

## Council Promotion of Maria Legionis

As you know, the Philadelphia Senatus was commissioned by the Concilium in 1978 to produce, distribute, and promote the *Maria Legionis* magazine in North America. Since that time, the Philadelphia Senatus has worked on behalf of all American legionaries to make the magazine available in the United States and Canada.

Included in this packet, you will find several tools to use in extending the awareness of this official Legion publication:

- Instructions for using the promotional materials
- A sample of the promotional brochure that should be distributed to every active and auxiliary member in North America
- A list of talking points for monthly use at council meetings
- A list of quotes about *Maria Legionis* taken from letters written by Frank Duff
- Guidelines for submitting articles to *Maria Legionis* magazine.

### Instructions for Using the Promotional Materials

**COUNCILS:** Each council is asked to –

- Get the word about *Maria Legionis* **down to every active and auxiliary member** in your area by ordering and distributing the free promotional brochures;
- Provide a master list to the *Maria Legionis* address consisting of name, address, phone number and email of **at least one council officer from each council (senatus, regia, comitium, curia) in your entire area** who will be the **contact person** with the magazine and will receive our mailings, etc. for future promotions;
- Periodically emphasize to **all members the need to renew** or extend their subscriptions;
- **Appoint a *Maria Legionis* promoter** for each council in your area;
- Encourage their council treasurers **order a supply of magazines** for use in extension and recruiting, and for sale at council meetings.

**PROMOTERS:**

- Each month, promote *Maria Legionis* by using one or more of the Talking Points, Frank Duff Quotes, or current issues of the magazine at your council meeting.
- Encourage members to send in interesting and novel articles and photos to *Maria Legionis*.

For more information, see [www.philadelphiasenatus.org](http://www.philadelphiasenatus.org)

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