some information about possibly having a booth at the Iowa State Fair. Don and Bob are still gathering information. Sam Johnson asked about the sticker to be placed on all the flag exchange boxes with a QR code for donations. Charlie Bowser is going to get these made through BDI Signs.

Bob Colin and Randy Johnson attended the capitol for the Veterans Vote proclamation.

At the Mid-Winter conference, it was discussed about having a program fair the need to get information to our sponsors.

Bob Colin and Charlie Bowser attended Scheels Day of Giving and talked to the Scheels employees about the American Legion on how their donations will help veterans.

Media and Communications

Facebook had some missing content Rod and Whitney were going to work on. Rod and Whitney have also created a calendar schedule for the social media page. They have been doing RED Fridays.

Upcoming events

Army/Navy game December 14. The American Legion National mobile marketing booth will be there as the American Legion is one of the five sponsors of this event.

BeTheOne training is gaining momentum as they have trained 10,000 members.

Dept. Marketing Meeting November 13 at 6 pm Via Zoom.

This concludes my report respectfully submitted

Darrin Alderson

The Department Facebook page currently has 2700 followers, Two new administrators have been added to the team, Whitney Smith McIntosh and Rod Rosburg publishing 225 posts between August 1st and October 25th an increase of 33% over the previous three months. The best performing post since August 1st was a September 3rd post for the birthday of the American Flag with 325 interactions.

The electronic newsletter is also looking to expand the team, anyone that is interested in assisting with the newsletter please contact me. For a job description contact Don Swan or John Derner!