



Membership & Post Activity

October 2021

#1 Member Complaint **Where's my Card?**

Posts have 30 days to process membership from member receipt. It's in our Constitution and Bylaws. That includes processing membership online or transmitting membership to Department and sending Member their card.

#2 Member Complaint **I only hear from my Post when they want money for membership or donation.**

Post have to communicate with your members. How do they know what you are doing or planning? How do they get involved if you don't inform them. Buddy Check, Buddy Check, Buddy Check.

#3 Member Complaint **My Post doesn't do anything.**

Is it because you really don't do anything or is it because your members believe that because you don't tell them any different.

#4 Member Complaint **My Post isn't interested in doing anything new or different, just the same old boring thing.**

How's that working for you? Posts not only have to engage current members but also attract new members, younger members. What is your Post Attraction?

#5 Member Complaint **I visited a Post and it wasn't welcoming.**

- ◆ Do you welcome members to your Post?
- ◆ Not just when you 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.

Increase your Post Value.

What are you offering for your membership? What is your **Bang for the Renewal Buck?** *Get back to or start using the 4 Pillars & expand.*

- ◆ **Pillar 1**—Veterans, the GI Bill & the VA.
 - *Be a VA Facilitator.
 - ⇒ Help veterans get their records.
 - ⇒ Help veterans get to a certified VSO
 - *Women Veteran Programs
 - *Homeless Veteran Programs
 - *Military Honors Funerals
- ◆ **Pillar 2**—National Security
 - *Disaster Prep/Hurricane Prep & Assistance
 - *Blue Star Families
 - *Blood Drives
 - *POW/MIA Accounting
- ◆ **Pillar 3**—Americanism
 - *Sponsor a team. Don't limit yourself to Baseball/Softball. How about Soccer or Volleyball?
 - *JROTC/ROTC, Youth Events
 - *Flag Protection/Education. Recognize your local businesses who proudly fly the flag with a special flag certificate of appreciation
- ◆ **Pillar 4**—Children & Youth
 - *Children in Need—TFA
 - *Family Support Network & Child Welfare Foundation

DMS/1981AD.

**You want and need New Members.
You want and need Younger Members.
You want future leaders.**

**They are right in front of you.
DMS has over 3000 members with new names added daily.**

- ⇒ Download "Find Members in My Area" from MyLegion.
- ⇒ We can get the names by zip code for you.
- ⇒ Contact for consent
- ⇒ Transfer in MyLegion with \$27.50 or on a Member Data Form
- ⇒ Do the New Member Welcome and check Discharge Documents.

Buddy Check.

The Buddy Check is the most important thing you can do for your Post membership right now or any time.

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 like to use

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 2022. Can we count on you?
5. What suggestions, ideas and improvements would you like to see us do?

Buddy Checks work. Make a team & be prepared for November & March for the **National Buddy Check** but your Post can & should Buddy Check at any time.

MyLegion Membership Processing.

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

- Sign into MyLegion.
- Sign into your Post Group
- Process Membership Tab.
- Add/Modify Transmittal
- Select members to Renew. **SAVE after each name.**
- New, Renewals & Transfers with money can be processed from the comfort of your Post or home.

MyLegion Training. Check out the Resources tab in MyLegion for all on screen assistance

Our Department website at www.nclegion.org under the membership tab also has National's training Powerpoint and Videos.

Undeliverable Addresses.

Make an effort to follow up with those members with "Y" next to their names with updated addresses. PUFL's too

Social Media

Facebook Department of North Carolina group & page

Facebook National Pages

Twitter

Instagram

LinkedIn

Our websites. legion.org & nclegion.org

Social Media 101

1. Remember you represent our organization.
2. No politics, no candidates, no campaigns.
3. You can cover issues but if in doubt DON'T.
4. Advertise your Post events, your Post activities.
5. **Who, What, Where, When & Why**
6. Communicate with digital members in real time.
7. Be positive, informative, encouraging.
8. You represent our organization, our logo, our members. If in doubt, if it's not our organization or poor taste, DON'T.

National Notification Form & Post Information Form

DON'T HAVE BAD POST INFO ON NATIONALS WEBSITE. MAKE SURE YOUR INFORMATION IS CORRECT & ACCURATE ON NATIONAL'S WEBSITE AS THE DEPARTMENT USES THIS INFO TOO. Anytime you change your Post Commander, Post Adjutant or contact info, Post's need to do an updated Post Information Form. [Access to MyLegion](#) is updated at the same time from this form.

To make it easier, we have added a submit online form on the nclegion.org website under Resources & Forms.

Even if your Post has no changes, you must submit a Post Information form for 2021-2022

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 Manual, Forms & Reports

All located on the Department website at nclegion.org

Contact. Membership Committee Chair Nancy Phillips at doubleugly2@skybest.com or at 828-406-7976.

Don't forget our NC Guard & Reserve.

Important Membership Dates

Oct 14, 2021	55% Membership Goal
Oct 28-30, 2021	Department Fall Conference, N. Raleigh Hilton
Nov 10, 2021	65% Membership Goal
Nov 11, 2021	Carolina Award —100% Post Goal
Dec 8, 2021	75% Membership Goal
Dec 31, 2021	Dogwood Award —100% Post Goal
Dec 31, 2021	GoGetters Award