Membership & Post Activity
March 2020
How’s it Going?

How are you doing on your membership goals?
- 90% is fast approaching
- Have you contacted everyone on your roster who has not renewed. If not, why not?
- Have you contacted those members who have moved into your area through Project Stay Alive.
- Have you asked all your current members to bring in 1 new member?

How are you doing in recruiting new members?
- Each Post needs new members to grow and replace those who leave and have passed away.
- Each Post needs new members for fresh ideas and new officers.
- Do you engage your new members in activities?
- Do you send or email a welcome package to each new member?
- Do you invite them & their family to your next event. Not a meeting but an event or activity.
- Have all your members recruit for the whole American Legion family? Legion, Auxiliary, Sons.
- How many Legion Act members have you recruited?
- Just Ask.

How do you like MyLegion Membership Processing?
- It’s simple and fast. Normal response time is 9 days.
- No transmittals for new or renewed membership or transfers with money.
- Post to Post Transfers without money still get mailed with a signed Member Data Form.

How are you doing as a Post?
- Comply with minimum requirements.
- Learn the 4 Pillars of The American Legion and expanding your programs.
- Grow your membership.
- Attend District Meetings.
- Attend Legion College.
- Protect the heritage of your Post.

How are you doing on your Post Consolidated Report information & figures?
- Need to show Post activities to National who reports to Congress.
- Post activities from Jun 1 to May 31st.
- Must be submitted prior to Jul 1st.

Can be done by paper or in MyLegion.
- North Carolina is improving at Post reporting.

How are you doing on your Post Contributions to Legion Charities: VSF, USSNC & NEF Contributions go to the Department?
- VSF is for the VA volunteers. You can’t tell us none of your members have used the VA and been assisted by VA volunteers.
- VSF is $.50 per last years achieved.
- USSNC to for our own battleship the USS North Carolina and the efforts to protect and preserve her.
- USSNC was the fastest battleship of her day and was the best equipped. She was a Super Battleship
- USSNC is $.50 per last years achieved.
- NEF is the National Emergency Fund which covers Legion members & Posts for losses due to Natural Disasters.
- Post 64 Pollocksville received $10,000 this year to help towards the repairs for damage to their Post home due to Hurricane Florence.
- NEF is a Post Contribution of any amount.
- Be sure to mark each contribution for fund & dollar amount.

Buddy Check
A National Week of Calling—Week of Our American Legion Birthday.
The Buddy Check is NOT a membership drive, but rather an opportunity to get back to taking care of our fellow veterans. Veterans get the help they need and communities see an active Post who care about their members.
1. Create a plan to contact every current & expired member of your Post.
2. Calling is best but text, email, mail, visiting work too depending on your Post. It’s about contact.
3. Download your current/expired roster from MyLegion or use your green sheet.
4. Divide up your call list amongst team members.
5. Modify the Buddy Check Script to fit your Post.
6. Invite/Inform Local Media about your efforts.
7. Start calling & contacting.
8. Make sure to Thank the Member.
9. Ask how they are doing, what are their interests.
10. If a member asks to renew, know your Posts payment procedures.
11. Leave contact info.

Youth Programs.
Dust off those folders, download the latest information, get busy. Spring is here. Don’t miss the opportunity to help students in your area.
Baseball
Girls Fastpitch Softball
Boys State
Student Trooper
Junior Shooting
ROTC/JROTC Medals

DMS/1981 The Gift that Keeps Giving.
1. Download your list of 2020 1981 by your Post zip code. Did You Know that we can still transfer 2019’s DMS/1981 only without money? You agree to accept, we transfer them to you and you do the welcome & work to collect the dues.
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. Posts are not required to get permission prior to transfer only for DMS/1981’s. Post to Post transfers must have permission & do a member data form.
6. 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.
7. Check new 1981 members discharge documents just like you should do for any new member.
8. Posts do not have to accept DMS/1981 but their zip code(s) could be given to another.
9. Posts need to work the DMS/1981 lists every month as new people are joining daily. How about the first of each month.

**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
- **Social Media Marketing.**
  (Excerpted from Voice of Marketing) Your Post must market yourselves and the programs you participate in with the local community. Here’s a list of social media marketing benefits adapted to our Post activities.

1. **Brand Strengthening.** Every opportunity you have to increase your brand’s visibility is valuable. Your social media networks are just a new channel of information. It makes your Post easier and more accessible for new members and makes you familiar and recognizable to existing members.
2. **About Us.** Studies have shown that this is the most visited area of your page/web site after the Home Page. Not only does it need to display the members of your team but it must also portray who you are and what your goals are. What sets you apart from other veterans organizations.
3. **Improved Brand Loyalty.** Posts engaging on social media channels enjoy higher loyalty from their customers.
4. **New customers.** Every post you make on social media is an opportunity for new members. Show you’re having fun.
5. **Amplification.** What is that? Facebook posts only reach 6% of the followers. You have to have your content stand out and encourage sharing by your followers.
6. **Humanizing your brand.** Putting faces to a brand makes it personal.
7. **Higher Brand Authority.** Interacting with your members shows good faith.
8. **Increased Traffic.** Doesn’t that mean happy members and maybe more members?
9. **Decreased Costs.** Oh Yes, it’s still free.
10. **Photos, Photos, Photos.** Show your member activities. People want to join in with a group doing something.
11. **Share, Share, Share.** Share to your Post page, share to your personal page.
12. **TBT.** Throw Back Thursday’s. Every Thursday post an old photo of your Post, your Members or your Community to your Social Media. Admit it, we all like to see how it was.
13. **Weekly Showcase.** Use each day of the week to highlight a piece of your Post. Youth Program Tuesdays or Clean Military Joke Fridays. You get the idea.
14. **Check them out.** It’s alright to get ideas from other Departments & Posts that may work in NC. We are one big family with a common goal.
15. **Respond.** Respond to your Page Inbox and Notifications. Answer questions.
16. **No Limits.** Don’t limit yourself to just Facebook. Explore the social media venues. Instagram, Twitter, etc.

Social Media is a very easy way to be involved in your local community & highlight who you are.

**Don’t forget the National has a PR Media Kit with posters, brochures, social media resources etc**

**American Legion Department of North Carolina**
website is loaded with forms, applications, brochures, & reports. www.nclegion.org

**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 Chair Nancy Phillips can be reached at doubleugly2@skybest.com or 828-406-7976

**DO YOUR CONSOLIDATED POST REPORT! ATTEND YOUR DISTRICT MEETINGS!**

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**Important Dates**

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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Mar 11, 2020</td>
<td>Department 90% Membership Goal</td>
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<tr>
<td>Jun 10-13, 2020</td>
<td>Department Convention, North Raleigh Hilton</td>
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<tr>
<td>July 10-11, 2020</td>
<td>Legion College, Red Lion Hotel, High Point</td>
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