

Post Development & Revitalization

Massachusetts Post Development and Revitalization Committee

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Post development and revitalization (PD&R) is a way for The American Legion to reassert itself into the local community. The 21st Century Report states there should be an American Legion post near every high school and we are trying to meet this challenge. If there are communities that do not have a post within it, post development is a great way for The American Legion to become an asset in the local community. There are times when membership in a local post has declined and interest in the programs is non-existent. A revitalization effort can help reenergize and breathe life back into a post so the post can become viable once again.

Did you ever stop to think what an active American Legion Post means to a community or a neighborhood? Or how much veterans and young people are being shortchanged if there isn't one? No service officer to help with claims, or hospitalization, or death benefits. No high school students at Boys State or participating in the Oratorical Contest. No distribution of "Need a Lift" to high schools and libraries. No American Legion Baseball teams. Most importantly, no

place for veterans to make themselves heard.

The membership staff at the National Headquarters, with the help of department leadership, can help with any post development and revitalization efforts. Whether it is providing timelines and material or actually being on the ground to train and conduct the development and revitalization effort, we are here to assist in those endeavors. If you feel there are communities that would benefit from a post development or your post needs help with revitalization, please read the New Post Start-Up and Revitalization Procedures and contact your regional membership liaison ([hyperlink](#)) to discuss ways to accomplish this task.

The Massachusetts Committee is available to help any Post that would like assistance, the only requirement is the Post must have members available to work with the committee and have a place for the committee to meet with Post members and potential ne member. Contact Frank MacDonald if interested in revitalizing your Post or starting a new Post!