2027

AWARDS MANUAL

MEMBERSHIP AWARDS

FOR

MEMBERS, POSTS, AND DISTRICTS

Membership is the lifeline of the American Legion.

Let's make 2027 the best membership year ever!

RETAIN, RECRUIT, REINSTATE

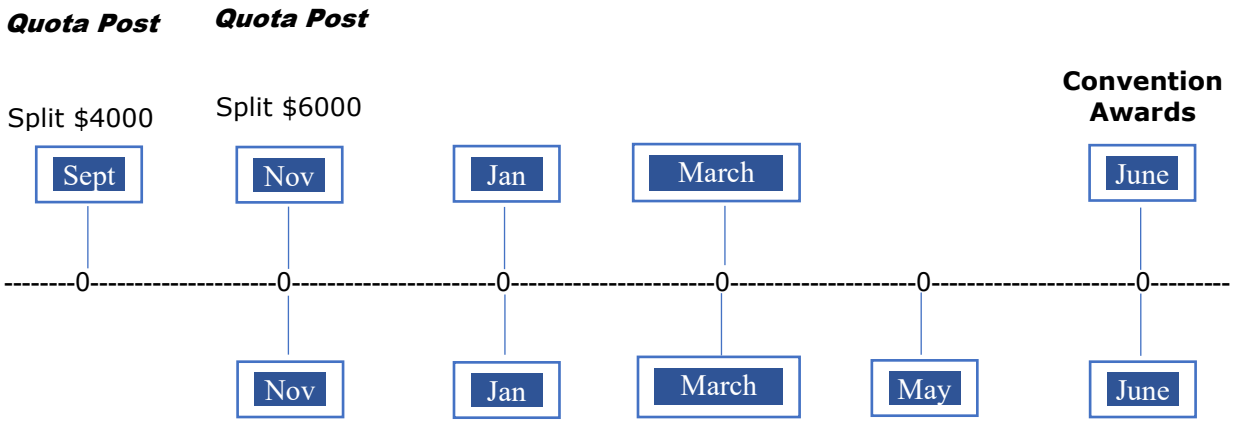
"Growth is never by mere chance: it is the result of forces working together."

-James Cash Penny

Communication is the number one tool for effective engagement.

BE THE ONE

AWARD TIMELINE



Brown Jug
Category
75% of Quota required to qualify, see Page #6.
Winners will receive $500 Each qualifying
(Awarded at Department Convention)

Individual Membership Recruiter Drawing
15 - $100 Draws
Drawn at Mid-Winter Conference

Buckey Membership Award
1st District to achieve Quota will Receive $1500
(Awarded at Convention)
Qualify for National Race to the Top

Big 1 Pin
District Award

(Awarded at Convention)

Convention Awards

Individual Membership Recruiter Drawing
15 - $100 Draws
Drawn at Convention

POST AWARDS

All Posts that reach Quota by the target date will equally split a prize corresponding to the date they reach Quota. This would include all cleared transmittals by the date below. There will be no repeat winners. Prizes for September and November will be awarded at the Mid-Winter Conference.

Post Quota

Date & Prize Amount

September 9 $4000

November 11 $6000

November 11, 2026

BROWN JUG AWARDS

Big Brown Jug: Districts 1, 3, 4, 5, & 10 Highest quota percentage over 75% - $500 Large District 5,000 members and Above	**Medium Brown Jug: Districts 2, 8, 9, 11, & 13** Highest quota percentage over 75% - $500 Medium Districts 3000-4,999 members
Small Brown Jug: Districts 6, 7, 12, & 14 Highest quota percentage over 75% - $500 Small Districts 2,999 and Below	

District Size will be based on the last membership report in May 2026.

"JUGS" will only be awarded one time presented at the Mid-Winter Conference 2026.

The actual monetary award will be distributed at the Department Convention, provided that the Districts maintain their top-five percent ranking by March 31, 2027.

Individual Membership Recruiter Drawing

Any member who recruits a **new member or reinstates an expired member (who has not** paid for 2025 or before) will receive an entry into the drawing at the Mid-Winter Conference and the State Convention. A member will receive an entry for each new member and for any reinstated member, with an unlimited number of entries. Fifteen (15) winners are drawn at the Mid-Winter Conference, and (15) again at the State Convention. Each winner will receive $100. The Department will save all entries not drawn at the Mid-Winter conference for the drawing at the Department Convention.

Buckeye Membership Award

The first District to achieve Quota before the last day of March will qualify for the National American Legion Race to the Top Award. The quota District will receive $1,500.00 and an award recognizing their achievement.

NATIONAL RACE TO THE TOP MARCH 31

Competition is divided into five categories based on district membership size, regardless of location. District Commanders compete within their category, with first place awarded to the district with the highest percentage of membership as of March 31, compared to the previous year (minimum 100%). First-place winners receive a trip for two to the National Convention and Post ribbons for their district. Second- and third-place winners (who also meet the 100% requirement) receive $500 and $375, respectively, with no additional Post awards. The certification form must be submitted by the April deadline.
Categories:
I (15–1,499), II (1,500–2,999), III (3,000–4,999), IV (5,000–7,499), V (7,500+).

BIG 1 PIN
DISTRICT AWARD

Big NUMBER ONE PINS – A small replica gold “1” pin will be presented to each District Commander who leads during the spring Department Executive Committee, who is at 95% or higher of quota in membership.

Based on the last membership report in **May**, a large replica gold “Big 1” pin will be awarded at the Department Convention to the leading District First Vice Commander who has achieved at least 95% of their membership quota within their category for the year.

Large Districts: 1,3,4,5, & 10 Large District 5,000 members and Above Awarded to the District in First Place Must be 95% or higher	**Medium Districts: 2,8,9,11, & 13** Medium Districts 3000-4,999 members Awarded to the District in First Place Must be 95% or higher
Small Districts: 6, 7, 12, & 14 Small Districts 2,999 and Below Awarded to the District in First Place Must be 95% or higher	

(Presented at the Department Convention)

The Last Membership Report in May will also determine Department convention seating.

2026-2027
MEMBERSHIP RENEWAL SCHEDULE

CUTOFF DATES	RENEWAL MAIL DATES
MAY 13, 2026	JULY 1-8, 2026
SEPTEMBER 9, 2026	OCTOBER 3-9, 2026
OCTOBER 14, 2026	NOVEMBER 7-13, 2026
DECEMBER 9, 2026	JANUARY 2-8, 2027
FEBRUARY 10, 2027	MARCH 2-9, 2027
APRIL 14, 2027	MAY 1-7, 2027

Transmittals not received by the cutoff date may not prevent a subsequent renewal notice from being delivered at or around the renewal date.

Please note that renewals transmitted and received by the cutoff, which is also a National Target Date, will be updated before printing renewal notices, provided they can be successfully scanned. Membership that must be hand-keyed, such as new members and renewals that can't be scanned, will take longer to process. Please transmit as early and as often as possible before the Target Dates to help prevent processing delays.

2026 - 2027
NATIONAL MEMBERSHIP
TARGET DATES

EARLY BIRD/NEF KICKOFF	**SEPTEMBER 9, 2026**	**50%**
FALL MEETINGS	**OCTOBER 14, 2026**	**55%**
VETERANS DAY	**NOVEMBER 12, 2026**	**65%**
PEARL HARBOR DAY	**DECEMBER 9, 2026**	**75%**
MID-WINTER	**JANUARY 13, 2027**	**80%**
PRESIDENT'S DAY	**FEBRUARY 10, 2027**	**85%**
LEGION BIRTHDAY	**MARCH 10, 2027**	**90%**
CHILDREN & YOUTH	**APRIL 14, 2027**	**95%**
ARMED FORCES DAY	**MAY 12, 2027**	**100%**
DELEGATE STRENGTH	**30 DAYS PRIOR TO NATIONAL CONVENTION**	

Target dates fall on the second Wednesday of the month unless that day is a holiday or at the beginning of that week, in which case the target date is that Thursday.

An additional week is provided to Departments in October because of the Fall Meetings.

MEMBERSHIP

AWARDS FOR MEMBERS

CONTINUOUS YEARS CERTIFICATES— are completed and mailed directly to Posts from National Headquarters for presentation to members with 50, 60, 70, or 75 years of continuous membership. These presentations should be held near or on March 15 (The American Legion's birthday).

If a Post has not received its certificates by February 28, it should contact the Department. For additional recognition, Posts may request special certificates for members with 30 through 75 years of continuous membership. These certificates are available through Department Headquarters upon the Post Adjutant's certification of eligibility.

SILVER BRIGADE RECRUITER AWARD—This Award is given for recruiting 25 to 49 new members. The Post Adjutant must send the completed certification form to the Department on or before the May target date. Posts should retain a copy for their records.

GOLD BRIGADE RECRUITER AWARD – Awarded for recruiting 50 or more new members. The Post Adjutant must send a completed certification form to the Department before May 1. (First-time qualifiers for the award receive a Gold Brigade cap pin, certificate, a Gold Brigade patch, and a choice of a jacket, sweater, or polo shirt with the Gold Brigade logo. Second-time qualifiers for the award receive a Gold Brigade certificate, patch, a hash mark for the sleeve, and the choice of another Gold Brigade jacket, sweater, or polo shirt with the Gold Brigade logo). Post should retain a copy for their records.

AWARDS FOR POSTS

POST HONOR RIBBON - Awarded to each Post that equals or exceeds its previous year's membership by December 31. (Awarded by National).

1000 AND OVER QUOTA AWARD - Posts with an assigned Quota of 1000 or more that reach or exceed the Quota by Veterans Day Report will receive a Certificate of Recognition. (Awarded by Dept)

QUOTA CERTIFICATE - Awarded by the Department at Mid-Winter or Department Convention to the District Commander for presentation to the Post upon reaching its membership quota."

100% POST COMMANDER'S PATCH or PIN - Awarded by the Department at Mid-Winter or Department Convention to the Distrct Commander for presentation to the Post Commander upon reaching the membership quota.

200% AND 300% COMMANDER'S PATCH - A very exclusive patch for Post Commanders whose membership reaches 200% or 300% of the Quota. (Awarded by the Department).

AWARDS FOR DISTRICTS

DISTRICT COMMANDER QUOTA AWARD – 100% Pin presented to each District Commander equaling or exceeding their assigned Quota. (Awarded by the Department).

DEPARTMENT CONVENTION AWARDS

In addition to the awards listed previously, numerous awards are presented to outstanding Posts and individuals for membership and program accomplishments throughout the previous year. The following are the awards and purposes:

HUGH K. MARTIN AWARD – Post showing the highest goal percentage over Quota for the membership year.

DEPARTMENT COMMANDER'S AWARD - Awarded annually to the Post with a Quota of 750 or more, which attains the highest percentage of the previous year's membership by February 4, 2027. **WINNER MUST BE QUOTA POST BY the Last membership Report in May.** The Department automatically determines the winner.

DEPARTMENT FIRST VICE COMMANDER'S AWARD - Awarded annually to the Post with a Quota between 25 and 749, which attains the highest percentage of the previous year's membership by February 6, 2027. **WINNER MUST BE QUOTA POST BY THE Last Membership Report in May.** The Department automatically determines the winner.

GRAND AWARD - Presented annually to the Post, first reaching membership in the Quota group of 1,000 and over. The Department automatically determines the winner.

ELI K. JENSEN AWARD—Awarded to the District showing the greatest percentage increase over the previous year. The District must be Quota to qualify. Determined by the Last Membership Report in May.

DEPARTMENT ADJUTANT'S AWARD – Award presented annually to each District 1st Vice-Commander whose District reaches the Quota. Determined by the last Membership Report in May.

All these awards are based on the membership report run 30 days before the Department Convention.

"FOR GOD AND COUNTRY"

Remember the 3 R's:

R- Retain

R- Recruit

R- Reinstate

BE THE ONE