



Membership & Post Activity

February 2020

It's All About the Money!

Post Tax Status.

- Are your Post taxes up to date?
- Your not a non-profit unless the IRS agrees. Don't let your tax status expire.
- District Commanders. Have you checked all the Posts in your District. Idle Posts could equal expired tax status. It's easier to revitalized a Post with current tax status.
- Is your Post Incorporated?

Post Finances.

- Every Post needs to have a financial audit completed. It can be done internally by committee but the commander & finance officer cannot be involved.
- Every Post needs a budget. If you do not have one then every bill, every expenditure has to be approved by your full membership.
- Keep really good, detailed minutes of every financial decision.
- Bank Accounts. MyLegion Membership Processing raised a lot of Post questions. Do you have it all in one bank acct or is your money split amongst accts and CD's.

Fund Raising Ideas

Bingo. The big money maker. A properly run weekly/monthly bingo operation can reap big financial rewards plus it creates a terrific social event for the whole community. Locals and Legionnaires look forward to your Bingo Night.

- Governed by ALE with rules & required documents on their website.
- ALE license is \$200
- Proper equipment costs up to \$3,000
- Needs 7-10 dedicated people each time.
- Funds must be kept separate, so a separate bank account is required.
- Must be operated at your Post home/meeting place.
- Do your scheduling research. Serious bingo players have favored places to play & want to play regularly. Check with other bingo operations and players in your area to find the right time to have your bingo night and avoid conflicts for best success.

Gun Raffles. Another big money maker with rules and some risk. Some highlights:

- ◇ To stay out of trouble with the government alphabets (BATF, FBI, IRS, etc.....) you must work with a federally licensed firearms dealer (e.g., a local gun shop or sporting goods store).
- ◇ Identify the firearm(s) you wish to include in the

raffle and determine their value. **The firearms stay with the gun shop. The Post does not take possession of the firearm(s).** Any transfer of possession of the firearm(s) occurs between the licensed dealer and raffle winner, at the conclusion of the raffle.

- ◇ Print raffle tickets with the name of the licensed firearm dealer, a description of the firearm to be raffled, and a cash value for the firearm.
- ◇ Each ticket should be at least \$5 but \$10 is better.
- ◇ Do the raffle for at least 3 months and send your members out to the world selling tickets.
- ◇ Winners must go through the firearm dealer to complete all the legal paperwork and to transfer possession of the firearm.
- ◇ Develop rules for how the raffle will be conducted and addressing topics such as: how many tickets will be sold, how many tickets may each participant purchase, who is eligible to purchase tickets, when will the raffle be conducted, must the winner be present to win, what will happen in event the winner is not legally eligible to take possession of the firearm from the dealer (i.e., does the winner forfeit, or does he/she receive a cash equivalent?), etc. Publish the rules.
- ◇ Be sure to reward your highest ticket seller with some type of prize.

Other Ideas of Raising Money:

- ◆ **Meals.** Many Posts are known for their great cooks and terrific meals. There is spaghetti suppers, fish fry's, breakfast etc. If you host a meal & sell to the public then the money made after expenses may be taxable. Work with a tax professional to ensure this issue is handled properly.
- ◆ **Dinner for a Week.** Visit 7 restaurants in your area and ask for a donated \$25 gift card. Print tickets with the restaurant logo's/names on them and sell them for at least \$5 per ticket. The winner gets all 7 gift cards for Dinner For A Week.
- ◆ **Garage/Yard Sale.** Accept donated items from your members. Host a large, well advertised garage sale then donate any leftovers to a local charity. Avoid the hard work and sell tables for others to sell garage sale items. People love to shop and are ready to start earlier than the crack of dawn.
- ◆ **Craft Show, Bazaar or Event Market.** Use your Post home or other large space and sell tables for local entrepreneur's to sell their goods. It may take a couple years to build your event but some of the best & biggest ones are tied to the Christmas Season or Christmas in July.
- ◆ **5K Run/Walk or Pet Walk.** Fun for the whole family. Get donated prizes. Awards by age category and/or awards for best dressed, silliest dressed or cutest pet.

Restaurant & Shopping Promotional: Many chain restaurants and stores sponsor programs where they partner or "sponsor" a non-profit organization for a certain event, then donate a portion of the profits earned back to the non-profit. For example, **Belks, Bojangles, Chick-fil-A, Krispy Kreme, CiCi Pizza** and **Applebees** have all offered similar programs at various times with on site promotions or value cards to sell. Ever heard of **Share Night**? Identify the chain restaurants in your location, go to their webpage and see what types of

fundraising opportunities for nonprofits may exist (usually under the community relations page). You may also want to call or meet with the local store manager, even if there is no formal corporate program, as the local store manager may have some discretion in this area. For example, they might allow non-profits to sign up for a promotional night program. One or two nights a month, it's your time and the restaurant donates a portion of its profit to the Post made during that specific time period like 5-8pm. Have a banner made for the store. Advertise with members, friends and family. Make it an event and create lots of sales.

Autobell Car Wash Tickets. They allow non-profits to sign up and sell tickets. The non-profit can get 50% of the ticket sale proceeds.

Flag Rewards. Sign up for American Legion Flag Rewards. Earn credits to use in the Emblem Sales catalog for awards, uniforms & other Post items by selling USA made American Flags. Have a member work with the local community just selling the flags.

Home Depot Grants Help with the cost of fixing, remodeling, improving buildings. Many Post's have benefitted from these grants. Check with Home Depot for more information. Likewise, for smaller grants, you may want to check with your local **Lowe's** store manager.

Corporate Sponsorship. Be sure to check the tax implications. Refer any questions to the Department.

NC Solicitation License. The Non-Profit one. Do you know what it is? Do you need one? Do you have one? Get the facts.

Financial Planning, Tax Status, Corporate Programs and The Rules change all the time. Don't assume what worked in the past is legal today. Contact the Department for updates & further information before starting a fund raising event.

DMS/1981 The Gift that Keeps Giving.

1. Download your list of 2020 1981 by your Post zip code. 2019 are now delinquent and we can only work with current members.
2. Be considerate of your neighbor Posts especially in tightly packed urban/suburban areas.
3. Check your list for names who have been removed from your Post. You do not have to take them back.
4. Forward your approved Post transfer list to your District Commander.
5. Do a Welcome letter/package like you would do for any new member. When is your meetings? What are you doing? What makes your Post special? Roll out the Red Carpet.
6. Check your new 1981 members discharge documents just like you should do for any new member.
7. Posts do not have to accept DMS/1981 but their zip code(s) could be given to another.

1. Posts need to work the DMS/1981 lists every month because new people are joining daily. How about the first of each month.

1. Posts can collect the dues & transfer the 1981's ~~Feb 12, 2020~~
Feb 13-15, 2020
Jun 10-13, 2020
July 10-11, 2020
2

2015—2019 at any time.

Where are the DMS/1981 lists?

- MyLegion.
- Post Sign-in
- Reports Server
- Revitalization tab
- Find Members in My Area.
- Can be by area or zip codes.
- Download report as a .csv or .pdf
- A .csv report can be manipulated in Excel into any order you wish.
- Want to confirm who you have transferred in & out? Report Server, Post Reports, Transfer Report

Myth #1. National is not going to increase goals next year. Don't believe it. With the Legion Act be prepared for steady growth & increased goals

Myth #2. If a Post accepts DMS/1981 they will all count for next year goals. Wrong. Only the National transfers and any 2019's you collect money for count towards goals. The other 2020's build your roster to replace losses.

Myth #3. If a Post accepts DMS/1981, this years goals go up. Wrong. This years goals are set.

Myth #4. It's about the Numbers. Wrong. It's about having members to participate & do the programs. It's about having members to be future officers. It's about fresh ideas. Numbers only reflect the heartbeat of the Post.

Myth #5. Post who have reached goal will stop working membership. Not a myth but an unfortunate fact. Our membership drive is a team effort so it's a team score. We aren't 100% until the Department is 100%.

Social Media/Public Relations

American Legion Department of North Carolina Facebook Page & Group are constantly being updated with tips, ideas, articles, success stories & other tools to help a Post. All you have to do is Like & Share to your own Post Facebook Page.

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.

Don't forget we have Membership Committee members out in each Division ready to assist.

Membership Forms & Reports

All located on the Department website at www.nclegion.org

Contact. Membership Chairperson Nancy Phillips can be reached at nclegion@nclegion.org; doublegully2@skybest.com or 828-406-7976

DO YOUR CONSOLIDATED POST REPORT!

Important Dates

Department 85% Membership Goal
Mid Winter Conference, North Raleigh Hilton
Department Convention, North Raleigh Hilton
Legion College, Red Lion Hotel, High Point