

The American Legion

Department of New York



2017-2018

Membership Program
&
Awards Manual

103,000 Membership Goal

The American Legion Department of New York
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Constitution of The American Legion Department of New York

Article X: Dues

Section 1. The annual dues paid to the National, Department, District, and County Organizations shall be collected by each Post and expeditiously forwarded to the Department Organization of The American Legion. Annual dues forwarded to the Department shall be an amount payable to the Department as approved by a previous Department Convention in addition to whatever amount is required to be paid to the National, District, and County Organizations on account of its members; of this sum, an amount will be determined by a previous Department Convention mandate and that sum to be placed in the Department Rehabilitation Fund and used for that purpose only. The Department Organization shall pay to the National, District, and County Organizations whatever sum is required for each individual member. The minimum annual dues of individual members to be charged by each Post shall be the amount as herein above required by the National and Department Organizations, and in addition thereto, any amount charged as dues by an intermediate body between the Post and the Department of New York. The Department Organization shall expeditiously forward to the District and County Organizations whatever sum is required for each individual member transmitted by their respective intermediate organizations.

Section 2. All annual dues shall be payable in advance on August 20th of each year, and in any event shall be due by January 1st of each year.

Section 3. Nothing contained herein shall prevent a District Organization from collecting sums due to it by reason of membership from the County Organizations of which it is composed, in which case the Department Organization shall not be responsible for such sums.

Important Information for You, Membership Chairman

What you as a Membership Chairman can do to help out the Membership Department:

Please make sure of the following when checking on a member or a transmittal:

Prior to your call, please have the following information available

1. Member name – correctly spelled
2. Membership ID number
3. Date members' dues were paid or transmitted

The more information available, the better we can assist you.

Post Transfers

If your Post is transferring a member in from another Post and that member has already paid their dues for the current year, please do not send in a membership card for them. All that is needed to transfer is a member data form signed by both the member and the accepting Post. You will not receive credit for this member until the following year when he submits dues to your Post.

Post 0001 and DMS Transfers

Individual Post 0001 and DMS members that have been personally contacted and express a desire to join the local Post may be transferred, however bulk Post 0001 transfers that have been done at a revitalization or from a listing will not be accepted for processing at Department Headquarters until after the A.L. Birthday target date. No member data forms will be accepted at any time without the member's signature consenting to the transfer – any forms received without the member's signature will be returned.

County Membership Chairman Duties

The County Membership Chairman holds a position of extreme importance and responsibility on the Department Membership Team. It is vital that those accepting this position be aware of what these obligations are. The following is an attempt to outline the areas of responsibility that should be met by all County Membership Chairmen to ensure the success of the Department Membership Program.

1. The County Membership Chairman is expected to attend the following:
 - A. Department Membership Workshop in his/her area, usually in August
 - B. Department Mid-Winter Conference, usually in January.
 - C. Meetings of his/her County and District
 - D. It is suggested that, if possible, the County Membership Chairman attend the Department Convention, usually in July.
2. The County Membership Chairman is responsible, in conjunction with his/her County Membership Team, to maintain a flow of information to the various Posts in that County about Membership Programs on the County, District and Department levels. He/She is further expected to identify problem Posts and situations and to address a solution to them.
3. The County Membership Chairman is expected to meet with his/her Membership Team on a monthly basis, preferably at a time other than a regular County meeting. The County Membership Chairman should, additionally meet with the Post Commanders and Post Membership Chairmen on a regular basis, possibly before County meetings, to discuss problems and successes.
4. The County Membership Chairman should visit each Post within the County at least once during the year.

The following are some suggestions for the County Membership Chairman; he/she should not be limited to these, but should expand upon them.

1. Be sure your County determines goals for each Post fairly and promptly.
2. Encourage his/her County to have a viable Membership program.
3. Encourage active new member recruitment and renewals of expired members from both local Posts and Post 0001.
4. Insist that each Post transmit dues promptly, regardless of how many.
5. Solicit from each Post: comments, suggestions, criticisms, etc., for the betterment of the Membership Program.

MEMBERSHIP ENHANCEMENT

The Department of New York American Legion's Membership Enhancement program is administered by the ten District Membership Directors, two Area PDC Membership Consultants, and the Department Membership Chairman.

All requests from various Posts or Counties must be sent to the District Membership Director, who will review such requests, and if the proper paperwork (a signed voucher and a copy of all bills, statements and invoices that support the request) is in order, he/she will forward such requests to the Department Membership Chairman.

The Department Membership Committee will meet three times each year to review these requests: Department Convention, Mid-Winter Conference, and Hill Day Membership Meeting; the Department Adjutant will give final approval before any request is honored.

All applicants will be notified of the determination of their request. This will be done within a reasonable amount time after the committee has met. No approved request will exceed \$250.00.

It will be the District Membership Directors' responsibility to notify his/her District Commander of all requests.

In the following pages you will find some previous requests that have been approved and some that have been denied.

These are guidelines, and the Department Membership Committee asks that all members look and work for innovative ideas for the recruitment of new members and retaining of current members.

PAST APPROVAL REQUESTS

All requests must be in a voucher form, and signed. All necessary paperwork must be attached, and forwarded to the Area Task Force Director. All requests must be approved by Department Headquarters before any expenses are incurred.

- A. A cost of up to \$50.00 toward a Department Sergeant-At-Arms Cap. This is for Counties who reach 100% of their membership goal by end of Department Convention. Receipts for Caps must be into Department no later than Veterans Day in order to get the reimbursement.
- B. Billboards: The cost of printed matter for Billboards. Printed material can be purchased from CALLAHAN OUTDOOR ADVERTISING, 4 West View Rd, Pittsfield, MA 01201. Cost (if any) for use of billboards will be the responsibility of the Post or County. It is suggested that the Post or County try to get space donated.
- C. Rental space: Such as fair booths, tents for civic affairs, mall space. A copy

- of a signed contract must be furnished to the committee as well as a letter stating what the space is/was used for.
- D. Public address systems rentals: If used for membership purposes. A signed contract must be presented.
 - E. Telephone banks: Requests for this type of membership tool is only approved for delinquent members and veterans who have not joined The American Legion. Highly concentrated veteran population areas: Nassau/Suffolk Counties, Buffalo/Niagara falls, Albany/Schenectady/Saratoga/Rensselaer Counties. Department approval and guidelines must be met and approved before any phone bank can be utilized.
 - F. Cable television ads: A contract is needed and must list the number of projected homes it will reach. Ad must be for membership only. Most cable networks have public broadcast stations that can be used free of charge.
 - G. Posters for store fronts: Invoices showing cost of printing and amount purchased. Again membership must be the theme.
 - H. Anything new and innovated that can be used to recruit new members or pick up delinquent members. If you have questions on your new idea, contact your Area Task Force Director.
 - I. New membership recruiting door hangers and stand-up posters for use in storefronts. The Department Membership Committee is looking into possibly supplying this item in the future.

REQUESTS THAT WERE DISAPPROVED

- A. Newspaper ads: The result from past experience in various parts of the Department have shown little or no new members at all. The cost vs. the results make it unproductive.
- B. Rental cars: The membership committee is against any Post or County using rental cars in any membership drive, or membership purposes.
- C. Refreshment: No reimbursements are given for the cost of membership breakfast, or dinners or food of any kind. The County or Post sponsoring a membership drive should bear the cost.
- D. Shirts/Jackets: The Committee feels that individuals working for the goal of increased membership should be doing it for their Post/County and not looking for gifts. The National Organization has in effect Gold Brigade (new member recruiter award) Program, with many within the Department receiving these jackets in the past.
- E. Bands/music: If a County or Post is having a membership booth or drive, they should not have to resort to bands to draw a crowd. This cost is not considered membership worthy.
- F. Individual awards/ plaques/ money: Money for these items have been disallowed because the Department and National organization has individual awards already built into their membership programs, such as new member recruiter awards, top recruiter awards on the Post/Department/National levels and the “Gold Brigade” new members awards.

2018 Department Target Dates

September 6, 2017	50%
October 5, 2017	55%
November 8, 2017	65%
December 6, 2017	75%
January 11, 2018	80%
February 7, 2018	85%
March 7, 2018	90%
April 4, 2018	95%
May 2, 2018	100%

2018 Direct Renewal Cutoff Dates

September 6, 2017
October 5, 2017
December 6, 2017
February 7, 2018
April 4, 2018

2018 Department Convention Call

June 19, 2018

The above cutoff dates are the dates that membership cards **MUST** be received at Department Headquarters in order to count toward the listed target or for the member not to receive the next renewal notice. Department Convention Call cutoff is the date that membership cards **MUST** be received at Department Headquarters in order to count toward Department Convention awards

**CUTOFF DATE IS THE RECEIPT DATE AT
DEPARTMENT HEADQUARTERS**

**2017 – 2018 NATIONAL MEMBERSHIP TARGET
DATES**

EARLY BIRD/ NEF KICKOFF	SEPTEMBER 13, 2017	50%
FALL MEETINGS	OCTOBER 12, 2017	55%
VETERANS DAY	NOVEMBER 15, 2017	65%
PEARL HARBOR DAY	DECEMBER 13, 2017	75%
MID-WINTER	JANUARY 18, 2018	80%
PRESIDENTS DAY	FEBRUARY 14, 2018	85%
LEGION BIRTHDAY	MARCH 14, 2018	90%
CHILDREN & YOUTH	APRIL 11, 2018	95%
ARMED FORCES DAY	MAY 9, 2018	100%
DELEGATE STRENGTH	30 DAYS PRIOR TO BEGINNING OF NATIONAL CONVENTION	

For complete information on the National awards points program, target dates, and information on other important membership goals, see the National Awards Points Program Manual at www.legion.org.

2018 DEPARTMENT AWARDS CALENDER

November 8th	Veterans Day New Member Recruiter Award
December 31st	New Year New Member Recruiter Award Post Membership Achievement Award
January 11th	Mid-Winter Plaques
March 7th	A.L. Birthday New Member Recruiter Award A.L. Birthday Citations Bulk Post 0001 Transfers Now Accepted
June 19th	Convention Call New Member Recruiter Award Membership Recruiter Pins Top Ten Membership Award Department Honor Ribbons Post Membership Citation County Membership Citation District Membership Citation Theodore Roosevelt, Jr., PNC Plaque Maurice Stember, PNC Plaque Fang A. Wong, PNC Plaque Hamilton Fish, Sr., PNC Plaque Richard M. Pedro, PNC Plaque Michael J. Kogutec, PNC Plaque Department Commander's Plaque

All certification forms for awards can be found at the back of the Awards Manual.

DEPARTMENT AWARDS

DEPARTMENT INDIVIDUAL AWARDS:

The certification form for each award must be completed by the Post Commander or Adjutant and forwarded to Department Headquarters by the specified date.

New Member Recruiter Awards

To the individual Legionnaire in the Department who, having been reported to the Department Headquarters by the following dates, recruits the most NEW MEMBERS (minimum of 25), the following expense paid trips will be awarded. The winner of the award **MUST ATTEND** the conference or convention in order to receive the following compensation for the winner **only**: 3 days per diem at \$100.00 per day and economy airfare or round trip mileage at \$.50 per mile – tolls will not be reimbursed. **The certification form must be completed by the Post Commander or Adjutant and forwarded to Department Headquarters by the appropriate dates defined below, winner will be notified.**

Veterans Day	11/8/2017	Mid-Winter Conference
New Year	12/31/2017	Washington Conference
A.L. Birthday	3/7/2018	Department Convention
Convention Call	6/19/2018	National Convention

Membership Recruiter Pins

Each Legionnaire who RECRUITS (New Members) or REINSTATES 10-24 members by **Department Convention Call** will receive a Gold Membership Recruiter Pin.
25-49 will receive a Gold Recruiter Membership Pin with a Sapphire Stone
50-75 will receive a Gold Recruiter Membership Pin with a Ruby Stone
76 and above will receive a Gold Membership Recruiter Pin with an Emerald Stone

Department Commander Membership Incentive Coin

Department Commander Rena M. Nessler will award her Department Commander coin to any Legion family member who signs up three or more new members for the 2018 membership year into the American Legion.

Top Ten Membership Award

To each individual within their Post that has enrolled 10 or more NEW MEMBERS into The American Legion by **Department Convention Call**. Each Post with a qualifying individual will receive a plaque in which each qualifying individual will have their name engraved upon. Each qualifying individual will also receive a polo shirt.

DEPARTMENT POST AWARDS:

The awards are based on the Posts, which as of the dates listed below, have the greatest percentage over their 2018 membership goal. PUFL Posts and Posts with less than 15 members will not qualify.

Post Membership Achievement Award

All Post Membership Chairmen that reach 105% of their membership goal by December 31, 2017 will receive a citation. In addition, their names will be entered into a drawing to receive one of five cash awards of \$100.00 each. Any Post without a Membership Chairman on file will not be eligible, drawing to be held at Mid-Winter Conference.

A.L. Birthday Citation

A citation will be awarded to all Posts whose membership as of March 7, 2018 exceeds their total 2017 membership achieved prior to the start of the 2018 membership year.

Department Honor Ribbons

Honor ribbons will be awarded to all Posts that achieve 105% of their 2018 membership goal by Department Convention Call.

Post Membership Citation

All Posts that achieve 125% or more of their 2018 membership goal by Department Convention Call will receive a \$25.00 gift certificate to National Emblem Sales.

All Posts that achieve 105% or more of their 2018 membership goal by Department Convention Call will be placed in a drawing which will be held at Department Convention.

First Prize winner will be awarded \$500.00

Three second prize winners will be awarded \$100.00

Post Membership \$1 Incentive

All Posts that achieve membership equal to their 2017 total plus 5 additional members by Department Convention Call will earn \$1 back per regular member paid. PUFL members will count toward achieving this incentive total, however they will not qualify to get \$1 back.

DEPARTMENT COUNTY AWARDS:

The awards are based on the Counties which have the greatest percentage over their 2018 membership goal. They must have 100% or more of their 2018 goal to qualify.

County Membership Citation

A Membership Team medal will be awarded to the County Commander and County Membership Chairman who achieve 100% or more of their 2018 membership goal by Department Convention Call.

DEPARTMENT DISTRICT AWARDS:

The awards are based on the Districts which have the greatest percentage over their 2018 membership goal. They must have 100% or more of their 2018 goal to qualify.

District Membership Citation

A Membership Team medal will be awarded to the District Commander and District Vice Commander who achieve 100% or more of their 2018 membership goal by Department Convention Call.

DEPARTMENT PLAQUES:

Mid-Winter Plaques

To the Area, District, County, and Post with the greatest percentage over 100% of their 2018 membership goal by January 11, 2018

Theodore Roosevelt, Jr., PNC Plaque

To the District first to reach its 100% membership

Maurice Stember, PNC Plaque

To the County first to reach its 100% membership

Fang A. Wong, PNC Plaque

To the Post in each category group (1&2, 3-5) first to reach its 100% membership

Hamilton Fish, Sr., PNC Plaque

To the Vice Commander who has the highest percentage average over 100% of their Districts by Department Convention Call

Richard M. Pedro, PNC Plaque

To the Vice Commander whose Area has the greatest number of Posts over 100% by Department Convention Call

Michael J. Kogutec, PNC Plaque

To the County with the greatest percentage of increased membership over the prior year by Department Convention Call

Department Commander's Plaque

To the County and Post in each category group (1&2, 3-5) with the greatest percentage over 100% of their 2018 membership goal by Department Convention Call

2018 COUNTY CATEGORIES

Category 1, 15-999 members

Canada	Orleans
Cayuga	Otsego
Chenango	Putnam
Columbia	Rensselaer
Cortland	Schenectady
Delaware	Schoharie
Essex	Schuyler
Fulton	Seneca
Genesee	Sullivan
Greene	Tioga
Hamilton	Tompkins
Herkimer	Warren
Lewis	Wyoming
Madison	Yates
Montgomery	

Category 2, 1000-1999 members

Allegany	St. Lawrence
Bronx	Saratoga
Broome	Ulster
Chemung	Washington
Clinton	Wayne
Dutchess	
Franklin	
Kings	
Livingston	
New York	
Ontario	
Oswego	
Queens	
Richmond	
Rockland	

Category 3, 2000-2999 members

Albany	Onondaga
Cattaraugus	Orange
Chautauqua	Steuben
Jefferson	Westchester
Niagara	

Category 4, 3000-4399 members

Monroe

Category 5, 4400+ members

Erie
Nassau
Oneida
Suffolk

“BIG TEN POSTS”

<u>Post</u>	<u>2017 Total</u>	<u>County</u>
1. Post 0527 – Hamburg	841	Erie
2. Post 1450 – Mohawk	807	Saratoga
3. Post 1520 – Joseph E. Zaloga	781	Albany
4. Post 1376 – New Hartford	762	Oneida
5. Post 0787 – James Harvey Spire	695	Onondaga
6. Post 1291 – Lt. B. R. Kimlau Chinese Memorial	601	New York
7. Post 0468 – Greece	591	Monroe
8. Post 0154 – Captain Clarence R. Oliver	559	Chemung
9. Post 0396 – Winnek	553	Ontario
10. Post 0942 – Cottreall-Warner	522	Monroe

CERTIFICATION OF NEW MEMBERS FOR DEPT. INDIVIDUAL AWARDS

New Member Recruiter Award

The Legionnaire who recruits the most new members (minimum of 25) **by the following dates** is eligible for the following expense paid trips:

Veterans Day	11/8/2017	Mid-Winter Conference
New Year	12/31/2017	Washington Conference
A.L. Birthday	3/7/2018	Department Convention
Convention Call	6/19/2018	National Convention

Membership Recruiter Pins

The Legionnaire who recruits new members or reinstates expired members is eligible for the following:

10- 24 will receive a Gold Membership Recruiter Pin
 25-49 will receive a Gold Recruiter Membership Pin with a Sapphire Stone
 50-75 will receive a Gold Recruiter Membership Pin with a Ruby Stone
 76 and above will receive a Gold Membership Recruiter Pin with an Emerald Stone

Must be received at Department Headquarters no later than June 19, 2018

Recruiter Name: _____ Post: _____

Address: _____

Post Adjutant Signature: _____ Date: _____

Recruiter Signature: _____ Date: _____

Please list below the names and ID numbers of the members you have recruited. Use additional sheets if necessary.

RENA M. NESSLER DEPT. COMMANDER'S COIN



Awarded for signing up three or more new members for the 2018
Membership Year

Print or type information below and mail to:
American Legion Dept. of New York
112 State St Ste 1300 Albany, NY 12207
Att: Cassi Harden

Recruiter Information:

Name: _____ ID#: _____

Address: _____

Post #: _____ Date: _____

Post Adjutant Signature: _____

Member Information:

Please include the **name**, **address**, and **ID# (where available)**. Please attach a supplemental sheet or use the back of this form if necessary.

1. _____

2. _____

3. _____

TOP TEN MEMBERSHIP AWARD NEW MEMBER PLAQUE CERTIFICATION FORM

POST: RETAIN A COPY FOR YOUR RECORDS

**SEND TO: DEPARTMENT HEADQUARTERS (ATTENTION: CASSI HARDEN)
BY 30 DAYS PRIOR TO DEPARTMENT CONVENTION**

The following member of Post _____ qualifies to have their name engraved on the Post "New Member Plaque" and to receive a polo shirt for enrolling 10 or more **NEW MEMBERS** into The American Legion by **June 19, 2018**. *(Please attach the list of names with each nomination form).*

NAME: _____ POST: _____

ADDRESS:

City State Zip

PHONE: (____) _____ SHIRT SIZE: _____

Number of **NEW MEMBERS** enrolled (10 or more) _____

Recruiting Member (signature)

Post Adjutant (signature)

Date

Date

ELIGIBILITY DATES

WORLD WAR I	APRIL 6, 1917 to NOVEMBER 11, 1918
WORLD WAR II	DECEMBER 7, 1941 to DECEMBER 31, 1946
U.S. MERCHANT MARINES in WWII*	DECEMBER 7, 1941 to AUGUST 15, 1945
KOREAN WAR	JUNE 25, 1950 to JANUARY 31, 1955
VIETNAM WAR	FEBRUARY 28, 1961 to MAY 7, 1975
LEBANON & GRENADA WAR	AUGUST 24, 1982 to JULY 31, 1984
PANAMA WAR	DECEMBER 20, 1989 to JANUARY 31, 1990
PERSIAN GULF/ WAR ON TERRORISM	AUGUST 2, 1990 – Cessation of hostilities as determined by US Government

*Merchant Marines eligible only if attached for active duty service with the Coast Guard, Army or Navy during dates indicated.