Membership & Post Activity

August 2020


Guess What? We get to do it again! But the rules have changed. Now we have to do it with health restrictions.

Recruit & Retain

It Starts with Growth & Success.
◆ Be a Post members want to be a part of.
◆ Be a Post for the whole family.
◆ Add an Auxiliary unit.
◆ Add a SAL squadron.
◆ Add a Riders chapter.
◆ Add a Cruisers chapter.
◆ Invite new members & their families to your events, not meetings. Meetings could be boring for them.
◆ Do Events with restrictions. Curbside meals, yard sales, blood drives, food drives, school supply collection.
◆ Invite the Blue Star Mothers & families of active duty members to your Post when you can. They have questions and you can get answers.
◆ Foster a spirit of camaraderie amongst all members.
◆ New members want to belong.

Just Ask. Every Legion Member needs to:
◆ Ask every eligible family members.
◆ Ask extended families.
◆ Ask work, social & church families.
◆ Ask friends & their friends & their friends.
◆ Ask veterans of other groups to join us too.
◆ Approach strangers wearing veteran gear & thank them for their service.

Don't Hide.
◆ Get out into the community.
◆ Promote your Post & Community.
◆ Participate in community events.
◆ Invite civic leaders to your events.
◆ Recognize Police, Fire & EMS personnel.
◆ Network with other civic & veteran groups for the greater good of all veterans.
◆ Build a relationship with your schools.

Know what we stand for.
Know our 4 Pillars
◆ VA help & improvements.
◆ GI Bill past & present.
◆ Legion Programs.
◆ Scholarship Programs.
◆ Jobs & Schooling.

DMS/1981 Transfers will be the same for 2020/2021.
Identify
Request transfer
Welcome letter/package
Engage.

National Membership Workshop Nuggets
◆ Legionnaires will stay involved in successful Posts and Programs
◆ Energetic Posts are infectious. Inspire others.
◆ Have a Mission, Vision & Values.
◆ Promote the Membership Impact Statement and create a Post Membership Impact Statement (CPR Data)
◆ Recruiting requires Inspiration

Post Membership Team.
Who's job is it?
It's the First Vice Commanders Job to execute the Commanders Vision.
Success in membership is not a lot of fancy footwork and gimmicks. It depends on Programs, Activity, Community Service and Effective Leadership.

Why should I be a member of Your Post?
Ask yourselves that question!
What are you doing?
If your answer is something close to nothing then why would I join your Post or stay as a member.
If all you have is a bunch of members sitting around the Post telling stories about the good ole days, you are not offering the rest of your members much to stick around.
BE ACTIVE. HELP & SUPPORT YOUR COMMUNITY.

2020 Cardinal Award
This is an award every Post should receive. It’s the easiest Post award the Department offers.
50% membership by September 10th, 2020
The first 50% is the always the easiest. Just process your membership and get them correctly submitted.
- Remember membership MUST be processed within 30 days of receipt.

MyLegion Membership Processing.
Getting your membership updated is so simple now with MyLegion Membership Processing.
◆ Sign into MyLegion.
◆ Process Membership Tab.
◆ Make sure your banking info is correct.
◆ Follow on screen instructions.
◆ New, Renewals & Transfers with money can be processed.
Promote

Public Relations 101
What good is it to have an event restricted or otherwise if no one knows about it.
1. Create a flyer of your event.
3. Keep it simple and easy to read.
4. Don’t use too many graphics. Keep to the Point.
5. Get it out to your members, local community leadership, first responders & local media.
6. Post it on your Facebook page.
7. Share it with the Department so we can help you on our Facebook page.
8. Take pictures
9. Follow up after the event with a small writeup about your event, a couple quality pictures and send it to your local media.

Social Media
Facebook Department of North Carolina group & page
Source of updates and shareable ads for your Post
Facebook National Pages
Twitter
Instagram
LinkedIn—greatest growth among Veterans last year.
And don’t forget our websites. www.legion.org & www.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 events, your 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 or poor taste, DON’T.

National Notification Form
Each year Posts must update the National website: www.legion.org. Each Post must submit an updated National Notification Form to the Dept. This form updates your contact info, Post Commander and Adjutant (if you have one) plus access to MyLegion. If you’ve had trouble accessing MyLegion in the past, update your National Notification form. National uses this info to update Legion.org, and MyLegion access.
MAKE SURE YOUR INFORMATION IS CORRECT & ACCURATE ON NATIONAL’S WEBSITE AS THE DEPARTMENT USES THIS INFO TOO.

American Legion Mobile App.
Find A Post, Renew your Membership, Legion News, Images and Emblem Sales. It’s all there on your smartphone. Available for download from the Apple Store, Google Play and the Windows Store.

Did you know we now have a Department of North Carolina Mobile App? Check your app store.

Installation of Officers and Post Update Forms.
All of our officers were continued for the 2020-2021 due to the restrictions of Covid BUT...we know some officers changed.
In accordance with instructions from our Judge Advocate, have you done your installation of officers under the changes?
Then did you submit the Post Update Form with your list of officers and contact info to the Department
Even if you have no changes, you must submit a Post Update form for 2020-2021
If you have problems getting your Post Update Form updated, let us know.

Membership Committee for 2020/2021
Nancy Phillips—Membership Committee Chair
Harvey Satterwhite — Vice Chair & Division 1
Jim Zajc
Lashonda Harris
Jim Sherman
Division 2—John Dinsmore
Division 3—Regina Merritt
Division 4—Tom Hicks
Division 5—Alan Mainer
Plus our advisors

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.

Membership Forms & Reports
All located on the Department website at www.nclegion.org

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

Oh By the Way.
Don’t skip the Guard & Reserve to join your Post. They are constantly deployed too.

Important Membership Dates

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<thead>
<tr>
<th>Date</th>
<th>Membership Goal</th>
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<tr>
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<td>50%</td>
</tr>
<tr>
<td>Oct 15, 2020</td>
<td>55%</td>
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<tr>
<td>Nov 12, 2020</td>
<td>65%</td>
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<tr>
<td>Dec 9, 2020</td>
<td>75%</td>
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