



The American Legion

Department of New York

112 State Street, Suite 1300 · Albany, New York 12207

William R. Kearsing
Department Commander

Richard M. Pedro
Department Adjutant

SPECIAL NOTICE

Subject: **American Legion Telephone Solicitation for Money**

Each July The American Legion, Department of New York holds a convention in various cities around New York State. The city that hosts the Department Convention establishes a convention corporation to run the convention and it is this convention corporation that hires a telemarketing company to solicit money throughout New York State from individuals (Legionnaires as well as non-Legionnaires) and businesses to help defray the huge cost of running a state convention. Businesses and individuals may also purchase an ad in the convention program book if they wish. After all costs of the convention are met, excess funds are generally donated to the community for various veterans and children & youth programs. Over the years thousands of dollars have been contributed to the local communities for these very worthwhile programs.

The name of the company making calls on behalf for the American Legion convention corporation is Marketing Squad, located in Rochester, New York. When a donation is made it is sent to a number of Post Office drop boxes around the state that may or may not be near the location of the contributor. The telemarketer should first identify him or herself by name and the name of the corporation he/she represents. He/she should be polite, speak slowly enough for the potential donor to understand the entire message, and should not pressure or mislead the person or business in any way. The telemarketer (in most cases) is not a member of The American Legion family and therefore would not be able to answer any questions related to our many programs. Complaints regarding abrasive or pressuring calls should be directed to Marketing Squad at 585-340-5902 or 800-321-9220, e-mail msi2008m@gmail.com. Questions regarding the legitimacy of the call or the name of the convention corporation currently soliciting may be directed to Robert L. Morrill 518-463-2215 ext. 19 or robert@nylegion.org. at American Legion Department Headquarters in Albany, NY

Those individuals who make a pledge to donate will receive (in the mail) a tri-fold brochure which shows The American Legion family participating in various activities. This brochure verifies that the call you received is legitimate and it is OK to send a check.

Your support of our fundraising efforts by this means insures that our programs will be successful and is very much appreciated.

Thank you for your concern and support of our many programs.

(Tel) 518-463-2215 (Fax) 518-427-8443 (E-Mail) info@nylegion.org (Website) www.ny.legion.org

"FOR GOD AND COUNTRY"



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To: Members of The American Legion Family, Department of New York

From: The American Legion Department Convention Committee

Subject: 2010 Department Convention Solicitation

This is to inform all members of The American Legion Family in the Department of New York that The New York American Legion Support Corporation, Inc. has contracted with Marketing Squad, of Rochester, New York to help in the solicitation of ads, financial support, and printing of the 2010 Department Convention Program Book.

Starting in September 2009 and running through August 2010, representatives of Marketing Squad will call on businesses and individuals throughout New York State asking for financial support of the Department Convention Program Book. This type of solicitation has been used for many years by the various host convention cities and is a legitimate means of raising funds to offset the high cost of running a Department Convention.

We ask you to inform all of your members, family and friends that they may be called for support and then post this notice so that everyone is aware of our effort to provide you the best possible Department Convention next July.

IN ADDITION, the Department Convention Committee will also solicit ads and boosters by mail to all American Legion, American Legion Auxiliary, and Sons of The American Legion leaders. This mailing will contain **SPECIAL RATES** for all members in our American Legion Family.

We hope that this notice clears up any misunderstanding that may have occurred in the past and alerts you in advance of our plans.

Thank you for your support of The American Legion Department Convention. We look forward to seeing you in Syracuse next July.

If you have any questions regarding the convention program solicitation, please do not hesitate to call Robert L. Morrill at Department Headquarters, 518-463-2215 ex 19 or e-mail at robert@nylegion.org.

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