

**NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
May 8-9, 2019
Indianapolis, Indiana**

Resolution No. 20: Promotion of Family Play Day Events at Posts

Origin: Internal Affairs Commission

Submitted by: Internal Affairs Commission

WHEREAS, American Legion posts worldwide can promote a fun, positive public image and attract a new generation of American Legion Family members through the planning and operation of Family Play Day or Game Night events in their communities; and

WHEREAS, A consistent refrain among younger veterans who may otherwise join the American Legion Family, but do not, is a perception that local posts are not family-friendly or offer enough activities for their children; and

WHEREAS, Popular and growing programs to promote family togetherness and fun are drawing young parents and their children to community centers, hotels, restaurants, YMCA facilities and other venues throughout the country; and

WHEREAS, Such activities would be based more on family togetherness, fun and activities for all ages, not just those who participate in competitive sports, to include activities suitable for participants with disabilities; and

WHEREAS, Some posts across the United States have existing or emerging programs to better engage young veteran families through special events in their communities and many have expressed interest in modeling a structured, national Play Day/Games Night program to help other posts realize the benefits of such events in a strategic manner that could measure growth and effect and recognize success; and

WHEREAS, Family Play or Games Day activities expand on American Legion Past National Commander Denise H. Rohan's "Family First" message to promote membership and strengthen renewal by uniting the American Legion Family around activities for all ages, involving Sons of The American Legion, the American Legion Auxiliary and American Legion Riders, and demonstrating the life-changing support that can come through camaraderie among all who have served in the military and their families; and

WHEREAS, The American Legion Internal Affairs Commission has advanced resolutions to promote and elevate awareness to renew and reinvigorate American Legion programs that promote sports and fitness, as well as scholarship and academic programs for students; and

WHEREAS, Market research of younger members and eligible non-members can bring form to a Family Play Day/Games Night program that could be promoted nationwide and beyond; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled in Indianapolis, Indiana, on May 8-9, 2019, That The American Legion Internal Affairs and Media & Communications Divisions collaborate on the market research necessary, to include surveys and pilot programs at selected American Legion posts, to structure national guidance, promotional materials and potential adoption of a Family Play Day/Games Night program, based on such research, for consideration by the National Executive Committee at the Fall 2019 national meeting.

