



For God and Country

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**Subject: The American Legion Launches New Fundraising and Awareness Campaign**

Ladies and Gentlemen,

The American Legion is launching a national awareness campaign to raise funds to help our organization assist veterans, their families, young people and communities. The first installment of that campaign will focus on the mental health needs of veterans, particularly those who are battling the signature wounds of today's war era: PTSD and traumatic brain injury (TBI).

Because these messages will air nationally and before audiences that may be unfamiliar with The American Legion and its services, you may receive calls, visits and other correspondences from veterans in need, or their families. If the request is routine, please handle as you usually would, as being a service organization.

If the need is urgent, refer the veteran or family member to a VA emergency support service, such as:

- Suicide prevention hotline: 800-273-8255, press 1.
- Texting service: 838255
- Online chat service: [www.VeteransCrisisLine.net](http://www.VeteransCrisisLine.net)

If a veteran comes to you or your post as a result of the message, please be welcoming and helpful. Offer him or her the services of the nearest accredited American Legion service officer, who can easily be found online at [www.legion.org/serviceofficers](http://www.legion.org/serviceofficers) or connect the veteran to local resources through your post service officer or other members.

Please feel free to contact Chuck Krupa, Managing Director of Non-Member Fundraising at 317-860-3030 or [ckrupa@legion.org](mailto:ckrupa@legion.org) if you have any further questions.

DANIEL S. WHEELER  
National Adjutant