



BUILDING AN EFFECTIVE MEMBERSHIP TEAM

**Components
and
Execution**

Ordinary Membership Teams...

- Comprised of a group of Legion members
- Works on membership periodically; usually shortly before target dates



vs. **Effective** Membership Teams

- Comprised of a group of *like-minded* Legion members. They are the “go-getters”
- Work on membership consistently. It is a year-round effort
- Organized with clear, obtainable membership goals and a plan of action to achieve them
- Has a developed set of action plans that are repeatable



Why All the Membership Focus?

We don't need new members



It's too much of a hassle to try and get new members

Our post's membership
is fine...



*There's no need to
change a thing!*



Why We Need Steady Membership Growth

- To maintain our status as the nation's largest veterans organization
- Ensure our presence and voice in Washington remains relevant
- An increasing source of revenue
Revenue=Ability to fund programs
- Increase talent pool for potential Legion Leaders

Why We Need Steady Membership Growth Cont'd

- Fresh ideas
- Replace members that go to Post Everlasting
- Increase the Legion's networking pool
- First person account of current issues that today's veterans have
- Any organization that does not grow will become stagnant and eventually die

So How Do I Build An Effective Membership Team?

- Look to the resources you already have
 - Gold Brigade/Silver Brigade
 - Legion College Graduates
 - Posts that are excelling in membership
 - All-time high recruiters
 - Recruiter of the Year winners
 - “Go-getters”
 - Others??

My Team Is Built. Now What?

Do you have goals or do you have wishes??

Goals:

Define Objectives

- Clear
- Challenging but attainable
(easy doesn't always get the job done)
- Short & long term
- Has a date of completion
- Put in writing
- Known to all levels

Have a Plan

- Meets the objectives
- Repeatable
(new/replacement team members can follow with ease)
- Flexible
- Require regular meetings to review the plan and report on progress
- Put in writing
- Known to all levels



**A goal
without**

a plan

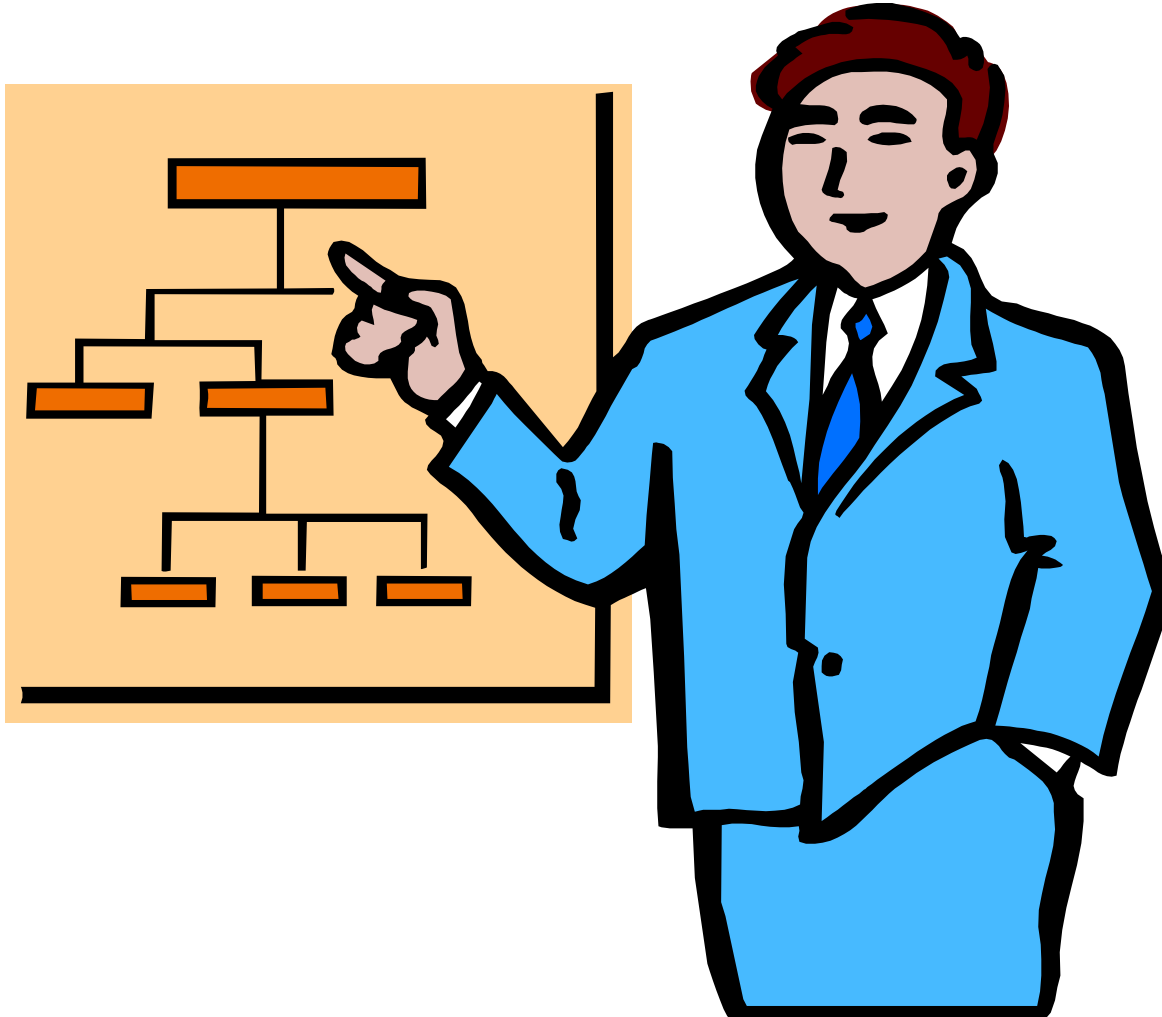
**is just
a wish**

**OK, That's Fine and
Dandy, But HOW Do I
Execute the Plan to
Meet the Objectives?**



- Specialize your team
- Find potential members
- Work DMS & Dept member lists
- Coordinate membership drives (revitalizations)
- Renew expired members
- Retain new & current members
- Continuous communication between Adjutant & Membership Chairperson

Team Responsibility (Specialize Your Team)



Chairperson

- ✓ Point of contact between team and post/district/department /national
- ✓ Assigns other team members' duties (Contact, New Member & Retention)
- ✓ Schedules team meetings (in person/ZOOM/Skype/conference call)
- ✓ Reports on team progress of goals and objectives at post/district/department meetings

Contact Team

- ✓ Build list of contact areas where potential members are
- ✓ Determine best methods to reach these prospects (mail, phone, door-to-door, press release, radio spots, etc.)
- ✓ Works post sponsored events to identify and ask qualified veterans to join
- ✓ List of prospective members is given to the New Member Team

New Member Team

- ✓ Need a good working knowledge of TAL
- ✓ Friendly, enjoy talking with people, charismatic
- ✓ Meet and talk with prospective veterans that had reservations to get them to join
- ✓ Answer questions that Contact Team wasn't able to answer during initial conversation
- ✓ Reiterate the benefits of Legion membership
- ✓ Maintains list of those eligible veterans that aren't ready to join at the present time for later contact

Retention Team

- ✓ Specializes in membership renewal of current and former members
- ✓ Consider the three M's and three I's
- ✓ Make new members know they are welcomed and valued
- ✓ Mentors for new members
- ✓ Develops methods to be used by the post to maintain member interest

Find Potential Members

- ☐ Members of immediate family
- ☐ Extended relatives
- ☐ Neighbors
- ☐ Insurance Agent
- ☐ Police Officers
- ☐ Co-Workers
- ☐ Firemen
- ☐ Church Members
- ☐ Active Duty Members
- ☐ Teachers
- ☐ Civic/Social Groups
- ☐ Mail Carrier
- ☐ Doctor
- ☐ Dentist
- ☐ Other veterans organizations
- ☐ Colleges
- ☐ Reserve/NG Units
- ☐ Others?

DMS & Dept HQ Members

- ☐ Mylegion.org
- ☐ Request lists from Dept HQ
- ☐ Call to transfer active members into local posts
- ☐ Can be worked in small portions
- ☐ Anyone can do
- ☐ National staff brings DMS active and expired lists during District Revitalizations
- ☐ Expired members that renew are immediately counted as new members for the post

Project Stay Active

- ☐ National HQ produces info on members that have recently moved into your area
- ☐ Way for membership team to maintain contact with potential new members for your posts
- ☐ Reports are run every 3rd Tuesday of the month
- ☐ Has contact and membership information
- ☐ Available to all Departments

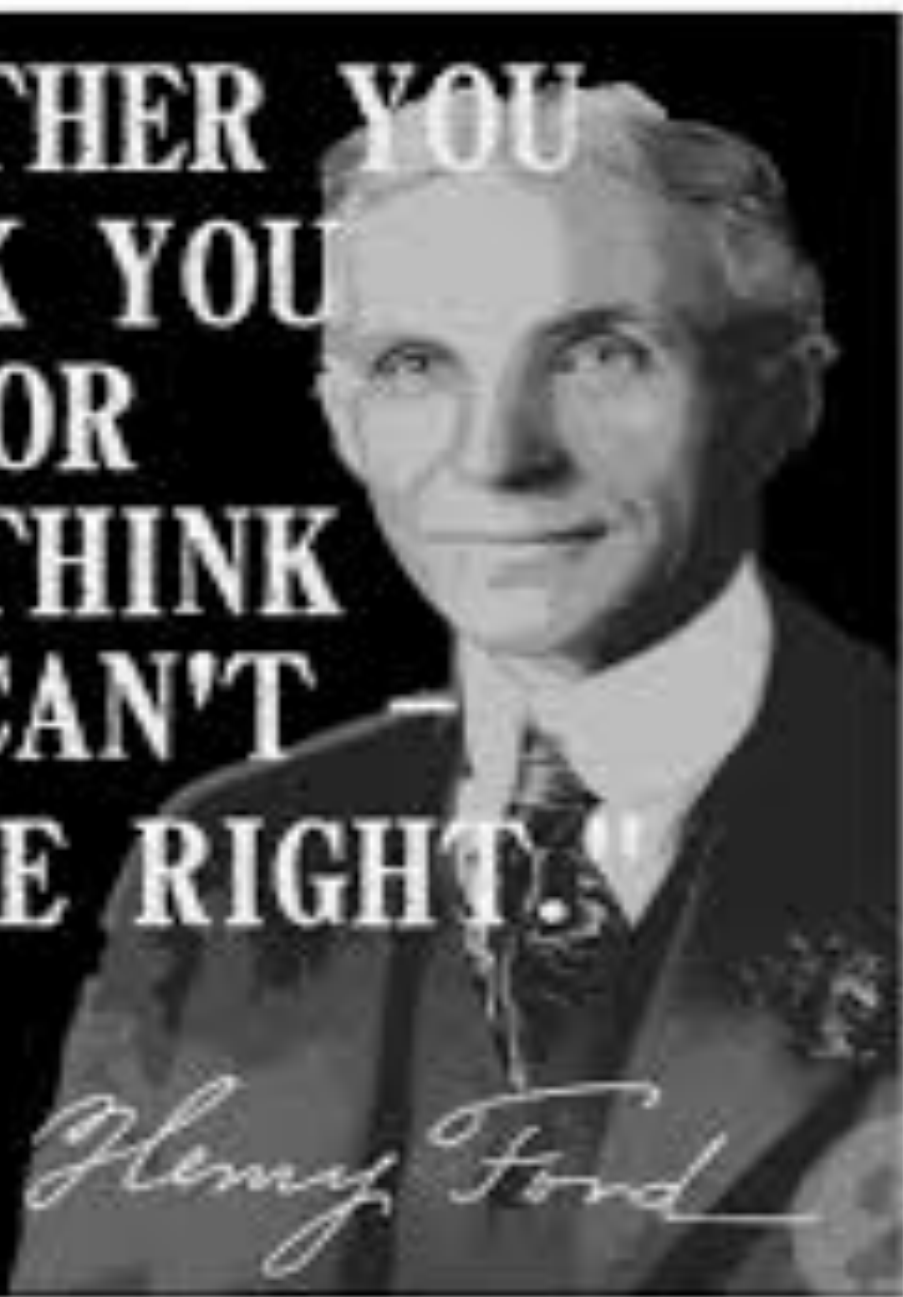
Other Contact Methods

- ❖ Information booth/table/van
- ❖ Newsletters
- ❖ Letter to the Editor
- ❖ Church announcements
- ❖ Post-sponsored community service programs (health fair, child fingerprint program)
- ❖ Sponsor a youth team/organization
- ❖ Emergency preparedness program
- ❖ County fair
- ❖ Neighborhood safety program
- ❖ Military appreciation events

Retention Methods

- ❖ Telephone call/welcome letter from post
- ❖ Family dinner night
- ❖ Father/son event
- ❖ Parents night out
- ❖ Auxiliary recognition & appreciation event
- ❖ Post-sponsored day trips
- ❖ Members only social events
- ❖ Visits to home-bound members
- ❖ Start a Legion Riders program
- ❖ Youth drug/alcohol prevention program
- ❖ Establish car pool rotation for post meetings
- ❖ Survey members for comments/preferences on post activities or programs

REMEMBER. . .



"WHETHER YOU
THINK YOU
CAN, OR
YOU THINK
YOU CAN'T
YOU'RE RIGHT."

HENRY FORD

Henry Ford

For questions or more information contact:

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