



“EACH ONE RECRUIT ONE”
2018-2019 Membership Awards Manual

The American Legion Department of North Carolina

EVAN THOMPSON, Department Commander
BOB BARKER, Membership Chairman

The American Legion

Department of



North Carolina

My Fellow Legionnaires

I am truly humbled by the opportunity to serve as your Department Commander during this upcoming year. I thank every one of you for your support and look forward to working with you to make this a very successful year for the Department of North Carolina, but more importantly for the veterans we all serve.

Our most important goal is to serve our veterans, our youth, and our communities. The American Legion has been the most responsive organization in the world to carry out this mission. We must continue to fight for those who so proudly served this great nation and, in many cases, paid the ultimate sacrifice.

In order for the American Legion to fulfill its role in our great nation we must continue to be a strong organization which can influence the decisions of our leaders to continue and increase their support for the many programs which affect our veterans. To maintain this influence, we must grow our numbers, numbers that have been declining for several years.

My challenge to each of you is “Each One—Recruit One”. If we can succeed in getting at least half of our membership to recruit just one new member into our great organization, we can increase our numbers by approximately 18,000 members during the coming year. I sincerely believe we can do this. There are around 800,000 veterans living in North Carolina, so we have only scratched the surface. I know you can do this!

I am thankful for each one of you who do so much in your communities to spread the word about this great organization—The American Legion. We must all be enthusiastic about our organization and do everything we can to improve it. Make a special effort to attend your post, district, division and department meetings. There will always be something to learn.

Thanks again to all my fellow Legionnaires. May God bless you and may God bless America!

Evan Thompson, Commander
The American Legion
Department of North Carolina
2018-2019

The American Legion

Department of



North Carolina

Comrades:

As we transition from membership year 2018 to membership year 2019, I would like to challenge everyone to take the time to evaluate our performance in 2018-2019 and to base our plans to strengthen and grow our Posts during 2018-2019. What did we do right? What did we do wrong? What can we do better? This is not a time to stop and start again, it is a time to evaluate and modify our plans based on our evaluation.

Did we actively reach out and talk with Veterans that qualify to be members of the American Legion? Have we taken the opportunity to share the comradery and to help with benefits? I challenge each legionnaire to reach out to their family members that are veterans, their spouses, and their children. Sometimes we look in lots of places but the most obvious are overlooked. That is why it is so important that we and stop and look around us.

What incentives are we offering our current Post members to renew their membership? I would hope that every Post offers value and comradery among other incentives. Face it folks, it is human nature for a person to remain where they feel they are welcome and where they feel have a purpose. Are we creating that environment for our members?

What programs and activities are we offering within our communities to catch the eye of that potential member? Have we done what we can to get the word out about our Posts and what we do? It has been said that through benefits offered by The American Legion, you should be able to save the amount of your dues or more, so that's not the issue. The issue is whether we have made The American Legion enough of a household name within our communities that potential members want to join before we ask. Their perception is often their reality. Make your Post a place that prospective members want to belong.

Are we using the tools available to us to better serve/retain our current members and better recruit new members? Programs like myLegion.org and Member Muster, and <https://www.legion.org/newsletters> are available to assist you in managing your Post. Publications are available through the media tab on the National and Department Headquarters websites. Knowledge of The American Legion and proper management of your membership records are key! The neat part is that these tools are free and only require the investment of a little of your time. Another investment that will pay dividends!

We need to realize that while the membership report may show that one year ended and another has begun, our efforts in membership are ongoing. Membership is not a line... It is a circle. During our membership year, we do see seasons. Each season only leads us to and prepares us for the next. So, take time to assess 2017 and plan 2018. The season for us to sow the seeds that will lead to our harvest next June is upon us...

Bobby Barker, Membership Chairman (336)420-5877
Department of North Carolina 2018 - 2019

2018 - 2019 MEMBERSHIP TARGET DATES

<u>DEPARTMENT</u>	<u>TARGET</u>	<u>NATIONAL</u>
SEPTEMBER 05, 2018	50%	*SEPTEMBER 12, 2018
OCTOBER 04, 2018	55%	OCTOBER 11, 2018
NOVEMBER 08, 2018	65%	NOVEMBER 15, 2018
DECEMBER 05, 2018	75%	*DECEMBER 12, 2018
JANUARY 10, 2019	80%	JANUARY 17, 2019
FEBRUARY 06, 2019	85%	*FEBRUARY 13, 2019
MARCH 06, 2019	90%	MARCH 13, 2019
APRIL 03, 2019	95%	*APRIL 10, 2019
MAY 01, 2019	100%	MAY 08, 2019

National Delegate Strength 30 Days prior to National Convention

*This date is also a renewal notice cutoff date.

2018 - 2019 DIRECT RENEWAL NOTICE DATES

<u>CUTOFF DATES</u>	<u>RENEWAL DATES</u>
MAY 09, 2018	JULY 02, 2018
SEPTEMBER 12, 2018	OCTOBER 08, 2018
OCTOBER 11, 2018	NOVEMBER 16, 2018
DECEMBER 12, 2018	JANUARY 04, 2019
FEBRUARY 13, 2019	FEBRUARY 27, 2019
APRIL 10, 2019	APRIL 26, 2019

*Transmittals received after this date will not prevent a subsequent notice from being delivered at or around the renewal date

POST CATAGORIES

*A Post category is classified as the 2018 membership total.

CLASS A - 500 AND ABOVE	CLASS D - 60-99
CLASS B - 200 - 499	CLASS E - 30-59
CLASS C - 100 - 199	CLASS F - 15-29

*All candidates for Department awards will have their membership records verified by the post adjutant or persons responsible for submitting the individual.

	Department Individual Awards	DEADLINE DATE
Go- Getter Club	Each legionnaire who recruits at least (1) <u>NEW</u> member will receive the Go-Getter Pin and the opportunity to attend his/her Division Go-Getter Banquet.	December 31,2018
New Member Recruiter OTY	Classes A, B, C, D, E and F – Individuals in each Post Class who secures the highest number of <u>NEW</u> members (certified by the Post Adjutant) will receive a plaque.	May 08, 2019
National Recruiter Pin	Each Legionnaire who recruits three (3) <u>NEW</u> members and <u>RENEWS</u> (10) member (certified by the Post Adjutant) qualifies for the National Recruiter Pin.	May 08, 2019
Department Recruiter OTY	Each Post will have the opportunity to of the Year submit the name of its Recruiter from that Post who has signed up the most <u>NEW</u> Members for the 2019 Membership year. The individual who has signed up the most members in the state will receive a plaque and his/her name will be submitted for the <u>National Recruiter of the Year</u> .	May 08, 2019
Commander’s Star Award	Each Legionnaire who <u>RENEWS</u> (1) member by will receive the Commander’s star.	May 08, 2019
Commander’s Coin Award	Each Legionnaire who signs up (3) <u>NEW</u> members will receive the Commander’s coin.	May 08, 2019
Commander’s Choice Award	This Award is designed and selected by the Department Commander for the purpose of identifying the individual(s) in the Legion Family who contribute most to the Post, District, Department and Community. They have shown themselves to be a “go to” person who can be relied upon to step up and lend a hand. There will be a First, Second and Third place recipient. Please see application in manual for further details.	May 08, 2019

	Department Post Awards	DEADLINE DATE
Early Bird	Each Post that transmits 50% of their membership goal to Department Headquarters by the deadline date receive a Early Bird Citation.	September 7, 2018
Post Commander Excellence Award	Post Commanders who attain 100% membership goal by Veteran's Day will receive a citation recognizing accomplishment.	November 8, 2018
Dogwood Award	Each Post which has reached its 100% membership goal by Dec 31st will receive a Dogwood Streamer for their Post Colors.	December 31,2018
First to 100%	Class A, B, C, D, E and F - Presented to the FIRST Post in each class that makes 100% of its 2019 Membership Goal as certified by the Department Adjutant.	Variable date by Catagory
100% Post	All Posts that attain their 100% membership goal by May 8th will receive a certificate recognizing their accomplishment.	May 8,2019
100% Post Renewal	All posts that attain 100% retention by February 2019 will receive a streamer recognizing their accomplishment.	End February 2019

*All candidates for Department awards will have their membership records verified by the post adjutant or persons responsible for submitting the individual.

	Department District Awards	DEADLINE DATE
First to 100% District	A Honor plaque awarded to the first District Commander to reach 100% of his/her 2019 Membership Goal	Variable 2019
Top District Commander	A Honor plaque and paid State Convention expenses awarded to the Top District Commander in the Department based on the following: 1 – Must achieve the greatest percentage of membership. 2 – Must reach established goal. State Convention expenses consist of hotel accommodations and Convention registration fee.	May 8,2019
100% District Commander	Custom Honor Plaque for the District Commanders who make 100% of their 2019 Membership Goal.	May 8,2019
100% Posts District Commander	Custom Honor Plaque for all District Commanders who have ALL POSTS in their District at 100% by cutoff date.	May 8,2019
	Department Division Awards	
First to 100%	A Honor plaque and Navy Blazer awarded to the first Division Commander to reach 100% of their 2019 Membership Goal	Variable 2019
Top Division Commander	An Honor plaque and paid State Convention expenses awarded to the Top Division Commander in the Department based on the following: 1 –Must achieve the greatest percentage of membership. 2 – Must reach established goal. State Convention expenses consist of hotel accommodations and Convention registration fee.	May 8,2019
100% Division Commander	Honor Plaque for each 100% Division Commander.	May 8,2019

	<u>National Individual Awards</u>	DEADLINE DATE
Gold Brigade	Any Legionnaire who recruits 50 or more NEW members into The American Legion by the Target Date will qualify for enrollment in the elite GOLD BRIGADE	May 08, 2019
Silver Brigade	Any Legionnaire who recruits 25 to 49 NEW members into The American Legion by the Target Date will qualify for enrollment in the Silver Brigade	May 08, 2019
National Recruiter of the year	Individual certified with the highest number of New Members recruited from (Department) among all the Departments will be declared "National Membership Recruiter of the Year."	May 08, 2019
Pioneer Award	The Post will make a recommendation of <u>any individual</u> who has made the greatest contribution in helping get your post chartered and ensuring successful operation. Nominations may be made after securing a temporary charter.	Any time during the year
National Post Awards		
National Post Honor Ribbon	Each Post that has reached its 100% membership goal by Dec 31st will receive a streamer for their Post Colors.	December 31, 2018
Certificate of Meritorious Service	Awarded to Posts who have enrolled an advanced membership for 2018-2019 equaling or surpassing the Post's previous All Time-high membership.	December 31, 2018
Five or more consecutive Years	Awarded to all Posts who have reached five or more consecutive years of All-Time Highs in membership.	December 31, 2018
100% Post Commander Pin	Post Commanders who attain their 100% Post Membership Goal by May 8th, will receive the National 100% Post Commander Pin.	May 08, 2019
100% Post Adjutant Pin	Post Adjutants who attain their 100% Post Membership Goal by May 8 th will receive the National 100% Post Adjutant Pin.	May 08, 2019

*All Candidates for National awards will have their membership records verified by the American Legion Department of North Carolina membership personnel prior to submission to National Headquarters.

	National District Awards	DEADLINE DATE
District Commanders Race to the Top	District Commanders will compete in each of the to The Top five categories for the Top District Commander at the National Level for an all-expense paid trip to the National Convention, including round-trip airfare, tickets and first-class hotel accommodations for two. See application in Manual	April 19, 2019
District Commander's New Post Award	District Commanders who create a new American Legion Post in their respective Districts and have Temporary Charter Application on file at National by the May Target Date.	May 08, 2019
District Commander Achievement and Honor Ribbon	District Commanders whose 2019 membership exceeds their 2018 membership by at least the number of Posts in their District will be awarded the Achievement Award and an Honor Ribbon for their District colors.	May 08, 2019
District Commanders 100% Pin	Any District Commander achieving 100% of their district membership goal.	Any Time During the Year

COMMANDER'S MEMBERSHIP STAR AWARD



DEADLINE DATE: May 8th, 2019

I certify that the following Legionnaire _____ of Post _____, RENEW at least (1) MEMBER by the deadline. Please include the member ID number for renewed members. **You can submit MULTIPLE Post members on one sheet*.**

SIGNATURE OF CERTIFYING OFFICIAL

MEMBER NAME	RENEWED MEMBER	MEMBER ID
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

**CERTIFICATION FORM MUST BE RECEIVED AT DEPARTMENT HEADQUARTERS NO LATER THAN
MAY 8, 2019.**

COMMANDER'S MEMBERSHIP COIN AWARD



DEADLINE DATE: May 8th, 2019

I certify that the following Legionnaire(s) of Post _____, recruited at least (3) NEW MEMBERS by the DEADLINE date. Please include the member ID number for RECRUITED members. **You can submit up to 4 Post members on one sheet*.**

SIGNATURE OF CERTIFYING OFFICIAL

*	Member ID Number
1	
2	
3	
*	
1	
2	
3	
*	
1	
2	
3	
*	
1	
2	
3	

**CERTIFICATION FORM MUST BE RECEIVED AT DEPARTMENT HEADQUARTERS NO LATER THAN
MAY 8, 2019.**

NEW MEMBER RECRUITER OF THE YEAR

Certification of Candidate for New Member Recruiter of the Year

DEADLINE DATE: May 8TH, 2019



I certify that Legionnaire _____ of Post _____ secured _____ NEW members by the May 8, 2019 DEADLINE. This award goes to the Legion Member with the highest number of NEW members within the post.

SIGNATURE OF VERIFYING POST AUTHORITY

PLEASE ATTACH A COPY OF ALL ADDITIONAL NEW MEMBERS SECURED BY THE MEMBER

NEW MEMBER NAME	NEW MEMBER ID NUMBER
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

NEW MEMBER NAME	NEW MEMBER ID NUMBER
16	
17	
18	
19	
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22	
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2019 Go-Getters Awards Certification

CERTIFICATION FORM MUST BE RECEIVED AT DEPARTMENT HEADQUARTERS

NO LATER THAN January 31, 2019.

2019 Go-Getters Awards Certification

On reverse side of this page is the form for reporting the Go-Getters in your Post. Each Legionnaire who secures **1(one)** or more **NEW MEMBER** received, date stamped and processed for **2019 membership year by December 31, 2018** qualifies as a Go-Getter. His/her name, **COMPLETE** with number of members secured should be listed on the form. The form will be provided to the Post Officer for certification and mailed to Department Headquarters by the specified due date.

Standard awards for members enrolled by December 31st are:

1 NEW Members	Silver Star
5 NEW Members	Gold Star
10 NEW Members	Silver Star with Wreath
20 NEW Members	Gold Star with Wreath
3 NEW Members & 97 Renewals	Century Club Shield

**GO-GETTERS FORM SHOULD BE RECEIVED, DATE STAMPED AND PROCESSED AT
DEPARTMENT HEADQUARTERS BY January 31, 2019**

2018 GO-GETTERS CERTIFICATION FORM ---

This form should be filled in accurately and completely, listing name and number of NEW member(s) secured. A minimum of 1 NEW secured Legionnaire is required to be eligible to be a Go-Getter, and this form must be received and date stamped at Dept. HQ's by January 31, 2019.

Division _____ District _____ Post _____

MEMBER NAME	NUMBER OF NEW MEMBERS SECURED
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

I certify that the Legionnaires listed above qualified for the Go-Getters' Club for 2019 by personally securing the number of memberships indicated.

SIGNED: _____

Location & Address (For mailing pins)



2019 Commander's Choice Award

This award is designed and selected by the Department Commander for the purpose of identifying the individual(s) in the Legion family who contributes the most to the post, district, department and community and has shown themselves to be a “go to” person who can be relied upon to step up and do whatever may be needed to accomplish the task at hand.

Posts, Units, Squadrons, ALR's should submit a narrative along with newspaper articles and any other pertinent data to justify selection of their candidate. There will be a first, second, and third place recipient.

EVAN THOMPSON, Department Commander