



## Membership & Post Activity

April 2017

- Is your Post “Cheers” where everyone knows your name or Area 51, hiding behind fences, walls & secrecy?
- Is your Post the scene of family outings, yard sales, youth programs & great meals or is no one home?
- Is your Post a good neighbor with a clean, neat building & yard or do you “look” like survivors of a Zombie Apocalypse?
- When veterans or families call for help with veteran issues or Legion programs, do you know who to call or do you ignore them because well there isn’t time & it isn’t your job?

### Perception is Reality

How you look, act & participate in your community not only reflects on you but every other Post/Auxiliary/SAL under the American Legion banner.

### 9th Annual Pony Express.

Our 9th Annual Pony Express ride hopes to revive this service connecting east and west in more ways than one. Our Pony Express will be operating from March 30 through April 2, 2017 and our objective is to collect Legion, Auxiliary and SAL membership (renewals and transfers) as well as Veteran’s Service Fund and USS North Carolina contributions.

We will be joined on our 743.4-mile route by our National Vice-Commander, Fae Casper, from The Department of Georgia. Dedicated American Legion Riders (ALR) will deliver membership to collection points and provide a motorcycle escort for Commander David Shore by either riding all or a portion of the route.

Collection points & timing:

**Hampton Inn-Concord, NC**

Concord Post 51, 3/31/17 @ 8:15 am  
Lexington Post 8, 3/31/17 @ 9:41 am  
Asheboro Post 45, 3/31/17 @ 10:50 am  
Sanford Post 382, 3/31/17 @ 12:15 pm  
Fayetteville Post 32, 3/31/17 @ 2:09 pm  
Dunn Post 59, 3/31/17 @ 3:13 pm  
Selma Post 141, 3/31/17 @ 4:07 pm  
Raleigh Post 1, 3/31/17 @ 5:17 pm

### **North Raleigh Hilton—Raleigh, NC**

Department Headquarters, 4/1/17 @ 10:07 am  
State Capitol, 4/1/17 @ 11:47 am  
Department Headquarters, 4/1/17 @ 12:24 pm  
Wilson Post 13, 4/1/17 @ 1:15 pm  
Greenville Post 39, 4/1/17 @ 2:50 pm  
Hertford Post 126, 4/1/17 @ 4:57 pm  
Coinjock Post 288, 4/1/17 @ 6:12 pm

### **Hilton Garden Inn Outer Banks**

The Wright Brothers National Monument, 4/2/17 @ 8:56 am

So do a late March push on membership and the VSF/USSNC fund and deliver it to the Pony Express. We can move membership in North Carolina.

### **So let’s see some recruiting & renewal action!**

**Spring has Sprung!** What to do next?

- ◆ Put those thick insulated coats away and bring out those military service or American Legion t-shirts and baseball caps. Advertise everywhere you go as part of your day to day activities.
- ◆ Make sure you have an application for each of the American Legion family groups in your wallet. Legion, Auxiliary, & Sons of the American Legion.
- ◆ It’s time for the spring youth activities:
  - ⇒ Baseball—Signup & Team Formation
  - ⇒ Boys State/Girls State — Start working on those application packages.
  - ⇒ Student Trooper—It’s application time.
  - ⇒ Scouting—Events are going on.
- ◆ Graduation is rapidly approaching so the ROTC units are planning their award ceremonies. University/College ROTC units will do theirs in April and JROTC units will plan for late May. Are the instructors members of your Post? Do you have your medals on hand waiting for the names?

*JROTC (Bronze) Medals are ordered through Emblem Sales*

*ROTC (Silver & Gold) Medals are ordered through the Department.*

- ◆ Warm weather brings out the motorcycles & the classic cars. How about creating a local American Legion Riders or American Legion Cruisers unit?

### **MyLegion Updates.**

- ◆ Time to get those address changes posted and

- deceased members updated.
- ◆ Print and proof your current roster.

**District Meeting Updates & Questions.**

- ◆ Does your Post send an officer to your District meeting? This is how you can keep your Post up-to-date with the latest news, how to do our programs and changes. It's essential for each Post to attend your District meetings so make an effort to attend them all.
- ◆ 10% Rule of Membership. Each year your post will loose on average 10% of your members to death and other reasons. Here's what you can do.
  - ⇒ First make contact. Find out why they have not renewed. Is it fixable? Is it a hardship? If a hardship, does the Post want to cover the Department and National cost of \$27.50 for this year?
  - ⇒ Second. You need to recruit at least an equal number of members in order to maintain membership. You will need to exceed that number to grow.
- ◆ 10% Rule of Participation. Only 10% on average of your members will participate in Post activities. So for every 10 members you recruit, 1 will participate. Don't let your Post take the attitude that only participants need apply. Participation can end abruptly due to illness or family obligations but can also begin for the same reasons.
- ◆ *Why should I charge a prospective new member full price with only a couple months left?* Remember our membership is good Jan-Dec. July is the start of the Early Bird recruiting for the next year. This years membership is good through December.
- ◆ *How about offering the first year of membership free.* Post pays the \$27.50 for Department & National.

**100% Club.** (As of 3/10/17 Dept Report)

1	9	Charlotte
2	12	Carthage
3	16	Newton
4	19	Tarboro
5	36	Kernersville
6	52	Franklinton
7	68	Leland
8	94	Snow Hill
9	102	Ahoskie
10	105	Louisburg
11	106	Salisbury
12	110	Nashville

13	111	Rich Square
14	116	Fuquay-Varina
15	122	Burnsville
16	124	Apex
17	133	Newton Grove
18	139	Chadbourn
19	146	Landis
20	175	Durham
21	187	Wake Forest
22	209	Granite Falls
23	210	Yanceyville
24	217	Statesville
25	230	Spring Lake
26	237	Sanford
27	250	Tryon
28	283	Pittsboro
29	293	Nashville
30	303	West End
31	308	Littleton
32	329	Kenansville
33	332	Walstonburg
34	370	Highlands
35	372	Farmville
36	386	Greensboro
37	405	Pine Level
38	433	Midland
39	446	Marshville
40	518	Clayton
41	521	E. Arcadia
42	526	Asheville
43	527	Fallston
44	529	Knightdale
45	531	Moyock
46	540	Cary
47	543	St. James
48	546	Lagrange
49	1981	Department

**Need Membership Help?** Let your District Commander know if you need assistance with membership, revitalization, use of MyLegion, officer training, or information about American Legion Programs that all contribute to successful membership.

**Contact.** Membership Committee Chairman Rora Kellis can be reached at 910-603-1318 or rmkellis@live.com.

**Important Dates**

Mar 30-Apr 2, 2017 Pony Express Membership Drive  
 May 10, 2017 Membership Awards Cutoff

Jun 7-10, 2017 Department Convention, Raleigh  
 Jul 14-15, 2017 Legion College, Clemmons