

2026 ANNUAL NEWSLETTER COMPETITION

The power and importance of a Post Newsletter is indescribable. Effectively used, it is an unbelievably valuable tool for communicating to the members of the Post the news, events, and programs that make The American Legion such a dynamic organization of veterans. Every Post should be communicating their news to their members. This news gives the members a sense of pride and accomplishment and makes them want to be a part of their Post and take part in programs if they can.

To recognize the importance of Post newsletters, The Department of Missouri conducts an annual Post Newsletter competition to recognize the most outstanding newsletters. There are five awards, one for each of five membership categories. The five awards based on membership are: Category 1, 15 to 50 members; Category 2, 51 to 100 members; Category 3, 101 to 200 members; Category 4, 201 to 500 members; and Category 5, 501 or more members. Only first place is awarded in each category.

Winners of the Newsletter competition are announced at the Department Convention, and the awards are presented to each winner at the Fall Conference.

A post should present one year of their Post Newsletter in a folder, binder, or book. A Post may also send one year of their post newsletter in digital format on a thumb drive, a CD or DVD is acceptable. The submission needs to be in only one form, printed or digital.

Judging is based on:

- a. Neatness and legibility as well as the information contained in the newsletters.
- b. Informative content: Organized by activities/programs/news-information (from Post to Department and vice-versa).
- c. Internal Content: Organized articles by officers and/or committees.
- d. Membership growth & retention: Newsletter presenting information on recruitment and retaining membership.
- e. Calendar of Events: A list of events scheduled to take place within the post and other events of importance that members should be aware of. (Items should have dates, time and location of each event and should reflect timely notice to all members so members can take part in the events.)
- f. Judge's Discretion: Judges overall opinion.

Any advertising contained in the newsletters should have a disclaimer to the effect that the below or above-named business donates to and supports our Legion programs.

The Media & Communication Commission's goal is that every Post that publishes a newsletter will send their newsletter for competition at the Department Convention. Newsletters submitted for competition should be hand delivered to the Department Convention Office before 9:00 am Friday, July 10, 2026 or must be mailed to The American Legion, Department of Missouri, ATTN: Media and Communications Commission, P.O. Box 179, Jefferson City, MO 65102-0179 so they arrive NLT July 7, 2025.

For information concerning this program, contact Commission Chairman Theadore McCart (314)550-9791 or by E-mail at tmccart09@gmail.com.