

**NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
May 5-6, 2021
Virtual**

Resolution No. 5: Guidelines for the American Legion Riders National Program

Origin: Internal Affairs Commission

Submitted by: Internal Affairs Commission

WHEREAS, American Legion Riders (ALR) was established in 1993 as a post-level activity at Garden City American Legion Post 396, Department of Michigan; and

WHEREAS, Resolution No. 35: “American Legion Riders as a National Program,” NEC, October 17-18, 2007, Resolution No. 32: “Amendment to Resolution No. 35,” NEC, May 4-5, 2011 and Resolution No. 19 (NEC, Oct. 2020), Subject: “Updated Program Guidelines for the American Legion Riders (ALR) National Program” were guiding documents for the post and department ALR programs under the support of the hosting posts and departments and are combined in this resolution; and

WHEREAS, Today there are more than 2,100 ALR chapters at the post, district and department levels whose membership consists of members of The American Legion, Sons of The American Legion and the American Legion Auxiliary who share a common interest in motorcycle ownership and pleasure riding for veterans’ causes; and

WHEREAS, The ALR has expanded to more than 150,000 members, 2,100 local chapters in all 50 domestic departments and in two foreign departments; and

WHEREAS, The purpose of the ALR is to use their common interest and association to promote the aims and purposes of The American Legion as well as the promotion of motorcycle safety and awareness; and

WHEREAS, Since 2014, ALR has raised approximately 1 million dollars annually for the American Legion Legacy Scholarship Fund while raising The American Legions brand awareness and penetration in their communities and promoting the American Legion Family; and

WHEREAS, Membership growth in The American Legion has increased in many posts that have supported ALR and in some cases these members now serve in leadership positions within The American Legion; and

WHEREAS, Many posts, districts and departments of The American Legion have acknowledged ALR as a local American Legion program and are tasked with establishing guidelines for their ALR program to follow; and

WHEREAS, ALR supports those individuals serving in uniform today through participation in such activities as the Patriot Guard, which was founded by the Department of Kansas ALR to provide escorts for our fallen heroes returning from war and taking care of the needs of the families left behind; and

WHEREAS, All ALR members strive to maintain the image of The American Legion by upholding The American Legion name and brand which symbolizes the integrity and principles of this great organization; and

WHEREAS, It is in the best interest of The American Legion, through the ALR Advisory Committee, to review and amend from time to time such guidelines to provide more effective direction to The American Legion Riders programs in order to protect the trademarks, emblems and copyrights of The American Legion; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled virtually on May 5-6, 2021, That all American Legion Riders (ALR) groups be organized as programs supported by a post, department or other duly constituted department governing body of The American Legion and shall uphold the declared principles of The American Legion as well

as conform to, and abide by, the lawful regulations and decisions of their department, post and/or other duly constituted department governing body; and, be it further

RESOLVED, That because The American Legion owns, controls, protects and defends The American Legion's intellectual property, composed of trademarks, emblems and copyrights (Emblem or Emblems), the following guidelines are required to fulfill protective standards:

1. All members of the ALR shall be current members of The American Legion, Sons of The American Legion or American Legion Auxiliary.
2. Each ALR member shall establish and maintain ALR membership by owning, individually or through marriage, a common-law marriage, a life partnership or a long-term relationship, a motorcycle licensed and insured as required by the ALR member's state laws.
3. ALR programs may allow for continued ALR membership for those ALR members who have given up motorcycle ownership because of age, illness, injury or other reasons outside the ALR member's control.
4. ALR programs may allow current members of The American Legion family to join ALR chapters as supporting members.
5. The only approved titles for ALR officers shall be chairman and vice-chairman or director and assistant director.
6. All ALR members shall maintain the image of The American Legion, protect The American Legion's Emblems, which symbolizes the integrity and principles of The American Legion and if wearing Emblem items then the Emblem items will be American Legion authorized Emblems.
7. ALR members' vests should display the integrity, principles and values of The American Legion and the ALR by avoiding patches or pins with (1) explicit or offensive language and/or images and (2) political or partisan language and/or images since The American Legion is a non-partisan organization.
8. The ALR chapter should strive to represent the virtues, values, ethics and morals of The American Legion in support of freedom, democracy and the safety of our citizens.
9. Per NEC Resolution No. 37, May 4-5, 1988 ALR chapters do not have the authority to enter into any formal association or club/council membership with any outside organization that may act or vote in any manner outside the control of The American Legion.
10. All ALR members shall obey the laws of their respective state and/or the state(s) in which they ride.
11. The ALR chapter's sponsoring organization (post, district and/or department) are strongly urged to review liability insurance coverage to ensure that adequate insurance coverage is available to insure/cover the sponsoring organization, including insurance coverage for any specific special riding event; and, be it further

RESOLVED, That American Legion Riders programs shall abide by the American Legion National Constitution and National By-laws as well as their established post, district and department directives; and, be it further

RESOLVED, That American Legion National Headquarters and the respective departments shall maintain general oversight of the American Legion Riders program in regard to proper use of the Emblems of The American Legion, the American Legion Riders and the American Legion Legacy Run and to ensure compliance with the American Legion National Constitution and National By-Laws; and, be it finally

RESOLVED, That Resolution No. 19 (NEC, Oct. 2020), Subject: "Updated Program Guidelines for the American Legion Riders (ALR) National Program" is hereby superseded and rescinded.