

RESOLUTION

Resolution No. 2207

Subject Next Generation Advisory Board

Referred to Convention Resolutions Committee

WHEREAS, The American Legion, the nation's largest wartime veteran's organization, is devoted to mutual helpfulness, and is committed to mentoring youth and sponsoring wholesome programs in our communities, and

WHEREAS, The American Legion's success depends entirely on active membership, participation, and volunteerism. The organization belongs to the people it serves and the communities in which it thrives. Whether holding holiday parties for kids, coordinating regular blood drives, providing a venue for charitable events, mentoring Boy Scouts, and junior shooters, or sponsoring elite Legion baseball teams (just to name a few), local posts have a strong heritage of community service. We promote and defend these values every day in communities, and

WHEREAS, During our most recent years, 2001 -2021, Department membership has declined for many reasons including death, non-renewals, and a continued need to recruit Post-9/11 veterans, a demographic consisting largely of veterans in their 20s, 30s, and 40s, and

WHEREAS, A lack of next generation members, Post 9/11 veterans, is compounding the decline in membership within the Department. Brand diminishment is occurring due to a perception that the Legion is for predominantly older veterans, and

WHEREAS, This decline in membership requires a pressing need to ignite youth and Post 9/11 veteran passion for the American Legion, and

WHEREAS, The Department must instill a vibrant next generation of youth and Post 9/11 veterans within the American Legion while retaining the values that make this organization so important within American history, and

WHEREAS, This passion can be sparked by creating an advisory board to research, develop, implement, and market youth-facing solutions to increase membership and popularity of American Legion programs, and

WHEREAS, A Next Generation Advisory Board (NGAB) consisting of former participants of the Legion's high school programs and recent veterans may guide the Department leadership; and

WHEREAS, The NGAB can identify the needs of high school students with an interest in service and civics as well as the needs of new veterans, which may be different from the needs of the veterans of previous generations; and

WHEREAS, The NGAB may further showcase a youthful side to the Legion, which will improve recruitment efforts, now, therefore, be it

RESOLVED, That the Department of New York approve, develop, and create a Next Generation Advisory Board at its Department Convention in Binghamton, New York, July 14th -16th, 2022.

American Legion Department of New York

FOR CONVENTION COMMITTEE USE

Approved Rejected _____

Approved with Amendments _____

Consolidated with _____

Referred to Standing Committee on _____

Received and Recorded: July 14th, 2022

Other Action:

Signature: R. Michael Suter
(Chairman)



Adjutant Signature

Department Adjutant

Title

Below section to be completed when resolution is submitted from another authorized source.

R. Michael Suter, Chairman

Name

Department Resolutions Committee

Title