ACTIVE MEMBERS

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Active Members are the heart of The American Legion!
Active Members

New Members Now What?
Active Members

Get to know Members

• Family?
• Hometown?
• Branch of Service?
• War Era?
• Military & Civilian Experience?
• How would they like to help?
ACTIVE MEMBERS

Recruit
Engage
Assimilate
Retain
Engage Members

Engaging New Members

- Orient/Initiate
- Mentor Program
- Recruiting vs Developing
- Offer a Free Meal/Prize
- Recognize Them - Often
ENGAGE MEMBERS

NEW MEMBER MENTORS

• Use experienced and active members as mentors
• Preferably not active officers
• No more than three to five new members per mentor at one time
• Mentor personally contacts new members regularly during first year to invite to post events and to gauge new member interests
• Mentor makes introductions for new member
• Mentor informs new member of traditions and opportunities to better educate themselves on The American Legion
Engage Members

Membership Development Team

- Veterans of different war eras have different needs
- Compose membership team with members focused on representing different war eras
- Promote programs engaging current membership
- Develop post programs which encourage growth, education, and involvement
ACTIVE MEMBERS

Train and Educate

[Images of military personnel and cartoon characters]
RECRUIT, ENGAGE, ASSIMILATE, RETAIN
ACTIVE MEMBERS