



## **Membership & Post Activity**

September 2018

**Membership Renewal is in full swing.**

**Goals are Posted.**

**Who's going to be first to 100%?**

**Tips from the top.**

**Post 116-Fuquay Varina**

- ◇ Take the responsibility off of your Adjutant.
- ◇ Create a GoGetter Team. Ours is 20-25 members plus Auxiliary & SAL.
- ◇ Invite new/prospective members to events not meetings. Meetings can be boring or contentious.  
**You only get one chance to make a great 1st impression.**
- ◇ Welcome strangers, be inviting.
- ◇ Keep your events family friendly.
- ◇ Involved and report to local town councils.
- ◇ 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 and members cards are hand delivered.
- ◇ Active duty members are paid first year by the Post.

**Post 48-Hickory**

- ◆ Actively work the DMS/1981 List
- ◆ They have an adopt a vet program.
- ◆ Host a weekly flea market & a big fair every Labor Day weekend.
- ◆ Added a new ALR chapter.
- ◆ Membership Team is 4 members.
- ◆ Reward members with a fish fry.

**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.

**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 & make it family friendly. Vets are parents too.
- ◆ Advertise on your vehicle with a magnetic sign.
- ◆ See a veteran tag or decal, leave a brochure, event flyer or door hanger 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 **ONE** 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 veterans 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.

**Last Word by Harvey Satterwhite, Div 1**

1. Ensure our Post has a Good Pulse and Blood Pressure and are Operating under the Constitution and By Laws set forth by the American Legion. Explaining this to our Comrades and the reasons Why.
2. Ensure Post are Communicating with their Members, District Commanders, Division Commanders, Department and other Post
3. None of us have all the answers. Do not hesitate to reach out with Questions and Assistance when needed.
4. Know what the American Legion HAS DONE and is STILL DOING to support our Veterans, Their Families, Our Communities, Our State, and Our Nation.

**Legion College Insights**

How to attract new & younger members?

- ◇ Do they use the VA medical system?
- ◇ Do they or have they used the GI Bill?
- ◇ Do they have a VA home loan?

*Do you have any idea of the number of veterans who have benefited from just these programs. My calculator ran out of spaces.*

MyLegion.

- ◇ Are you using it?
- ◇ New items being added all the time.

### **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.**

What is your Brand awareness? Does your community know your name?

#### **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 Veterans Day membership drawing in for the value of your Post membership for all renewals. Based on your size add 2nd & 3rd place. Reward your Commander with 100% membership.

**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

### **Important Dates**

Aug 16-21, 2018  
Aug 24-30, 2018  
Oct 18-20, 2018

92nd Baseball World Series, Shelby  
National Convention, Minneapolis, MN  
Fall Conference, North Raleigh Hilton