



THE AMERICAN LEGION

P.O. Box 361656
Indianapolis, IN 46236-1656

NONPROFIT ORG.
U.S. POSTAGE
PAID
THE AMERICAN
LEGION

The favor of a reply is requested.

We really need your 2¢!

4" x 1-1/2" window size FPO
position: 7/8" from left, 7/8" from bottom



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We really need your 2¢!

THE AMERICAN LEGION 2012 American Values Survey

Dear Fellow American,

I often hear special interest groups quote a lot of statistics from “outside polls.” Did you ever find yourself asking, “Who are they talking about...that’s not how I feel?”

Time after time we hear large — often powerful — special interest groups claim their “independent polls” indicate how “MOST” Americans feel about values issues. Yet, in your heart of hearts, you know they’re not even close to how you actually feel.

That’s why I have sent you this letter.

I need 5 minutes of your time to hear from you...we really need your 2¢! As the largest and most respected veterans organization in the country, The American Legion is committed to serving the needs of our veterans and their families, promoting patriotism, protecting American values in communities across our great country and insuring a strong national security.

If one looks at some of the issues that are being debated in our government buildings and courts, one would think that our society’s morals and values have shifted. But I don’t buy it.

The American Legion needs to know **WHAT’S IMPORTANT TO YOU... YOUR OPINIONS and POINTS OF VIEW** on some specific issues that impact our nation. **WOULD YOU HELP US?**

The enclosed survey could be one of the most important pieces of paper you will hold in your hand this year. Please take it very seriously because the information requested is important to **BOTH OF US** so that we can better serve our veterans and our community.

The American Legion’s many programs touch virtually every facet of American life. We fight for and take care of our veterans and active-duty military, we support values that strengthen families and communities and we know the importance of patriotism.

With your help, The American Legion is making a difference...whether it’s helping a wounded warrior through long months of hospitalization or helping a child of a fallen hero go to college. I hope you will consider sending a special gift, along with the enclosed 2¢, with your survey to help us continue our work.

(over, please)

Legionnaires across our great country work hard every day to serve their communities and their fellow veterans. The American Legion is a respected advocate for veterans issues in Washington, DC, where our nonpartisan efforts allow us to work with all our lawmakers on both sides of the aisle.

And that's why we need to constantly keep in touch with the citizens of the communities we serve...which includes you.

As thanks for helping The American Legion, I have enclosed a set of beautiful address labels — my gift to you — for taking the time to fill out the survey. And, as a special bonus, I have also included a certificate of appreciation, suitable for framing.

I need you to take the few minutes necessary to complete the enclosed survey and mail it back to me as fast as you can.

We want to know how best to protect and honor the traditional American values that make our country great...where to direct resources...address problems...make our volunteer force more effective...and much more.

I NEED to hear from you. I want to know where you stand...how you feel about the changes taking place in America...what direction you feel our efforts should take. Your opinion is important to me, because we are in this fight together.

I am looking forward to receiving your personal input and I will be thankful that you cared enough to send it back.

Sincerely,



William A. Pease
National Development Director
The American Legion

P.S. Please send the survey, along with your best gift, back to me as quickly as you can get it in the mail. I hope you enjoy the enclosed address labels and certificate – my gifts to you!

These are critical days in America...and we need your support.

Your 2¢ is important to us! Please let us hear from you today.

2012 Certificate of Appreciation

The American Legion recognizes

<<NAME>>

of <<CITY, STATE>>

for your generous support of our wounded warriors, military families and veterans.
Thank you for recognizing their sacrifices and honoring them with your gift.



A handwritten signature in blue ink, appearing to read 'W. Pease', positioned above a horizontal line.

William A. Pease
National Development Director
The American Legion

2012 <<CITY>> AREA AMERICAN VALUES SURVEY

PR120403

YES, I am returning my 2¢ and completed 2012 <<CITY>> AREA American Values Survey and would like to show my support for our veterans and wounded troops, as well as those still serving our country. Enclosed is a special donation of:

() \$10 () \$15 () \$25 () \$50 () \$100 () \$250 () Other \$ _____



Your gift is most appreciated!

*****ECLROT**C-020
00000000 000000 0000 000000 0000

JOHN Q. SAMPLE
APT. 1-A
1234 MAIN ST.
ANYTOWN, US 12345-6789

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Please make check payable to:
The American Legion
Use enclosed envelope or mail to:
PO Box 21016
Tulsa, OK 74121-1016
Thank you!

I'd like to pay by credit card (see reverse).



<<NAME>>, Hearing from you is CRITICAL! We need to know what's important to you...your opinions and points of view on some specific issues that impact <<CITY>> and every community in our nation.

Instructions: It is NOT necessary to answer every question. Please answer ONLY those questions you feel comfortable answering. If you decide (for whatever reason) not to participate in this National Poll, please be sure to return this form, along with your gift, to help us account for each one...and to ensure the accuracy and validity of the results. Of course, we VERY MUCH hope you will participate in the poll.

1A. Are you currently on active duty in the United States military or a veteran?

Active Duty Veteran No (skip to question 2)

1B. In which branch of the military do/did you serve?

Army Air Force Coast Guard Marines Navy Reserve

2. Are you a registered voter?

Yes, Democrat Yes, Independent Yes, Republican Not Registered

3. Do you believe the physical act of desecrating the U.S. flag is a form of speech that should be protected?

Yes No

4. Do you think the government does enough to support military families?

Yes No

5. Do you think private businesses should receive tax benefits or other incentives to hire veterans?

Yes No

6. Do you believe schools in <<CITY>> do an adequate job of preparing students for their future civic responsibilities?

Yes No

7. Do you feel the phrase "under God" in our Pledge of Allegiance should be removed?

Yes No

8. Do you SUPPORT or OPPOSE the practice of students reciting the Pledge of Allegiance every day in school?

SUPPORT OPPOSE



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What The American Legion does:

- Processes more than 600 disability claims appeals per month for veterans trying to get their VA medical benefits.
- Raises funds to improve the quality of life for active-duty troops, with the Wounded Warrior Recognition Program and Operation Comfort Warriors.
- Helps families of deployed troops through its Family Support Network and Operation Military Family Outreach.
- Awards college scholarships to children whose mothers or fathers have sacrificed their lives in the global war on terrorism through The American Legion Legacy Scholarship Fund.
- Through its Temporary Financial Assistance program, helps the children of veterans who are suffering hardships.
- Through its Heroes To Hometowns program, works with communities to welcome back their returning veterans and help them make the transition to civilian life.
- Lobbies Congress to upgrade and improve Post-9/11 GI Bill education benefits (the Legion wrote the original 1944 GI Bill that educated 8 million veterans).
- Urges Congress to provide enough VA funding to take care of veterans' medical needs — and authorize appropriations in advance.
- Volunteers about one million hours every year at about 160 VA medical facilities nationwide.
- Gives emergency financial assistance to Legion families hit by hurricanes, floods, tornadoes and other disasters through The American Legion National Emergency Fund.
- Offers community programs that encourage the intellectual and social growth of America's children (Boys State, National Oratorical Competition, Junior Shooting Sports, Boy Scouts).
- Sponsors more than 5,000 American Legion Baseball teams, comprising more than 100,000 ballplayers.

Planning for the Future?

- Please send me information on supporting our veterans with a bequest to The American Legion in my will.
- I have already left The American Legion in my will.

CREDIT CARD PAYMENT INFORMATION

I wish to charge my donation to:    

Card Number:

Expiration Date: _____ / _____ Dollar Amount: \$ _____
Month Year

Signature: _____

If you wish to modify your communications with us, please mail us or call us at 1-800-433-3318.

(SURVEY CONTINUES HERE)

9. Do you feel students should have the right to say a prayer in public schools as long as it is not required that all students participate?
 Yes No

10. Do you think the government is responding quickly enough to address the special needs of veterans returning from Iraq and Afghanistan?
 Yes No

On a scale of 1 to 10...with 10 being EXCELLENT, 5 AVERAGE and 1 FAILURE ...

11. What rating would you give the job performance of the US Congress? _____

12. What rating would you give the job performance of our President? _____

13. What rating would you give our Supreme Court? _____

14. What rating would you give your own local public schools? _____

15. What rating would you give our United States Military? _____

16. In your opinion, how important is our National Defense and maintaining a strong military?
 extremely important very important important
 somewhat important not important

17. Do you feel that our nation's laws reflect our society's values?
 Yes No

Thank you for filling out this very important survey.

And please consider sending a donation to support our veterans and wounded troops, as well as those still serving.

By sending a gift today, you will help make the difference in the lives of our veterans. Your gift will help support The American Legion programs like Operation Comfort Warriors; or one of our many scholarship or family support programs like Temporary Financial Assistance and the National Emergency Fund, where millions of dollars in aid have been given to veterans and their families in times of great need.

RE120402

From _____



PLACE
STAMP
HERE



THE AMERICAN LEGION
PO BOX 21016
TULSA OK 74121-1016



Your gift is very much appreciated and may be deductible as a charitable contribution. Please consult with your tax advisor for additional information. A copy of our latest financial report may be obtained by writing to The American Legion, PO Box 361656, Indianapolis, IN 46236, 317-630-1200. If you are a resident of one of these states, you may obtain financial information directly from the state agency: FLORIDA - A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, 1-800-435-7352 (800-HELP-FLA) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Florida Registration CH2010. GEORGIA - A full and fair description of the programs of The American Legion and our financial statement summary is available upon request at the office and phone number indicated above. MARYLAND - For the cost of copies and postage, Office of the Secretary of State, State House, Annapolis, MD 21401. MISSISSIPPI - The organization's official registration and financial information may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. Registration by the Secretary of State does not imply endorsement. NEW JERSEY - INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT www.njconsumeraffairs.gov/ocp.htm#charity. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. NEW YORK - Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. NORTH CAROLINA - FINANCIAL INFORMATION ABOUT THIS ORGANIZATION AND A COPY OF ITS LICENSE ARE AVAILABLE FROM THE STATE SOLICITATION LICENSING BRANCH AT 1-888-830-4989. THE LICENSE IS NOT AN ENDORSEMENT BY THE STATE. PENNSYLVANIA - The official registration and financial information of The American Legion may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. VIRGINIA - Virginia State Office of Consumer Affairs, Department of Agricultural and Consumer Services, PO Box 1163, Richmond, VA 23218. WASHINGTON - Charities Division, Office of the Secretary of State, State of Washington, Olympia, WA 98504-0422, 1-800-332-4483. WEST VIRGINIA - Residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. Registration with any of these state agencies does not imply endorsement, approval or recommendation by any state.