



USE THE LEGION CENTENNIAL TO MARKET YOUR POST

1. PUT THE LEGION CENTENNIAL LOGO ON YOUR POST WEBSITE AND IN ALL YOUR ADS AND EVENT POSTERS
2. PUT HISTORICAL PICTURES ON YOUR POST'S WEBSITE AND FACEBOOK PAGE
3. ALL CENTENNIAL POSTS SHOULD USE A PHRASE LIKE "100 YEARS IN THE COMMUNITY" IN YOUR ADVERTISING
4. ERECT A SIGN OUTSIDE YOUR POST WITH WORDS TO THE EFFECT: "SERVING OUR COMMUNITY SINCE 1919"
5. TAKE A PICTURE OF YOUR CHARTER AND POST IT ON YOUR WEBSITE/FACEBOOK PAGES
6. ORGANIZE A HISTORIAL DISPLAY AT YOUR POST – MAKE IT PORTABLE SO YOUR CAN TAKE IT TO LOCAL EVENTS
7. PLAN AND HOLD AN OPEN HOUSE AND CENTENNIAL CELEBRATION AT YOUR POST. INVITE THE COMMUNITY, AND ASK ELECTED OFFICIALS AND COMMUNITY LEADERS TO SPEAK
8. IF YOUR POST HAS A PUBLISHED HISTORY DOCUMENT, MAKE IT AVAILABLE TO THE COMMUNITY TO VIEW. IF NOT, CREATE A SHORT HISTORY IN THE FORM OF A BROCHURE OR TRI-FOLD HANDOUT THAT CAN BE PASSED OUT TO THE COMMUNITY
9. USE THE SAMPLE LETTER INCLUDED IN THIS POST MAILING TO CREATE A PERSONALIZED OUTREACH ANNOUNCEMENT. PUT THE ANNOUNCEMENT IN THE LOCAL PAPER, POST IT ON COMMUNITY BULLETIN BOARDS, AND GET BUSINESSES TO POST IT IN THEIR GREETING AREAS. GET THE ENTIRE COMMUNITY INVOLVED IN GATHERING HISTORICAL INFORMATION ABOUT LOCAL POST.
10. CHECK THE CENTENNIAL CELEBRATION PAGE ON THE NATIONAL LEGION WEBSITE FOR MORE IDEAS – CENTENNIAL.LEGION.ORG
11. A LIST OF ALL WISCONSIN CENTENNIAL POSTS CAN BE FOUND ON THE DEPARTMENT WEBSITE AT
<http://www.wilegion.org/page/content/about/centennial-celebration>