



Your guide to a successful Be the One event

If you are coordinating an event at your post, district or department related to Be the One, this will take you through a general guideline with links to available resources:

How to get started

For an outreach activity: An experienced event coordinator explains how to get started and put on a successful event. [Watch here.](#)

For a walk: Key steps to host a successful Be the One walk or similar activities. [Watch here.](#)

Engage your community

Videos: Introductions to Be the One on the Legion's [Vimeo page.](#)

Brochure: [Download](#) this Be the One trifold, then customize it with local resources and share it with your community.

Video: [This video](#) shows how to customize and use the Be the One trifold.

Reach out to media

Media advisory: Invite your local media to cover an upcoming event. [Sample is here.](#)

Press release: Send a press release so your local media can help promote the event to the community. [Sample is here.](#)

How to-video: Best practices on how to engage local media. [Watch here.](#)

Get social

Social media: [Download these graphics](#) at this web page and include them when you post specific event information.

Use physical displays

Materials: There are print-ready pop-up banners, flags, posters, table covers and more items available for your event. Visit this [resource page](#), download the items you want and then order them from a local print shop.

Post activation kit: These can be special ordered from Emblem Sales. [Here's how one post used a kit.](#)

Post your story

Share your success: [Visit Legiontown](#) and let other Legionnaires know about your event.

