



## Membership & Post Activity

### March 2018 “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.
- Have you contacted those members who have moved into your area through Project Stay Alive.
- Have you asked all your current members to bring in 1 new member?

#### 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.
- 108 Posts have not recruited one new member. That’s 1/3 of the department.
- **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.
- 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.

#### 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 us 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 awesome but she cannot read your mind.

#### Social Media Marketing.

(Excerpted from Voice of Marketing, Jan 2017/2018)  
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. *Brand Strengthening.* Every opportunity you have to increase your brand’s visibility is valuable. Your social media networks are just a new channel of information. It makes your Post easier and more accessible for new members and makes you familiar and recognizable to existing members.
2. *About Us.* Studies have shown that this is the most visited area of your page/web site after the Home Page. Not only does it need to display the members of your team but it must also portray who you are and what your goals are. What sets you apart from other veterans organizations.
3. *Improved Brand Loyalty.* Posts engaging on social media channels enjoy higher loyalty from their customers.
4. *New customers.* Every post you make on social media is an opportunity for new members. Show your having fun.
5. *Amplification.* What is that? Facebook posts only reach 6% of the followers. You have to have your content stand out and encourage sharing by your followers.
6. *Humanizing your brand.* Putting faces to a brand makes it personal.
7. *Higher Brand Authority.* Interacting with your members shows good faith.
8. *Increased Traffic.* Doesn’t that mean happy members and maybe more members?
9. *Decreased Costs.* Oh Yes, it’s still free.
10. *Photos, photos, photos.* Show your member activities. People want to join in with a group doing something.

Social Media is a very easy way to be involved in your local community & highlight who you are.

#### Saddle Up! 10th 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 10th 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 April 5-8, 2018 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.

This years journey is 612.6 miles and while we do not have a National special guest identified, it’s always possible we may have one join us.. Dedicated American Legion Riders (ALR) will deliver membership to collection points and provide a motorcycle escort for Commander Carol Barker by either riding all or a portion of the route.

Collection points along the route include:

- Pleasure Island Post 129,
- Calabash Post 503,
- Warsaw Post 127,
- Kinston Post 219,
- Goldsboro Post 11,
- Wilson Post 17,
- Wake Forest Post 187,
- Department Headquarters,
- Greensboro Post 53,
- East Bend Post 336,
- Hickory Post 48,
- Bessemer City Post 243.

Want to join in but don’t ride a bike? Cruisers, antique & classic autos and your wife’s mini-van are all welcomed. Just got to keep up.

So do a late March push on all of the 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. MyLegion Tech Talk.**

- ◆ Each month print your 1981 Find Members in my Area listing for your zip codes.
- ◆ Compare each listing to the previous month.
- ◆ Contact new names to the list.
- ◆ Impress the new 1981 members by contacting them in their first 30 days.
- ◆ Print only the contact letters that you need.
- ◆ National’s letters are generic so add a small insert to highlight why you’re the best. Maybe you have a Junior Auxiliary, Best Hot Dogs in the State, a Cruisers unit, your next event is when? and the list goes on.

**100% Club.** (Department Report 2/2/18)

### Important Dates

Apr 5-8, 2018  
Jun 27-30, 2018

Pony Express  
Department Convention, North Raleigh Hilton

1	5	St. Pauls
2	9	Charlotte
3	19	Tarboro
4	32	Fayetteville
5	35	Red Springs
6	60	Henderson
7	66	Mooresville
8	68	Leland
9	84	Elizabeth City
10	99	Beaufort
11	106	Salisbury
12	110	Nashville
13	116	Fuquay Varina
14	122	Burnsville
15	127	Warsaw
16	187	Wake Forest
17	210	Yanceyville
18	278	Middlesex
19	283	Pittsboro
20	293	Nashville
21	313	Aurora
22	321	Huntersville
23	328	Kenly
24	362	Hertford
25	436	Angier
26	502	Garland
27	529	Knightdale
28	540	Cary
29	543	St. James
30	545	Wilmington
31	546	LaGrange
32	550	Shalotte
33	1981	Department

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

**Membership Forms & Reports**  
All located in on the Department website at [www.nclegion.org](http://www.nclegion.org)

**Contact.** Membership Committee Chairman Bob Barker can be reached at [rgbhawaii7@gmail.com](mailto:rgbhawaii7@gmail.com) or 336-420-5877