



THE AMERICAN LEGION

YPAA

Youth Programs Alumni Association

**CONGRATULATIONS!**

*You are now an American Legion Youth Program Alumni.*

This elite status grants you eligibility for membership to **The American Legion Youth Programs Alumni Association (YPAA)**. Membership is free and includes a quarterly e-newsletter along with access to share your program participation experience, connect with former youth and staff alumni, and discover volunteer opportunities. Additionally, your membership will be certified with an official YPAA challenge coin and card.

# YPAA PSA

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× <http://youtu.be/vq0sd7L4y9E>

# ***OUR MISSION***

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**Foster a mutually beneficial relationship between current and former youth program participants from across the nation. Members will receive regular program news, information and resources in the form of a quarterly e-newsletter. This communication will perpetuate a sense of pride in and commitment to the leadership qualities of Legion youth programs.**

# ***OUR VISION***

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The youth program alumni association will provide current and former youth program participants from across the nation (and the world) benefit and opportunity to:

- + Provide a venue to highlight American Legion youth programs (Baseball, Junior Shooting Sports, Oratorical, Boy Scouts, Boys State/Boys Nation, scholarship recipients)
- + Provide an opportunity to discuss their program participation and experiences / trade stories
- + Discuss their status in life

# ***OUR VISION*** (CONTINUED)

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- + Look for lost friends
- + Offer of their time, skills, treasures
- + Seek assistance

# GOALS

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- ✘ Highlight and promote all youth programs of The American Legion
- ✘ Provide a venue for The American Legion and its youth program alumni (former participants and staff) to reconnect, and for youth program alumni to reconnect amongst each other
- ✘ Engage potential sources for outside fundraising, Legion Family membership, Emblem Sales customers and volunteer program staff

# ***BENEFITS TO ALUMNI***

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- + Receive regular program news and information in the form of a quarterly e-newsletter
- + Volunteer to assist with a particular program
- + Find out about available resources (e.g., related website links, merchandise, ring tone downloads, etc)
- + Share memories
- + Opportunity to make personal monetary donations or corporate giving

# ***CURRENT STATUS***

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- ✘ A webpage is established on the Legion website featuring:
  - + Videos, pictures and news stories about youth programs and alumni
  - + Youth program information
  - + Opportunity to “Ask an Alum” (NHQ staff) any questions about youth programs
  - + Opportunity to provide alumni stories
  - + Opportunity to offer volunteer time to youth program of choice (these responses are directed by the respective youth program manager to the appropriate Legion department)
  - + Opportunity to offer monetary donations at the national level to youth program of choice

## ***CURRENT STATUS*** (CONTINUED)

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- ✘ Provide a venue for alumni to offer monetary donations directly to department youth program(s) of choice
  - + The legal indemnification issue has been resolved by the NJA and Fundraising Division; donation website allows for direct donation to the department if so designated

# ***GROWTH***

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## ✘ YPPA Membership:

JUL 2011:	74	
AUG 2011:	82	(+8)
SEP 2011:	113	(+31)
JAN 2012:	127	(+14)
FEB 2012:	131	(+4)
APR 2012:	152	(+21)
Currently:	190	(+38)

# ***ENHANCEMENTS***

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- ✘ Enhance YPAA visibility through branding
  - + Logo approved, trademarked and is incorporated on program merchandise, e-newsletter, coin, etc. Emblem Sales has available a blue and a white polo shirt and lapel tack



# ENHANCEMENTS (SOCIAL MEDIA)

 **The American Legion Youth Programs Alumni Association**  [Home](#) 20+ [Post](#)





**The American Legion Youth Programs Alumni Association**   

364 likes · 3 talking about this · 3 were here

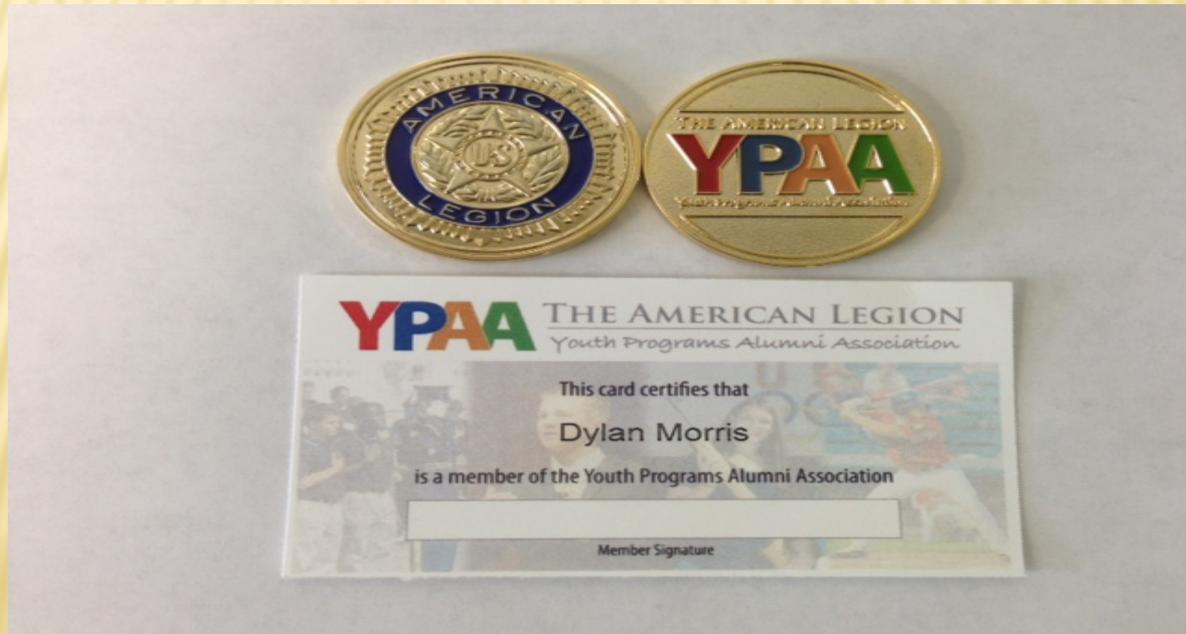
[Add A Category](#)  
Former participants in American Legion Youth Programs can stay connected, stay informed and stay active by joining the Youth Programs Alumni Association.

[About](#) – [Suggest an Edit](#)

 [Photos](#)  [What We Do](#)  [Likes](#)  [Map](#)

# ENHANCEMENTS

- ✘ Implementation of additional extras exclusive to YPAA members
  - + Challenge coin, membership card and congratulatory letter.



# ***FUTURE PLANS***

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- ✘ Develop a market survey to determine a methodology to attract, actively engage and retain youth program alumni.
- ✘ Seek/request youth program participant email databases from departments



# QUESTIONS?

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- × <http://youtu.be/vq0sd7L4y9E>
- × [www.legion.org/youthalumni](http://www.legion.org/youthalumni)
- × [www.facebook.com/youthprogramsalumni](http://www.facebook.com/youthprogramsalumni)
- × [Rsmith@legion.org](mailto:Rsmith@legion.org)
- × [317.630.1318](tel:317.630.1318)