

# Inside the National Legion's Financial Outlook

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**National Assignment:** Department of Arizona Finance Committee Representative

**National Convention:** August 28–September 3, 2026 | Louisville, Kentucky

***Editor's Note:** This story is based on the representative's submitted report and has been edited for clarity, organization, and factual completeness while preserving the author's observations. Financial figures reflect amounts reported at the committee meeting.*

## Why Arizona Was There

Arizona participated in the National Finance Committee meeting on August 30 to review The American Legion's financial position, revenue challenges, operating priorities, and recommendations affecting the organization and its members.

## From the Representative

The Finance Committee met at the Galt House, where we heard reports on the National organization's budget, investments, marketing, media operations, and financial outlook. Chairman Gaither Keener reported a balanced budget and an investment return averaging approximately 8.5%, while also noting declining membership and the importance of sponsorships for youth programs.

National Finance Officer Shawn Long reported a \$3.1 million operating surplus for the first half of 2026, approximately \$500,000 ahead of budget. He also reported that the 2025 operating loss had improved to \$5.6 million, compared with \$12.9 million in 2024. Membership decline remains a concern, as do revenue shortfalls in emblem sales and fundraising.

Marketing reported more than \$2.5 million in contracted revenue, and Media & Communications reported magazine advertising revenue exceeding \$4 million through eight issues of 2026. A planned magazine redesign beginning in February 2027 was projected to save more than \$2 million annually in postage costs.

## Convention Snapshot

- Reviewed financial results, investment performance, membership trends, and revenue risks.
- Heard updates on youth-program sponsorships, media revenue, and planned operational savings.
- Approved a committee motion recommending National dues remain at \$23.50 for the next year.
- Received no resolutions for review; collected \$842 for the Veterans & Children's Foundation.

## Looking Ahead

The committee's discussions underscored the need to protect financial stability while addressing declining membership, strengthening revenue sources, and improving operational efficiency. These are important developments for Arizona to follow as National implements its plans.