



National Legion Week

September 15–21, 2024



10 tips & suggestions to attract attention and encourage participation



Tip #1: Make this a week recognized in your community

Suggestion: If yours is the only Branch in your town or city, ask the mayor to declare September 15–21 National Legion Week. If there are other Branches in your immediate area, you can team up and jointly submit the request to the mayor's office. Keep your community newspaper editor abreast of your events and pitch interesting photo opportunities.



Tip #2: Kick off day one by commemorating the 84th anniversary of the Battle of Britain

Suggestions: Share details on the event on all platforms, from your neighbourhood newspaper to your local business improvement association. Invite current and retired RCAF Veterans to attend. Consider creating and displaying posters with information on Canada's contributions, set up a display of military memorabilia from that era, and/or display the British flag beside the Canadian flag, under which Veterans served at that time. Add a traditional Canadian dish and a British one to your menu that day. At the conclusion of the service, honour all Canadian Veterans, including those serving now.



Tip #3: Connect the Legion and its Branches to those we serve

Suggestions: Use current events and other commemorative days as a starting point to emphasize our connection to Canada's Veterans. For example, 2024 marks the 100th anniversary of the Royal Canadian Air Force. You can use this milestone as an opportunity to show our support by organizing events or sharing stories that honour RCAF Veterans and their service.



Tip #4: Designate special days during the week

Suggestions: Thank members for their year-round contributions to your Branch by setting aside a day to express your appreciation to one or more of the following: members, volunteers, Veterans, youth, cash and in-kind donors, non-member patrons, etc.



Tip #5: Amplify significant contributions to your Branch over the past year

Suggestions: Along with personal thank-you letters that often wind up on walls of donors' places of business, present certificates of appreciation for exceptional cash or in-kind contributions. Other recipients could include well-known opinion leaders. Recognize youth who excelled in the annual essay, poetry or poster competitions at the Branch, zone, district or national levels. Put a spotlight on your 2024 Poppy Campaign with reminders of the 2023 results and/or by providing information on your plans for the 2024 campaign.



Tip #6: Make it easy and convenient for members and visitors to support Veterans causes

Suggestion: Consider setting up a donation jar at a visible and accessible spot to encourage donations to Leave the Streets Behind or other groups that make a difference in Veterans' lives.



Tip #7: Rally the "troops"

Suggestion: Hold a get-together the week before to thank all volunteers who signed up to help make this year's national observance at your Branch a success.



Tip #8: Attract a wider audience with a focus on family fun

Suggestion: If your facilities allow it, consider a family-friendly community BBQ. This could attract younger Veterans with children as well as younger potential members. Ensure the timing is appropriate, i.e., lunch time or early afternoon.



Tip #9: Involve local businesses in the week's events

Suggestion: Reach out with a request for in-kind donations that can be used as prizes at one or more events and/or to sponsor the week or a specific event within it.



Tip #10: Use your own communications channels to spread the word far and wide

Suggestion: Make finding information on the week's activities and events easily available within your Branch, in your printed or electronic newsletter for members, on your website and via your social media channels. Include thank-you messages to any donors or sponsors.

