

**NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
October 14-15, 2020
Virtual**

**Resolution No. 19: Updated Program Guidelines for the American Legion Riders (ALR)
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 and Resolution No. 32: “Amendment to Resolution No. 35,” NEC, May 4-5, 2011 were guiding documents for the formation of post and department ALR programs under the support of the hosting posts and departments, and those guidances are combined in this resolution; and

WHEREAS, Today there are more than 2,100 ALR chapters at the post and department levels whose membership consists of members of The American Legion, Sons of The American Legion or 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 and departments of The American Legion have acknowledged ALR as a local program and are tasked with establishing guidelines for their ALR program to follow; and

WHEREAS, ALR supports those 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 shall strive to maintain the image of The American Legion, always 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 trademarked emblems and copyrights of The American Legion (hereinafter “Emblems”); now, therefore, be it

RESOLVED, By The National Executive Committee of The American Legion in regular meeting assembled virtually on October 14-15, 2020, That all American Legion Riders (ALR) groups be a program supported by a post or department 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 the department, post 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 Emblems, the following guidelines are required to dictate protective standards over the Emblems:

- 1. All members of the American Legion Riders 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 membership by owning, individually or through marriage, a motorcycle licensed and insured as required by state law.**
- 3. ALR programs may allow for continued membership for those members who have given up motorcycle ownership because of age, illness, injury, or other reasons outside the member’s control.**
- 4. All ALR members shall maintain the image of The American Legion and, protect the trademarked names and emblems, which symbolizes the integrity and principles of The American Legion organization.**
- 5. The American Legion Riders officers shall be called chairman, vice chairman, director, and/or assistant director. Commander and vice commander are not appropriate because the American Legion Riders is a program of a post or department. In order to retain the identity of the ALR as an association of motorcycle enthusiasts and not as a motorcycle club or biker club, the titles of “president, vice president and past president/vice-president” shall no longer be permitted. A transition period of one year from the date of this resolution’s passage will be provided for departments/posts to update governing documents and to transition to these approved ALR leadership titles.**
- 6. The only recognized American Legion Riders emblem and logo authorized are those sold through The American Legion Emblem Sales. No use of rockers touching the ALR patch are allowed because touching the ALR patch violates the trademark laws protecting the ALR patch.**
- 7. ALR vests should display the integrity, principles, and values of The American Legion and the ALR by avoiding patches or pins with explicit or offensive language or images. All patches and pins of any groups displayed on the ALR vest shall share like values of The American Legion with regard to improving the lives of veterans, the military, the community and families, and these groups must be supportive of the principles of justice, freedom, democracy, and equality for all.**
- 8. To maintain the image of The American Legion and it’s programs, ALR members while wearing any American Legion Riders apparel shall not display exposed weapons.**
- 9. The American Legion Riders must represent the virtues, values, ethics, and morals of The American Legion in support of freedom, democracy, and the safety**

of our citizens. Affiliations of ALR programs with other groups and organizations that subscribe to the principles of and oppose our form of government by promoting anti-Americanism, anti-establishment, or pro-criminal culture shall not be permitted.

10. All ALR members shall obey the motorcycle laws of their state. This includes the proper motorcycle license endorsement in accordance with the rider's home state.

11. The sponsoring organization (post and department) will review liability insurance coverage to ensure that adequate coverage is available to cover the organization to include coverage for any specific special riding events; and, be it further

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

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

RESOLVED, That Resolution No. 35 (NEC, Oct 2007), Subject: "American Legion Riders as a National Program" and Resolution No. 32 (NEC, May 2011), Subject: "Amend Resolution 35 (NEC, Oct 2007), Subject: American Legion Riders as a National Program" are hereby superseded and rescinded.