

43.24 - Legion Week 2024 – Information and Funding Application

BC/Yukon Command <info@legionbcyukon.ca>

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To:CVI Secretary Treasurer <SecretaryTreasurer@cvizone.ca>



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Memo:

Legion Week 2024: Information and Funding Application

Memo #42.24

FROM: Dale Johnston, Vice President, Marketing & Public Relations
Committee Chair

Let's Celebrate Legion Week: September 15 - 21, 2024!

Comrades,

This year, we encourage all Branches to engage with their communities and raise awareness about our mission. Showcase our pride in being part of this amazing organization and demonstrate our commitment to helping whenever we can.

Suggested Legion Week Activities

- Family Fun Day with a BBQ and invite the community (no bar service).
- Invite local Firefighters and First Responders to attend the event with their service vehicles.
- Issue a joint press release with your mayor, highlighting your Branch's charity and volunteer work in the community.
- Plan a Freedom of the City parade and ceremony with your municipality/town.
- Host ceremonies honouring youth in supported programs.
- Announce youth bursaries, scholarships, and volunteer opportunities.
- Tribute Tree Plantings in honour of local Veterans.
- Refurbish a neglected playground or ballpark.
- Organize a Garden of Remembrance or candlelight tribute.
- Ask your local media to visit the Branch and interview your president and/or members.
- Request local newspapers to write articles about Legion Week.
- Hold an open house with themed displays. Make sure to have lots of membership application forms to hand out.
- Membership Drive.

Maximize Advertising

Utilize Facebook, press releases, and posters for cost-effective advertising. Training videos on how to run paid advertising for events and PDF event posters are available on Branch Corner. Press releases to local papers and radio stations are usually free. PDF posters will be sent to participating Branches to place in community spaces.

Command Support

Dominion Command will promote Legion Week 2024 with ads across Canada. BC/Yukon Command will advertise Legion Week on their website and social media channels, and inform local media about Legion Week activities across the province and territory. Promotional materials including Legion balloons, stickers, and other swag will be provided.

Available Gaming Grant Funding for Legion Week Events

BC/Yukon Command is offering limited funding through Gaming Grants to help support 2024 Legion Week community events hosted by Branches and Ladies Auxiliaries. Interested Branches can apply for funding by **September 6, 2024**. The BC/Yukon Command Marketing & PR Committee will review all submissions and make decisions by the following week.

Funding Eligibility

- Events must be free, engaging the community with the Legion's mission.
- Events should promote the Legion's charitable contributions.
- Events must be open to all ages and free of alcohol.

Application Process

- Complete the application link to apply for the Legion Week Grant.
- Mailed and faxed applications will **not** be accepted.
- Branches must be current in their financials, elections, and poppy fund reporting to be eligible for funding.
- Branches must send in a short report and copies of expenses for their events after Legion Week. Please send reports and receipts via email to linda.candelaria@legionbcyukon.ca or fax (604) 575-8820.

To apply for a Legion Week Grant, please click the button below.

Respectfully,

Dale Johnston

DOWNLOAD ATTACHMENTS

Apply for a Legion Week Grant

DOWNLOAD MEMO FROM BRANCH CORNER

Go to Branch Corner



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Our Contact Info:

BC/Yukon Command of the Royal Canadian Legion

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