



## Membership & Post Activity

September 2020

While the world appears to be crazy all around us, one area remains steady & constant.

The American Legion Four Pillars  
Veteran Assistance & Rehabilitation  
National Security  
Americanism  
Children & Youth

- ◆ Your Post must **Do Something Today for a Better Tomorrow**
- ◆ Your Post must offer value to your members.
- ◆ Your Post needs to be family friendly and welcoming.
- ◆ Your Post needs to engage your members in committees, events, programs & activities.
- ◆ Your Post needs these items to help your members believe in you and renew their membership.
- ◆ Your Post needs to grow to protect your members, your history, your legacy.

### Programs = Membership = Growth

- *You need programs to attract members & give them value for their membership.*
- *You need membership to operate the programs.*
- *Together your giving your Post the best chance for growth & to give back to your community.*

### DMS/1981AD.

**You want and need New Members.  
You want and need Younger Members.  
You want future leaders.**

**They are right in front of you.**

**DMS has a 1100 new members with new names added daily.**

- ⇒ Same procedures as last year.
- ⇒ Download "Find Members in My Area" from MyLegion.
- ⇒ We can get the names by zip code for you.
- ⇒ We do the transfers.
- ⇒ Do the New Member Welcome and check Discharge Documents.

### Welcome.

- ◆ Do you welcome members to your Post?

- ◆ Not just when think about it but every time. It shouldn't matter if you just saw them yesterday or you've never met them. Welcome them every time.
- ◆ Create a welcome ambassador. Select a member or officer whose job it is to welcome everyone coming in the door for your events. Sgt-at-Arms do this for meetings but rotate the role for events. Maybe a costume, funny hat or big name pin. Something with fun written all over it.

### The Elevator Presentation.

- ◆ Have a membership app in your wallet.
- ◆ Better yet add a membership app to the back of your business card. Now you have one with you every time.
- ◆ Prepare an introduction to the American Legion you can do in the span of a few seconds called The Elevator Presentation. This presentation works for all social settings. Quick, concise, knowledgeable.

### Basic Training.

- ◆ You went through Basic Training when you joined the military.
- ◆ You also went to school or training to learn a trade.
- ◆ Learn about the American Legion History & Programs through Basic Training online course.
- ◆ **FREE.** You saw that right. **It's FREE to do.**
- ◆ [www.legion.org/alei](http://www.legion.org/alei) Follow the instructions. **Done.**

### Buddy Check.

*The Buddy Check is the most important thing you can do for your Post membership.*

Do you even know what it is?

Buddy Check is a National Commander initiative for you to contact every member of your Post. Not to demand membership but to check on them. Connect. Here's the 5 questions that I like to use

1. How are you? No Really, How are you?
2. Lets check your email/phone# (based on method of contact) and address. Any changes?
3. Are you receiving our weekly event notices and monthly newsletters? If not check your spam folder and let me check on your contact info.
4. Membership renewals kicked off July 1st for 2021 and National thinks we need 6 months to collect it. Can we count on you?
5. What suggestions, ideas and improvements would you like to see us do?

Buddy Checks work. Make a team & be prepared for November & March for the **National Buddy Check** but your Post can & should Buddy Check at any time.

### 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 from the comfort of your Post or home.

**MyLegion Training.** Did you know you can download Nationals complete MyLegion PowerPoint presentation to go through at your own convenience?  
<http://www.members.legion.org/legion/mylegion.zip>  
It's also on the Department website at [www.nclegion.org](http://www.nclegion.org) under the membership tab.

**MyLegion membership processing.** Did you know that we have a Youtube video just for NC?  
Go to Youtube.  
Put in myLegion Membership Processing  
<https://www.youtube.com/watch?v=usfwB-BO8jY&t=9s>

**Brand Awareness.**  
What is your Brand awareness? Does your community know your name? Where you meet? Who you are?  
**On Facebook**

- Promote your Post. **TOOT YOUR HORN!**
- Promote your events by listing all upcoming events.
- Pictures, pictures, pictures. Show your team in action.
- Be sure to like and share every event.
- Encourage family and friends to like and share your Post events.
- Facebook has a nonprofit.fb.com site for ideas for nonprofits like us.
- Share National American Legion bulletins and posts
- Make sure your Post page is up to date.

**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](http://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, your SAL 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.**  
**DON'T HAVE BAD POST INFO ON NATIONALS WEBSITE.**

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

**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 Manual, Forms & Reports**  
All located on the Department website at [www.nclegion.org](http://www.nclegion.org)

**Contact.** Membership Committee Chair Nancy Phillips at [doubleugly2@skybest.com](mailto:doubleugly2@skybest.com) or at 828-406-7976.

***Oh By the Way.***  
***Don't skip the Guard & Reserve to join your Post. They get called up for everything.***

### Important Membership Dates

Oct 15, 2020	55% Membership Goal
Nov 11, 2020	Post Commander Excellence Award—100% Post Goal
Nov 12, 2020	65% Membership Goal
Dec 9, 2020	75% Membership Goal
Dec 31, 2020	Dogwood Award—100% Post Goal