Dear Department Adjutant and LIT Trustees,

As you know, the Legionnaire Insurance Trust (the LIT) has published the *Veterans Financial Preparedness Report 2019* for the benefit of the departments and posts of The American Legion. You may have seen the article published on Military.com a few weeks ago which highlighted one of the report’s findings: that younger veterans are saving and earning more than their older peers.

This report is incredibly rich in content and includes information that can help put veterans on track for a secure retirement. Last November we sent you a link to the entire report and a link to a Google Drive folder that contains the media kit and documentation for your department to use.

The report might be a little long for most people to read in full, so we want to break it down bit by bit over the next several months in order for you to more easily share it with your Legionnaires.

We believe these pieces of content will bring a win-win for the departments and the Legionnaires reading them.

**Making it as simple as possible.**

We know each of you are busy, and we know that not all departments work the same. We are asking you to please forward this email to the following people, depending on how your department works.

**Please forward this email to:**

- The Department/District/Post Newspaper or Newsletter Editor
- The Department/District/Post Social Media Manager (Facebook administrator, Email, or Twitter)
- The Department/District/Post Website Manager
- The person in Department/District/Post responsible for sending press releases out to news media outlets. Media/Press Association members

**Keep in mind this is the first in a series**

This is the first in a series of content that has been developed from this report. We will be sending you new articles and information each month. With your help, we can further educate veterans on their habits and behaviors as they relate to financial security and help them set a course to better secure their financial futures. If you or your key communicators would like access to all of the available media they can find it at the following Google Drive Link.
Below are instructions for each person responsible for communicating with veterans through your department or posts:

To the Department/District/Post Newspaper Editor:

Publish the attached Newspaper Article “How do you compare? 5 traits of financially prepared veterans” -NEWSPAPER and use the attached charts in your next newsletter.

To the Department/District/Post Social Media Manager:

On the Department/District/Post Facebook please create a post with the following words and link

Facebook POST #1

<table>
<thead>
<tr>
<th>Text of post:</th>
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<tbody>
<tr>
<td>Attention Veterans! Are you prepared for retirement?</td>
<td>56% of veterans say they are behind in saving for retirement. A groundbreaking report from the LIT and the departments of the American Legion found 5 traits of those who are financially prepared. How do you compare? [insert the following link to article:] <a href="https://www.thelit.com/How-do-you-compare">https://www.thelit.com/How-do-you-compare</a></td>
</tr>
<tr>
<td>Use color chart as image: How prepared are veterans?</td>
<td></td>
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<tr>
<td>also see Facebook Posts 2, 3 and 4. Schedule the posts 4-5 days apart.</td>
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To the Department/District/Post Website Manager:

Please add the attached banner ad to the homepage of your website. You can also download WEB-BANNER LIT Report and link it to [https://www.thelit.com](https://www.thelit.com)

You can also publish the attached Website Article “How do you compare? 5 traits of financially prepared veterans” -WEBSITE and use the attached charts in your story.

We are excited to see the conversations this produces among veterans. Please don’t hesitate to let me know if you have any questions or need assistance getting this information out to your team. Thank you for supporting this effort!

Sincerely,

Carl Adamek
Administrator, Legionnaire Insurance Trust