



## Membership & Post Activity

March 2017

### “How’s it going “

March is a great time to review how the year is going so far.

#### How are you doing on your membership goals?

- 90% is fast approaching
- Have you contacted everyone on your roster who has not renewed. If not why not?
- Have you contacted everyone in your zip code radius who is currently in Post 1981. Members who have paid 2017 build on next year but if you get a 2015 or 2016 to transfer and pay membership, they count this year!
- Have you contacted those members who have moved into your area through Project Stay Alive. Just like 1981, if they have paid 2017 your building for next year. Collect membership for 2015 or 2016, they count this year!

#### How are you doing in recruiting new members?

- Each Post needs new members to grow and replace those who leave.
- Each Post needs new members for fresh ideas and new officers.
- 118 Posts have not recruited one new member. That’s 1/3 of the department.
- 4 Posts have zero members at all.
- **Just Ask.**

#### How are you doing on your minimum requirements?

- Taxes up to date.
- Have all the officers a Post requires.
- Officer’s are sworn in and updated at the Department.
- Finances have been audited.
- Planned your annual meeting & officer elections for 2018.
- Are doing at least one Legion Program.

#### How are you doing on your Post Consolidated Report information & figures?

- Needed to show Post activities to National who reports to Congress.
- Record your Post activities from Jun 1 to May 31st.
- Must be submitted prior to Jul 1st.
- Can be done by paper or on mylegion.
- North Carolina is terrible at Post reporting. We’re not last in the nation but we look bad.

#### How are you doing on your VSF & USSNC Contributions to the Department?

- Contribution is measured by your membership goal
- VSF is for the VA volunteers. You can’t tell me none of your members have used the VA and been assisted by VA volunteers.
- VSF is \$.50 per membership goal
- USSNC to for our own battleship the USS North Carolina and the efforts to protect and preserve her.
- USSNC was the fastest battleship of her day and was the best equipped. She was a Super Battleship
- USSNC is \$.50 per membership goal
- Be sure to mark each contribution for fund & dollar amount. Sheila is good but she cannot read your mind.

#### Social Media Marketing.

(Excerpted from Voice of Marketing, Jan 2017)

Your Post must market yourselves and the programs you participate in with the local community. Here’s a list of social media marketing benefits adapted to our Post activities.

1. *Increased Brand Awareness.* Every opportunity you have to increase your brand’s visibility is valuable. Your social media networks are just a new channels of information. It makes your Post easier and more accessible for new members and makes you familiar and recognizable to existing members.
2. *Improved Brand Loyalty.* Engaging on social media channels enjoy higher loyalty from their customers.
3. *More opportunities to join new customers.* Every post you make on social media is an opportunity for new members.
4. *Humanizing your brand.* Putting faces to a brand makes it personal.
5. *Higher Brand Authority.* Interacting with your members shows good faith.
6. *Increased Traffic.* Doesn’t that mean more members?
7. *Decreased Costs.* Oh Yes, it’s free.

Social Media is a very easy way to be involved in your local community.

#### 9th Annual Pony Express.

“The Pony Express was a mail service delivering

messages, newspapers, mail, and small packages from St. Joseph, Missouri, across the Great Plains, over the Rocky Mountains and the Sierra Nevada to Sacramento, California, by horseback, using a series of relay stations. During its 19 months of operation, it reduced the time for messages to travel between the Atlantic and Pacific coasts to about 10 days. From April 3, 1860 to October 1861, it became the West's most direct means of east-west communication before the telegraph was established and was vital for tying the new state of California with the rest of the United States." (Wikipedia)

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 along the route include:

- Concord Post 51,
- Lexington Post 8,
- Asheboro Post 45,
- Sanford Post 382,
- Fayetteville Post 32,
- Dunn Post 59,
- Selma Post 141,
- Raleigh Post 1,
- Department Headquarters,
- Wilson Post 13,
- Greenville Post 39,
- Hertford Post 126,
- Coinjock Post 288
- The Wright Brothers National Monument

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

**So let's see some recruiting & renewal action!**

**100% Club.** (As of 2/2/17 Department Report)

- |   |    |           |
|---|----|-----------|
| 1 | 12 | Carthage  |
| 2 | 16 | Newton    |
| 3 | 19 | Tarboro   |
| 4 | 68 | Leland    |
| 5 | 94 | Snow Hill |

- |    |      |               |
|----|------|---------------|
| 6  | 95   | Mebane        |
| 7  | 105  | Louisburg     |
| 8  | 110  | Nashville     |
| 9  | 116  | Fuquay-Varina |
| 10 | 122  | Burnsville    |
| 11 | 124  | Apex          |
| 12 | 139  | Chadbourn     |
| 13 | 146  | Landis        |
| 14 | 175  | Durham        |
| 15 | 187  | Wake Forest   |
| 16 | 210  | Yanceyville   |
| 17 | 217  | Statesville   |
| 18 | 230  | Spring Lake   |
| 19 | 237  | Sanford       |
| 20 | 250  | Tryon         |
| 21 | 283  | Pittsboro     |
| 22 | 293  | Nashville     |
| 23 | 308  | Littleton     |
| 24 | 332  | Walstonburg   |
| 25 | 370  | Highlands     |
| 26 | 386  | Greensboro    |
| 27 | 433  | Midland       |
| 28 | 446  | Marshville    |
| 29 | 521  | E. Arcadia    |
| 30 | 527  | Fallston      |
| 31 | 529  | Knightdale    |
| 32 | 531  | Moyock        |
| 33 | 540  | Cary          |
| 34 | 546  | Lagrange      |
| 35 | 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](mailto:rmkellis@live.com).

### Important Dates

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|--------------------|--------------------------------|
| Feb 16-18, 2017    | Midwinter Conference, Raleigh  |
| Mar 15, 2017       | American Legion Birthday       |
| Mar 30-Apr 2, 2017 | Pony Express Membership Drive  |
| Jun 7-10, 2017     | Department Convention, Raleigh |