

AMERICAN LEGION AUXILIARY

DEPARTMENT POLICY

Member Benefits

Policy Statement

It is the department policy of the American Legion Auxiliary (ALA), a public benefit 501 (c)(19) not-for-profit Veterans Service Organization Auxiliary headquartered in Wilsonville, Oregon, to enhance the value of belonging to the ALA by offering and maintaining member benefits through agreements with companies providing products and services at discounted rates to ALA members.

The purpose of this policy is to define the parameters of a member benefits program and the expectations of member benefit providers.

Policies

Companies interested in providing member benefits for the members of the ALA shall:

1. Submit an application to Department Headquarters specifying the type of member benefit(s) to be offered to members.
2. Submit a statement request or business plan to Department Headquarters that addresses: projected royalty schedule; advertising plan; references from other organizations; explanation of customer fulfillment; description(s) and/or sample(s) of the product(s); product manufacturing information including company, location, and primary contacts; and request for the appropriate Marks.

Companies marketing goods and services utilizing American Legion Auxiliary Marks and from which royalties are anticipated are expected to market to ALA membership via ALA department meeting and communication media, including advertisement in ALA department publications and electronic media.

Companies marketing goods and services utilizing American Legion Auxiliary Marks and from which royalties are anticipated shall sign and abide by a licensing and list protection agreement, executed by the ALA Executive Director in consultation with and reviewed by department attorney, that provides for the payment of royalties and appropriate national ALA Membership list fees.