



Membership & Post Activity

March 2019

How's it Going?

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 and pass away.
- Each Post needs new members for fresh ideas and new officers.
- Do you engage your new members in activities?
- Do you send out/email out a welcome package to each new member?
- Do you invite them & their family to your next event. Not a meeting but an event or activity.
- Do all your members recruit for the whole legion family? Legion, Auxiliary, Sons.
- **Just Ask.**

How do you like MyLegion Membership Processing?

- It's simple and fast. Normal response time is 9 days.
- No transmittals for new or renewed membership or transfers with money.
- Transfers without money still get mailed.

How are you doing on your minimum requirements?

- Taxes up to date.
- Do you have all the required Post officers.
- Officer's are sworn in and updated at the Department.
- New members are initiated.
- 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 in 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.

100th Anniversary Tools.

- Host a Post Birthday Party
- Have a Centennial Open House with lots of pictures and members of your Post.

National has a Tools & Media Kit in .pdf format with ideas for our Centennial year.

www.legion.org/documents/legion/.../centennial_media_kit.pdf

Youth Programs.

Dust off those folders, download the latest information, get busy. Spring is rapidly approaching. Don't miss the opportunity to help students in your area.

Baseball

Girls Fastpitch Softball

Boys State

Student Trooper

Junior Shooting

ROTC/JROTC Medals

MyLegion Tech Talk.

- ◆ Each month print your 1981 Find Members in my Area listing for your zip codes. Depending on your marketing, new members could be joining all the time.
 - ◆ 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.
- ◆ Did you know that National has upgraded the letters for unrenewed too?
 - ◆ Rosters, Letters & Labels.

Social Media Marketing.

(Excerpted from Voice of Marketing) 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.
11. *TBT.* Throw Back Thursday's. Every Thursday post an old photo of your Post, your Members or your Community to your Social Media. Admit it, we all like to see how it was.
12. *Weekly Showcase.* Use each day of the week to highlight a piece of your Post. Youth Program Tuesdays or Clean Military Joke Fridays. You get the idea.
13. *Check them out.* It's alright to get ideas from other Departments & Posts that may work in NC. We are one big family with a common goal.
14. *Respond.* Respond to your Page Inbox and Notifications. Answer questions.
15. *No Limits.* Don't limit yourself to just Facebook. Explore the social media venues. Instagram, Twitter, etc.

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

Don't forget the National has a PR Media Kit with posters, brochures, social media resources etc

100% Club.

(Department Report 2/1/19)

1	15	Washington
2	19	Tarboro
3	32	Fayetteville
4	35	Red Springs
5	59	Dunn
6	60	Henderson
7	64	Pollocksville
8	74	Forest City
9	82	Shelby
10	96	Murphy
11	99	Beaufort
12	106	Salisbury
13	110	Nashville
14	121	Marshville
15	131	Hamilton
16	182	Columbia
17	200	Bayboro
18	217	Statesville
19	262	Charlotte
20	263	Washington
21	289	Ayden
22	293	Nashville
23	308	Littleton
24	345	Charlotte
25	357	Altamahaw
26	396	Spring Hope
27	423	Henrietta
28	431	Wingate
29	436	Angier
30	458	Indian Trail
31	504	Falling Creek
32	511	Beulaville
33	523	Harrisburg
34	540	Cary
35	543	St. James
36	546	LaGrange
37	551	Southport

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.

Membership Forms & Reports

Most forms are now .pdf fillable

Located 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

Important Dates

Feb 14-16, 2019

Mar 2, 2019

April

Mid Winter Conference, North Raleigh Hilton

Department Oratorical Final, Old Guilford County Courthouse, Greensboro

Legion Riders Pony Express Membership Drive