



Membership & Post Activity

August 2019

It's going to be an exciting year!

Programs = Membership = Growth

- **You need programs to attract members & give them value for their membership.**
- **You need membership to operate the programs.**
- **Together your giving your Post the best chance for growth & to give back to your community.**

Legion Act.

- ◆ Now veterans with honorable service and one day of active duty time are eligible for our American Legion membership if their service is from December 7, 1941 to present. There are 4.2 million veterans that have become eligible across the nation.
- ◆ We never quit fighting for them and are glad to welcome them to our family.

Welcome.

- ◆ Do you welcome members to your Post?
- ◆ Not just when think about it but every time. It shouldn't matter if you just saw them yesterday or you've never met them. Welcome them every time.
- ◆ Create a welcome ambassador. Select a member or officer whose job it is to welcome everyone coming in the door for your events. Sgt-at-Arms do this for meetings but rotate the role for events. Maybe a costume, funny hat or big name pin. Something with fun written all over it.

The Elevator Presentation.

- ◆ Have a membership app in your wallet.
- ◆ Better yet add a membership app to the back of your business card. Now you have one with you every time.
- ◆ Prepare an introduction to the American Legion you can do in the span of a few seconds called The Elevator Presentation. This presentation works for all social settings. Quick, concise, knowledgeable.

Basic Training.

- ◆ You went through Basic Training when you joined the military.
- ◆ You also went to school or training to learn a trade.
- ◆ Learn about the American Legion History & Programs

through Basic Training online course.

- ◆ **FREE.** You saw that right. **It's FREE to do.**
 - ◆ www.legion.org/alei Follow the instructions. **Done.**
- Value/Family/Engagement/Renew**
- ◆ Your Post must offer value to your members.
 - ◆ Your Post needs to be family friendly and welcoming.
 - ◆ Your Post needs to engage your members in committees, events, programs & activities.
 - ◆ Your Post needs these items to help your members believe in you and renew their membership.

Buddy Check.

Did your Post do one in March or schedule one later?
Do you even know what it is?

Buddy Check is a National Commander initiative for you to contact every member of your Post. Not to demand membership but to check on them. Connect. Here's the 5 questions that I used when we did ours at Post 116 in July.

1. How are you? No Really, How are you?
2. Lets check your email/phone# (based on method of contact) and address. Any changes?
3. Are you receiving our weekly event notices and monthly newsletters? If not check your spam folder and let me check on your contact info.
4. Membership renewals kicked off July 1st for 2020 and National thinks we need 6 months to collect it. Can we count on you?
5. What suggestions, ideas and improvements would you like to see us do?

I got positive feedback from everyone I contacted. Had some fixes and some suggestions. **Spoke with a young man getting ready to deploy and was worried about his family.** Got senior leadership involved and now his family has a safety net. Prior to my contact we didn't know. Buddy Checks work. Make a team & be prepared for November & March for the **National Buddy Check.**

DMS/1981

There are **8023** American Legion members in 1981 with current 2019 or 2020 memberships. That doesn't even include the even larger number of expired because no one bothered to contact them.

They need to hear from you now and get an offer to transfer to your Post.

- ◆ Do a Post revitalization.
 - ⇒ Create a Post team & pick a day.
 - ⇒ Download "Find Members in My Area" from MyLegion.
 - ⇒ Don't have MyLegion access, we can get you the list/MDF forms.
 - ⇒ You call, email or **text** each member. Yes, even text.
 - ⇒ Must get a **YES**
 - ⇒ Submit the forms for transfer
- ◆ Do a District revitalization.

- ⇒ Create a District team & pick a day(s)
- ⇒ Repeat Post instructions
- ◆ Do a Division revitalization.
- ⇒ Create a Division team & pick a day(s)
- ⇒ Repeat Post instructions.

Posts can do revitalizations at their convenience. You don't have to rely on the Department Membership Team to organize it for you.

MyLegion Membership Processing.

Getting your membership updated is so simple now with MyLegion Membership Processing.

- Sign into MyLegion.
- Process Membership Tab.
- Make sure your banking info is correct.
- Follow on screen instructions.
- New, Renewals & Transfers with money can be processed from the comfort of your Post or home.

MyLegion Training. Did you know you can download Nationals complete MyLegion PowerPoint presentation to go through at your own convenience?

<http://www.members.legion.org/legion/mylegion.zip>

MyLegion membership processing. Did you know that we have a Youtube video just for NC?

Go to Youtube.

Put in myLegion Membership Processing

<https://www.youtube.com/watch?v=usfwB-BO8jY&t=9s>

American Legion Mobile App.

Find A Post, Renew your Membership, Legion News, Images and Emblem Sales. It's all there on your smart phone.

Available for download from the Apple Store, Google Play and the Windows Store.

Department of North Carolina Mobile App?

Smart phone info for North Carolina.

Brand Awareness.

What is your Brand awareness? Does your community know your name? Where you meet?

Facebook

- Promote your Post. **TOOT YOUR HORN!**
- Promote your events by listing all upcoming 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

- Make sure your Post page is up to date.

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.
- 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.

Social Media

Facebook Department of North Carolina group & page

Source of updates and shareable ads for your Post

Facebook National Pages

Twitter

Instagram

LinkedIn—greatest growth among Veterans last year.

And don't forget our websites.

Www.legion.org & www.nclegion.org

NC Membership Awards Manual.

We threw it out. What?

Maybe, maybe not. We'll let you know.

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 on the Department website at www.nclegion.org

Contact. Membership Chairman Nancy Phillips can be reached at membership@nclegion.org; doubleugly2@skybest.com or 828-406-7976

Oh By the Way.

Don't skip the Guard & Reserve to join your Post. They have been deployed a lot. A NC unit deployed just a week ago.

Important Dates

Oct 17-19, 2019

Fall Conference, North Raleigh Hilton