

**The American Legion Boys State Communications Toolkit**

**Sample Letter/Email – Former Delegates**

Former participants in The American Legion Boys State program are the perfect candidates to assist in promotion and recruitment. They have in-depth knowledge of the program and should be able to sing its praises. The key is to ensure they know the program is taking place and have the tools needed to assist in promoting the application/registration process.

The following letter/email can be used to enlist help from former delegates. It is best to allow the students some time to respond but also a good idea to follow up with a phone call.

**Letter/Email Template:**

***Subject line for email use***: Help us find tomorrow’s leaders for The American Legion Boys State

Date

Name

Address

City, State Zip

Dear Name,

I hope school is going well. As you may recall, this is the time when applications are being accepted for The American Legion Boys State. As an alumnus, you know how important this educational experience is and the impact it can have on your resume and college application. At The American Legion Boys State, student delegates learn by doing in a non-partisan, non-political mock government exercise. It is an unparalleled opportunity to build leadership skills and learn the value of teamwork.

This year, The American Legion Boys State program will take place Dates, in Town. Scholarship opportunities are available again this year. Number state-level scholarships will be awarded at the end of the week.

I’m writing to ask for your assistance in creating awareness with your peers about The American Legion Boys State, either at your school or on social media. Some images and suggested posts are attached. Your support in encouraging students (and their parents) to visit www.website.org to learn more will help ensure we have a solid group of young men to participate again this year.

If you have any questions, please do not hesitate to contact me. I can be reached at XXX-XXX-XXXX or name@email.com. Thank you in advance. Your time and assistance are most appreciated.

Sincerely,

Name, Title

The American Legion Boys State