



Veterans in Service of Veterans

A Plan for The Department of North Carolina

American Legion awareness

· Create and promote a tagline for the Membership team for the membership year that best describes the American Legion for NC.(1st Year)

Veterans in Service of Veterans

- Develop a comprehensive marketing plan to increase clarity of brand awareness of the Legion as the premiere veteran's service organization.(1st Year)
 - To utilize our existing Public Relations and Publication Committee: Set up a team that works with this committee to develop marketing plan. (1st Year)
- Encourage new corporate partnerships with veteran friendly organizations that have the same values as the Legion, all in an effort to increase the benefits of being a member.(2nd Year)
 - Utilize our existing Public Relations and Publication Committee: The established team that has been for with the PR , to look for members with skills in Marketing
 - To examine businesses and/or Organizations to partner, events and services.

Tactics:

1. Utilize all internal media to encourage membership to join in this 5 year membership plan. (1st Year)

- PR and Publication Committee will work together with Membership committee to make sure all internal media is on hand, access all free available materials from National PSA's, speeches, and Posters, etc.
- To exercise the use of members with direct access to media outlets.

2. Encourage departments to develop media relations team. (1st Year)

- North Carolina has an established Public Relations and Publications Committee. A Team can be developed from this Committee, with a few members from the general membership of NC.

3. Communicate the Legion's story to the nation's military components, with emphasis on eligibility. (1st Year)

- North Carolina has three major Active Duty Military bases in NC; team up with PR and Membership to come up with a plan to get our message out to o out active duty members and veterans in this area. (Documentation for open recruiting is underway requesting approval on Ft. Bragg, NC)
- Eligible NC National Guard and Reservists Headquarters for outreach; attend unit functions, Change of Command, Banquets and Yellow Ribbon Events.
- Community-based Military Boards are resources to connect with the Army, Air Force and Marine bases located in NC.
- Connect with the Universities, Colleges, and Tech Schools for on- campus Student Veterans Clubs and Chapters; look for ways to assist, reach and teach. Request invitations to attend meetings, invite them to Post, Districts and Division meetings

4. Collect all members' email addresses to disseminate information on any calls to action. (1st year)

- Use North Carolina Legion College to educate each and every post on MyLegion and utilize this existing database to update each and every member of their post e-mail address.
- Utilize Division Commanders and District Commanders to reach out to post that did not show up for the Legion College and work with the leadership of the post to get on My Legion and begin the process of gathering membership e-mails and update.
- Through communications at the Post level, gathering e-mails and talking to their membership will educate individual members they can update their own information anytime they change their e-mail, phone number and address.

5. Increase public service announcements in local media channels. (Ongoing)

6. Increase presence in social media.(Ongoing)

3. Training, education and leadership development

1. Develop membership training teams and long-term plans for membership growth.(1st Year and Continuous)

NC already has a Leadership and Development Committee in place, this committee also has oversight on examining members desiring to attend National American Legion College candidate's paperwork for recommendations based on budget The Committee also prepare and provide Instructors for Department Legion College and Post Level Training.

- Membership Committee with coordination of PR and communication team, continue to utilize the Post level training bringing leadership training to the post.
- Use the leadership in place, Division and District Commanders to reach out to every post in NC to get out to these training sessions and to encourage more participation.

2. Encourage growth of the [Leadership Education and Development program](#), [The American Legion Extension Institute](#) and department Legion colleges.(1st Year)

4. Post creation, development and revitalization

1. Encourage Departments to conduct post evaluations to identify areas that may need post revitalization, consolidation or new post development. (1st Year)

- Revitalize Posts as identified

The team within the NC Membership Committee "Go Getter" to work with the Division Commanders and District commanders with existing post that need revitalization effort.

- Utilize the National Revitalization effort at the beginning of the year and at the end of the year
- Establish initiative to transfer the 1981 post members to transfer starting of the membership year so new members can get involved by Veterans Day.
- Encourage the development of new posts where revitalization efforts have not been successful and activate more seasoned Legionnaires in this area.

- Establish a team to gather all info that has been collected from the past and what post need to be looked at in the future and utilize the Go Getter team to develop and motivate how to revitalize a post.
- Form new posts in communities with significant veteran's populations.
 - Establish a team that will work with the Membership and PR committee to identify these communities in North Carolina.
 - Establish 3 members of the membership Committee to work with the Chair to make revitalization, develop and form new posts
- 2. Improve community awareness of posts by being active in the community.(1st Year)
 - Work with the existing committees of Membership, PR & Publication and Leadership Development to prepare Posts to bring the message to the community.
- 3. Identify and utilize the proper membership tools at all levels to achieve growth. (1st Year)
 - “ Why You Should Belong”
 - · “How We Help” brochures
 - · Post Officer Guide
 - · Public Relations Toolkit
 - · American Legion Extension Institute Course

5. Membership recruiting and retention

1. Establish membership teams at all levels; retention must be the first priority.(1st year & Continuous)
 - Develop a retention strategy at every level of the organization. **RETENTION MUST BE THE FIRST PRIORITY TO INCREASE OUR MEMBERSHIP**
 - NC already has a Go Getter Program, have the “Go Getter Team” work with Membership Team to reach out to every post to renew each and every member. Utilize the on the online renewal process, this has proven as a useful tool for retention.
 - · Develop and implement a strategy for transferring members from the department headquarters' post into traditional posts.
 - Look for alternative Post Developments (specialty, perhaps a cyber-post (virtual , on campus sites, Guard / Reserve units)
 - Utilize the existing National Post revitalization for transferring headquarters and develop this to happen in the beginning of the Membership season. · Increase emphasis on traditional recruitment.
 - Develop a program to work with the Division and District Commanders to have a recruiting effort though the districts to bring the talent of face to face recruiting back to the Legion (Knocking on doors, Veteran friendly businesses shoes on the ground in teams, where possible).
 - Evaluate current reward and incentive programs at all levels and make recommendations for change if necessary.
 - Appoint a Membership Committee member to evaluate, bring back information to committee. With this evaluation, find out if these reward programs are known throughout the Department of NC.
 - Develop a team to look at what military Leaders we are already connected with.

- Identify all the senior leaders we have in Department of NC and then work with the areas that do not have a relationship to develop that relationship.
2. Ensure new members feel welcome and are invited to participate. (1st year and Continuous) Welcoming new members and guests in our Posts, it's an inside job!
 - Culture change that has to be continuously promoted throughout the American Legion, and must be a part of the Legion leadership programs and training.
 - Culture change, to establish why the American Legion as the best organization of war time veterans and be proud of your post.
 3. Continue to enhance the membership renewal process.
 - Department Membership team to reach out to Posts that continuously receive 100% membership year after year and document their success.
 - Ask a representative from each of these Posts would help the Department membership with ideas and training of sealing the deal in recruitment.
 4. Having successfully completed the VA claims process, Department Service Officers are encouraged to invite eligible veterans to join the American Legion or renew their membership.
 5. Offer participants in the Legion programs, and their families, the opportunity to support such programs through membership in The American Legion family, if eligible. Invite members of the Legion Family (Auxiliary, SAL and Legion Riders) to attend Membership Events.

Submitted by ;
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“ FORWARD, MARCH!”
2013-2014