



Membership & Post Activity

April 2020

Last Big Push!

April Key Points.

- Home Stretch for the 2019-2020 Membership Year.
- Every Post, District & Division is in range of achieving 100% membership which means the Department is in range of 100%.
- Every Post, District & Division is in range to achieving 103% membership which means the Department is in range of 103%
- More Posts, Districts & Divisions have attained or surpassed their goals this year than in recent years
- The more we do now means the less we have to add for next year.
- DO NOT SIT ON MEMBERSHIP! You must transmit membership within 30 days of receipt of membership money.
- NO YOU CANNOT SIT ON MEMBERSHIP UNTIL JULY!

Why did you join the American Legion?

- To Make a Difference?
- To help other Veterans?
- To help with youth programs?

So how is your Post doing?

- Is your Post making a Difference?
- Is your Post helping other Veterans?
- Is your Post participating in youth programs?
- Does your Post encourage & engage new members?
- Does your Post dismiss new ideas because you've never done it that way?

Maybe it's time to take a deep look at your Post and your Activities.

Post Actions

- ◆ Pull out those military service or American Legion t-shirts and baseball caps. Advertise everywhere you go as part of your day to day activities.
- ◆ Make sure you have an application for each of the American Legion family groups in your wallet. Legion, Auxiliary, & Sons of the American Legion.
- ◆ Warmer weather brings out the motorcycles & the classic cars. How about creating a local American Legion Riders or American Legion Cruisers unit?
- ◆ Plan/Host a Post Open House. If you missed the opportunity for the American Legion birthday, how about planning an event later this year to show off

your Post, your Programs & your People.

- ◆ Military Honors Team. Work with your funeral homes to list your Post as the Military Honors Team in local obituaries.
- ◆ Color Guard. Advertise when & where your Color Guard will be in action.

Perception is Reality

- Is your Post "Cheers" where everyone knows your name and family friendly or does it look like a relic of the Cold War hiding behind fences, walls & secrecy?
- Is your Post the scene of veteran activity or is no one home?
- Does your Post host fantastic meals or does the FDA need to investigate?
- Does the local police know your Post because you're a popular 911 call?
- Is your Post a good neighbor with a clean, neat building & yard or do you "look" like survivors of a Zombie Apocalypse?
- When veterans or families call for help with veteran issues or Legion programs, do you know who to call or do you ignore them because well there just isn't time & it isn't your job?

How you look, act & participate in your community not only reflects on you but every other Post/Auxiliary/SAL under the American Legion banner.

Updates & Common Questions.

- ◆ **District Meeting Attendance.** How do you keep your Post up-to-date with the latest news, programs and changes. It's essential for each Post to attend District meetings. Make an effort to have the Commander, VCommander or a Post Officer attend them all.
- ◆ **District Meeting Decisions.** When the District meets and there are decisions to be made, votes can be required. **If your Post is not at the meeting, you are not represented, you lose your voice & may not like the results.**
- ◆ **Leadership Training.** How do you run a proper Post if you don't learn how to be an officer? When is the last time you actually read the Officers Manual? Learn the rules, guidance and skills at Legion College, Division Post Leadership Training or by taking the free Basic Training Class online.
- ◆ **10% Rule of Membership.** Each year your post will loose on average 10% of your members to death and other reasons. Here's what you can do.
 - ⇒ First make contact. Find out why they have not renewed. Is it fixable? Is it a hardship? If a hardship, does the Post want to cover the Department and National cost of \$27.50 for this year?
 - ⇒ Second. You need to recruit at least an equal number of members in order to maintain membership. You will need to exceed that number to grow.
- ◆ **10% Rule of Participation.** Only 10% on average of your members will participate in Post activities. So for every 10 members

you recruit, 1 will participate. Don't let your Post take the attitude that only participants need apply. Participation can end abruptly due to illness or family obligations but can also begin for the same reasons.

- ◆ *Why should I charge a prospective new member full price with only a couple months left?* Remember our membership is good Jan-Dec. July is the start of the Early Bird recruiting for the next year. The 2018 membership is good through December.
- ◆ *How about offering the first year of membership free.* Post pays the \$27.50 for Department & National.
- ◆ *How about paying for Active Duty members or getting them a sponsor to pay it for them while on active duty?*
- ◆ *Don't forget the family members.* Have you really asked everyone eligible?
- ◆ *We don't have a computer, how can we use MyLegion.* Members, Family, Library. Just need your Post user info.

MyLegion Tech Talk.

- Is your Post using the MyLegion Membership Processing?
- Make sure to communicate with your Finance Officer as part of your transaction process.
- Its so easy for Adjutants to process Post membership.

Consolidated Post Report.

***If its Not Documented It Didn't Happen.
If its Not Documented You Didn't Do It!***

Every Post must fill out the Consolidated Post Report about your Post activities.
Use MyLegion or fill out the paper copy and send it in.

DMS/1981

Did You Know:

***Article 5, National Bylaws:
Membership in The American Legion is membership in an affiliated Post.***

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.
10. Posts can collect the dues & transfer the 1981's from 2015–2019 at any time.
11. New members equals new help maybe with computers, new officers, new committees.

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

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

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

Important Dates

Apr 8, 2020	Department 95% Membership Goal
Jun 10-13, 2020	Department Convention, North Raleigh Hilton
July 10-11, 2020	Legion College, Red Lion Hotel, High Point