

The background of the cover is a faded photograph of an outdoor event. Several military personnel in camouflage uniforms are visible. One person is sitting on a white folding chair, holding a video game controller. Other people are standing around, some taking photos with cameras or smartphones. In the background, there are tents and palm trees under a bright sky.

AMERICAN LEGION

GAMING TOOLKIT

The American Legion Gaming (ALG) Toolkit

To ensure the success of this national initiative, it's essential that American Legion members from coast to coast unite with a shared vision and purpose. The future of the [American Legion Gaming \(ALG\)](#) program depends on our collective efforts. Each one of us has a crucial role to play in making ALG a driving force for bringing in younger members who will carry the torch of our mission for the next 100 years.

The challenge we face is not just about embracing new technology or hosting events—it's about securing the future of The American Legion by engaging new generations of veterans and service members. By fostering a community that resonates with younger individuals, we not only preserve our legacy but also evolve it to meet the needs and interests of today's veterans.

This responsibility lies with every American Legion member, from national leaders to local Posts. Membership is the lifeblood of this organization. This is not just an opportunity; it's our duty to ensure that ALG becomes a vibrant, sustainable program that attracts and retains the next generation of American Legion members. Your commitment, innovation, and willingness to embrace this initiative will be the key to our success.

By working together, sharing resources, and supporting one another, we can build a national network of gaming communities that honor the past while looking boldly to the future. The success of ALG is not just about gaming—it's about connection, community, and ensuring that the American Legion remains a vital, relevant force for good in the lives of veterans for generations to come.

Now is the time to act. Let's make ALG not just a program, but a movement that shapes the future of The American Legion and secures its place in the hearts and minds of the next generation. Your participation, leadership, and dedication are what will make this vision a reality. Together, we can bring in younger members and ensure that The American Legion continues to thrive well into the next century.



Jared Morgan
American Legion Gaming
HQ@AmericanLegion.gg
AmericanLegion.gg



GAMING



WHY GAMING?



Over 200 million gamers in the US alone.



Can help deal with mental disorders such as PTSD, depression, and anxiety.



Attracts a younger demographic.



Innovation that builds camaraderie and growth for the American Legion.



For more information, scan this code or visit our website at americanlegion.gg



Camaraderie



Growth



Innovation



Download the [“Why Gaming” one-sheet](#) here.

Table of Contents

Establish Video Game Committees & Chairpeople.....	5
Initial Survey.....	7
Organizational Structure.....	7
Identifying Partners.....	7
Form Letters.....	8
Navigating Corporate Websites.....	8
Game Kit Purchase.....	8
Collaborative Opportunities.....	8
Event Planning.....	8
Building Your Gaming Community.....	9
Post Gaming Events.....	9
Creating Competitive Teams.....	9
Organizing Community Play.....	9
Discord Server Setup.....	9
Media, Marketing, and Advertising.....	9
Gaining Leadership Support.....	9
Recognition of Sponsors and Partners.....	10
Setting Up a Shop.....	10
News and Communication.....	10
Supporting Veterans through Programs.....	10
Supply Drops.....	10
Joining the ALG Esports Team.....	10
Community Gaming Engagement.....	10
VA Game Nights.....	11
Recruiting Gamers at Your Post.....	11
Frequently Asked Questions.....	11
Post ALG Start Up Check Sheet.....	12

1. Establish Video Game Committees & Chairpeople

Purpose:

- Ensure consistent oversight and management of American Legion Gaming (ALG) initiatives at the state, district, and post levels. Committees and chairpeople will be responsible for guiding the program's direction, ensuring alignment with organizational goals, and regularly reporting on progress.

Steps to Establish Committees:

1. Formation of Committees

- **State Level:**
 - **Action:** Form a State Gaming Committee that includes representatives from each district within the state.
 - **Responsibility:** Oversee the progress of ALG initiatives statewide, coordinate major events, and report to state leadership.
 - **Resource:** [Click this link](#) to use California's resolution.
- **District Level:**
 - **Action:** Establish District Gaming Committees to support Posts in their gaming efforts.
 - **Responsibility:** Facilitate communication between Posts, provide resources, and report on district-wide gaming activities.
- **Post Level:**
 - **Action:** Create a Gaming Committee within each Post to participate in ALG.
 - **Responsibility:** Plan and execute gaming events, recruit volunteers, and report on the success of Post gaming activities.

2. Appointment of Chairpeople

- **State Chairperson:**
 - **Action:** Department commander appoints a state gaming chairperson who will lead the state gaming committee.
 - **Responsibility:** Coordinate with district chairs, ensure alignment with national goals, and report to the state leadership on ALG progress.
- **District Chairperson:**
 - **Action:** Appoint a District Gaming Chairperson for each district.
 - **Responsibility:** Lead the District Gaming Committee, support Posts in implementing ALG, and report on district progress to the state chairperson.
- **Post Chairperson:**
 - **Action:** Appoint a Post Gaming Chairperson to lead the Post's Gaming Committee.

- **Responsibility:** Manage Post-level gaming activities, coordinate with the district chair, and provide regular updates on the Post's gaming initiatives.

3. Reporting Structure:

- **Post Level:**
 - **Action:** The Post Chairperson should submit monthly reports on ALG activities, successes, challenges, and membership growth.
- **District Level:**
 - **Action:** District Chairpersons should compile reports from Posts and provide a consolidated report to the State Chairperson quarterly.
- **State Level:**
 - **Action:** The State Chairperson should compile district reports and present a comprehensive report to state leadership and national ALG coordinators bi-annually.

4. Committee Responsibilities:

- **Planning and Strategy:**
 - Develop strategic plans to grow the ALG program at all levels.
- **Event Coordination:**
 - Oversee the planning and execution of gaming events and initiatives.
- **Resource Allocation:**
 - Ensure Posts have the necessary resources and support to succeed.
- **Training and Development:**
 - Provide training for committee members, chairpeople, and volunteers.
- **Community Engagement:**
 - Foster relationships with local, state, and national gaming communities.

5. Recognition and Accountability:

- **Incentives:**
 - Recognize Posts, districts, and individuals who demonstrate exceptional leadership and success in ALG initiatives.
- **Evaluation:**
 - Regularly assess the performance of committees and chairpeople, providing feedback and support where needed.

2. Initial Survey

- **Purpose:** Understand the gaming interests and needs of your Post members.
- **Action:** Distribute a survey to prospective gamers within your Post to help us collect data on gaming preferences, availability, and potential involvement.
- **Resource:** Click [here](#) to view the survey.

3. Organizational Structure

- **Departmentalization:** Categorize your contacts to streamline communication and engagement.
 1. **Workers:**
 - Volunteers or professionals willing to help with ALG initiatives.
 - **Action:** We will create a database to capture skills, availability, and interests.
 2. **Players:**
 - Individuals interested in participating in gaming events.
 - **Action:** We will use Customer Relationship Management (CRM) software, similar to MyLegion/Personify to track and manage interactions.
 3. **Local:**
 - Individuals and groups within a 50-mile radius of your Post.
 - **Action:** Implement geo-targeted marketing to attract local gamers. [Read more here.](#)
 4. **State:**
 - Individuals and groups within your state.
 - **Action:** Leverage state-wide social media and forums for outreach.
 5. **National:**
 - Participants from across the country.
 - **Action:** Use influencer partnerships for broader reach.

4. Identifying Partners

- **Purpose:** Build strong alliances to support your gaming initiatives.
- **Major Companies:** Seek partnerships with gaming industry leaders.
 - **Action:** Use LinkedIn and industry events to establish connections.
- **Individual Streamers:** Engage with popular streamers for collaborative opportunities.
 - **Action:** Participate in their streams and offer partnership proposals.

5. Form Letters

- **Purpose:** Efficient communication with potential partners and participants.
- **Action:** We will develop and customize form letters for different audiences.
- **Content:** Include success stories, partnership benefits, and event details.

6. Navigating Corporate Websites

- **Purpose:** Effectively reach out to potential partners.
- **Action:** Use forthcoming templates for email outreach and LinkedIn messages.
- **Tip:** Personalize communications to stand out.

7. Game Kit Purchase

- **Purpose:** Equip your Post with the necessary tools for gaming events.
- **Action:** Research and identify the best gaming toolkits.
- **Marketing:** Promote the toolkit's benefits through a strategic campaign.

8. Collaborative Opportunities

- **Purpose:** Share resources and efforts with other Posts.
- **Action:** Create a shared database of volunteers and resources.
- **Tools:** Use collaboration platforms like [Trello](#), [Slack](#) or [Microsoft Teams](#).

9. Event Planning

- **LAN Events:**
 - **Purpose:** Host in-person gaming events.
 - **Action:** Follow forthcoming step-by-step guides for setting up LAN events.
- **Online Events:**
 - **Purpose:** Engage a wider audience through online platforms.
 - **Action:** Join our Discord server for organizing online events.
- **Tournaments:**
 - **Purpose:** Foster competitive gaming within your community.
 - **Action:** Help develop comprehensive guides for organizing tournaments.
- **Military & Fleet Events:**
 - **Purpose:** Engage with military communities.
 - **Action:** Share best practices and funding strategies from previous events.

10. Building Your Gaming Community

- **Purpose:** Create a sustainable and engaging gaming community.
- **Action:** Conduct surveys to identify local interests and organize community-building events.

11. Post Gaming Events

- **Purpose:** Host small-scale gaming events at your Post and with other Posts.
- **Action:** Use [provided guides](#) for equipment setup and game recommendations.

12. Creating Competitive Teams

- **Purpose:** Form and manage a competitive gaming team.
- **Action:** We will offer training and establish a registration process on the ALG website.

13. Organizing Community Play

- **Purpose:** Foster inclusive and engaging community play events.
- **Action:** Provide templates and emphasize the importance of inclusivity.

14. Discord Server Setup

- **Purpose:** Establish a dedicated online space for your gaming community.
- **Action:** Follow detailed instructions for setting up and managing a Discord server.
- **Resource:** For instructions and timeline, click [here](#).

15. Media, Marketing, and Advertising

- **Media:**
 - **Purpose:** Build a strong social media presence.
 - **Action:** Use a content calendar and leverage cross-promotion.
- **Marketing & Advertising:**
 - **Purpose:** Promote events and measure success.
 - **Action:** Use analytics and create engaging promotional materials.

16. Gaining Leadership Support

- **Purpose:** Secure support from Post leadership for gaming initiatives.
- **Action:** Write and pass resolutions at the Post, district, department, and national levels.
- **Resource:** [Resolution templates](#): Feel free to take these resolutions and replace the information (like department, author, etc.) with your own.

17. Recognition of Sponsors and Partners

- **Purpose:** Acknowledge contributions to encourage ongoing support.
- **Action:** Develop a recognition system, such as a "Wall of Heroes," and showcase it on the ALG website.

18. Setting Up a Shop

- **Purpose:** Fundraising through merchandise sales.
- **Action:** Start with basic items like hats and jerseys, then expand based on demand.
- **Use:** The shop as a tool to fund gaming initiatives.

19. News and Communication

- **Purpose:** Keep your community informed and engaged.
- **Action:** Develop a news section on the ALG website and encourage Posts to share their successes.

20. Supporting Veterans through Programs

- **Purpose:** Align gaming initiatives with veteran support programs.
- **Action:** Integrate with programs like Operation Comfort Warriors and VE&E.

21. Supply Drops

- **Purpose:** Provide gaming resources to veterans.
- **Action:** Create a donation option on the ALG website and share success stories to engage donors.

22. Joining the ALG Esports Team

- **Purpose:** Expand participation in ALG's competitive gaming.
- **Action:** Provide information on benefits, training, and tryout schedules.

23. Community Gaming Engagement

- **Purpose:** Establish a consistent gaming schedule for Post members.
- **Action:** Promote regular gaming sessions to enhance mental health and social connection.

24. VA Game Nights

- **Purpose:** Partner with the VA to provide gaming opportunities.
- **Action:** Organize game nights, raise funds for gaming setups, and use these events for PR and content.

25. Recruiting Gamers at Your Post

- **Purpose:** Start a gaming initiative even without existing gamers.
- **Action:** Offer strategies for recruiting gamers and volunteers, and provide examples of successful initiatives.
- Key things to focus on: Growing a gaming community requires the utilization of social media platforms, gaining support from influencers and partnerships, staying active, and offering incentives/rewards programs.

26. Frequently Asked Questions

- If after reading the ALG Toolkit you still have questions, please fill out this [FAQ form](#) so we can include them for the benefit of others.



Post ALG Start Up Check Sheet

Like most humans, people gravitate to their interests. In gaming, that is normally the game itself as well as getting better and having more fun learning and exploring the game with like minded people with similar backgrounds (i.e. the military). Below is a checklist for starting an event at your post or department.

- ☐ Join our monthly calls to support this process of developing a Gaming Team or Group at your post (**Third Thursday at 3 pm PT each month?**)
 - **Sign up link**
- ☐ Conduct a survey on the types of games your Post would like to engage:
 - Goal is to figure out the types of games that would appeal to your community and grow the community
 - [Link to survey](#)
 - Ask the survey recipients to share with their colleague or other people who might be interested in an attempt to expand their opportunity to other and hopefully more veterans
- ☐ Analysis of the data to determine the types and demographics of the games your community wants to play
 - Consider the type of game played and the fan base for that game
 - For example, Call of Duty is one of the most popular first person shooter (combat games) in history. However, maybe your post members are not into video games and role playing games are more their speed.
- ☐ Plan an event (in person or online) game dependent
 - See our event planning checklist (**insert link or sample**) do you have one? Or do I need to create one? If you set up a template (blank) I can populate it. Heard your training was amazing. Great job Jaryon
 - Determine the cost of the equipment
 - ☐ A Play station 5 (PS5) at a local Costco runs around \$550 plus the purchase of your desired game around \$50-\$70. A cheap gaming

monitor is around \$150. Maybe a cost effective gaming headset \$50.

- ☐ Event Marketing
 - See our marketing materials sample (**insert link or sample**)
- ☐ Post event follow up
 - Send out a post event survey (create me a template and I will populate)
- ☐ Send the ALG team a follow up and share your lesson learning on our monthly team support calls
 - Connect with other post to create a competitive and collaborative gaming environment to foster more comradery