



Membership & Post Activity

September 2017

Membership Renewal is in full swing.

Tips from the top. Post 116-Fuquay Varina

- ◇ Take the responsibility off of your Adjutant.
- ◇ Create a GoGetter Team. Ours is 25 members.
- ◇ Work the DMS/1981, Expired, Active lists.
- ◇ Contact every member.
- ◇ Our Commander tries to speak to or email every new member.
- ◇ WWII & Korean veterans get a personal call.
- ◇ WWII members are paid for by the Post.
- ◇ WWII members cards are hand delivered.
- ◇ Active duty members are paid first year by the Post.

Post 230-Spring Lake

- Start a conversation with every veteran we meet. What branch of service & what did you do? Are they a member? Explain who we are and what we do.
- Set up tables in public, local stores & coffee shops. Wear the cap proudly & explain who we are. We did 46 setups last year.

Post 19-Tarboro

- * Lots of emails.
- * Lots of phone calls.
- * Lots of knocking on doors.
- * Share membership rewards with members.
- * Member who brings in 5 new members gets his dues paid by the Post next year.
- * Worked the DMS/1981 List.
- * Don't sit back & wait. Get out there & obtain.

Post 370-Highlands

- Moved their meeting to Saturday morning with a breakfast. Have 65% attendance. "Mama isn't cooking on Saturday morn"

District 4

- ◇ Email all District members with email addresses & remind them.

Here are some more ideas & suggestions.

- ◇ Just Ask. Simple isn't it.

- ◇ Wear your Legion emblem proudly.
- ◇ Know our history.
- ◇ Know our programs.
- ◇ If you promote the programs, membership will follow.
- ◇ Encourage youth programs. Vets are parents too.
- ◇ Advertise on your vehicle with a magnetic sign.
- ◇ See a veteran tag or decal, leave a brochure or flyer letting them know who you are & how to contact you.
- ◇ Communicate with your members. Sorry, they are not telepathic.
- ◇ Recruit eligible family. All your family no matter where they may reside.
- ◇ Recruit eligible friends.
- ◇ Every Post member can recruit a new member or 10 or 100, even Commanders.
- ◇ Recruit new members to replace those who leave or travel on to Post Everlasting.
- ◇ Get out in the Community. You cannot hide in your Post and think anyone knows you exist.
- ◇ Adopt your local Blue Star Mothers.
 - ⇒ Pay the membership for their active duty child (if you can).
 - ⇒ Recognize them with a pin.
 - ⇒ Assist the family with questions while on active duty.
 - ⇒ Support new veteran upon separation/retirement from military service. Chances are they are coming home looking for jobs, education, VA assistance etc.
 - ⇒ Mom & family can join Auxiliary & SAL
- ◇ Encourage, inspire, have fun.

DMS/1981 Transfers

The best source of new members.

Go Get Them.

Don't put it off.

Do it Now!

Chances are your dues are less expensive than Post 1981's at \$40.00.

And if not, your Post should be offering them more value for their dues.

Make your move.

Have your members help you!

Get on the phone, send out letters./emails.

You collect the money, you collect the membership count.

Have you made the call?

Brand Awareness.

Did you know that we only have a 7% market penetration in North Carolina? That means **only 7 out of 100** veterans are members. National average is 14%. What do you do? It starts at the Post level.

Facebook

- Promote your Post.
- Promote your events.
- Pictures, pictures, pictures. Show your team in action.
- Be sure to like and share every event.
- Encourage family and friends to like and share

your Post events.

- You can boost your Post for added visibility.
- Facebook has a nonprofit.fb.com site for ideas for nonprofits like us.
- Share National American Legion bulletins and posts

Advertising

- Put out signs prior to your event at key corners or locations in your community.
- Advertise your event on local websites, newspapers & radio stations under their community events where it should be free.
- Find local community calendars to add your event.
- After the event, promote with participation photos.
- Thank your sponsors or contributors.
- Toot your Post horn. Don't be shy. Share with local media your accomplishments.
- Do you have our emblem at the entrance to town. Bet the Rotary, Lions etc. do. If they do, you should also.
- Utilize any and all free avenues of promoting your Post and events.
- Keep your website & Facebook up to date.
- Check out the PR Toolkit on National's Website.

2018 Early Bird Post Award 50% membership by August 31st.

- ◆ Put a big push on to get as many membership submitted by August 31st.
- ◆ Now is a perfect time to check on your members. Do a well person check.
- ◆ Reward your members for renewing early.
- ◆ Have a free meal for early bird renewals with the option of allowing members to pay the day of the event to encourage renewals.

2018 Post Commander Excellence Award 100% membership by November 11th.

- ◆ Have a November 1st membership drawing in honor of Veterans Day for the value of your Post membership for all renewals. Based on your size add 2nd & 3rd place. Reward your Commander with 100% membership.

MyLegion.org

- ◇ Each Post must submit the **National Notification Form** to the Department for access, new or current officers.
- ◇ National has added so many tools for mailing DMS/1981 & Expired members.

Legion.org/Membership

National has a membership portal.

- ◆ Information for prospective new members
- ◆ Member—information for current members
- ◆ Recruiter—everything you need to know how to recruit new members to include, PSA (public service announcements), training videos, & guides

Important Sites:

Facebook:

American Legion National
Headquarters
American Legion Online Update
American Legion Department of North
Carolina (page & group)

Websites: Www.legion.org
 Www.nclegion.org

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

Contact. Membership Committee Chairman
Bob Barker can be reached at
rgbhawaii7@gmail.com or 336-420-5877

***So if our market penetration is 7
out of 100—Go Get the other 93!***

Important Dates

Oct 19-21, 2017

Fall Conference, North Raleigh Hilton