

August 20, 2010

The Paid-Up-For-Life (PUFL) competition campaign will kick-off on September 1, 2010. There will be articles and stories on the website, Dispatch, Magazine and On-line Update about the campaign and the 36 month payment plan. This campaign will kick-off of September 1, 2010 and end on July 1, 2011 for the membership year 2010-2011. There will be an insert on applying for PUFL in almost 1.5 million renewal notices (second renewal notice) in the October timeframe.

The following competitions are available:

- **Individual member fulfillment item—PUFL Challenge Coin** (will be issued when the member first applies for a PUFL membership). There is a challenge coin for each branch of service. See attached for sample of coins (service colors on one side and the standard The American Legion emblem for challenge coins on the other).
 - Encourage current PUFL members to use the PUFL Challenge coin to challenge non-PUFL members- Encourages friendly competition at local level. This is done in the spirit of the history of the military challenge coin. There will also be articles and stories on the history and traditions of the challenge coin during the campaign.
 - Mail to each PUFL member the coin, a special thank you note from National Commander with the challenge to recruit another new PUFL.
 - A PUFL packet when member is fully paid-up, either payment in full or upon completion of the 36 month payment plan option, which will include the plastic PUFL membership card and PUFL lapel/cap pin (see attached sample of lapel pin).
- **Big 12 - like competition**—goals set for department—six winners with highest total of PUFL's (see attached enclosure for the goals which are based on your membership at the 2010 delegate Strength Target Date).
 - Winners recognized with \$1000.00 (highest number of PUFL's and goal achieved) in each of the six categories and recognition at National Convention on stage for the department commander starting in 2011 in Minneapolis.
 - Departments not achieving the highest may qualify for a plaque and recognition in Dispatch and Magazine if 100% of goal is achieved.
 - Status will be published in Dispatch and provided monthly by e-mail.
- **PUFL Recruiter Polo Shirt** with certificate for recruiting 10 new PUFL members plus name published in Dispatch.
- **Master PUFL Recruiter Legion Cap** for 25 new PUFLs recruited.
- **Top PUFL Recruiter for Year** (highest total) given all expenses paid trip to National Convention for four days and recognized on stage starting with the convention in 2011.

For any question on the PUFL competition, call or email Scott Miller, Asst Director, Membership, phone: 317-630-1269 or email: smiller@legion.org .