



BUILDING AN EFFECTIVE MEMBERSHIP TEAM

**Components
and
Execution**

Ordinary Membership Teams...

- Comprised of a group of Legion members
- Works on membership periodically; usually shortly before target dates



vs. Effective Membership Teams

- Comprised of a group of *like-minded* Legion members. They are the “go-getters”
- Work on membership consistently. It is a year-round effort
- Organized with clear, obtainable membership goals and a plan of action to achieve them
- Has a developed set of action plans that are repeatable



Possible Objections

We don't need new members



It's too much of a hassle to try and get new members

Our post's
membership is fine...



*There's no need to
change a thing!*



Why We Need Steady Membership Growth

- To maintain our status as the nation's largest wartime veterans organization
- Ensure our presence and voice in Washington remains relevant
- An increasing source of revenue
Revenue=Ability to fund programs
- Increase talent pool for potential Legion Leaders

Why We Need Steady Membership Growth Cont'd

- Fresh ideas
- Replace members that go to Post Everlasting
- Increase the Legion's networking pool
- First person account of current issues that today's veterans have
- Any organization that does not grow will become stagnant and eventually die

So How Do I Build An Effective Membership Team?

- Look to the resources you already have
 - *Gold Brigade/Silver Brigade*
 - *Legion College Graduates*
 - *Posts that are excelling in membership*
 - *All-time high recruiters*
 - *Recruiter of the Year winners*
 - *“Go-getters”*
 - *Others??*

My Team Is Built. Now What?

Do you have goals or do you have wishes??

Goals:

Defined Objectives

- Clear
- Challenging but attainable (easy doesn't always get the job done)
- Short & long term
- Has a date of completion
- Put in writing
- Known on all levels

Plan of Execution

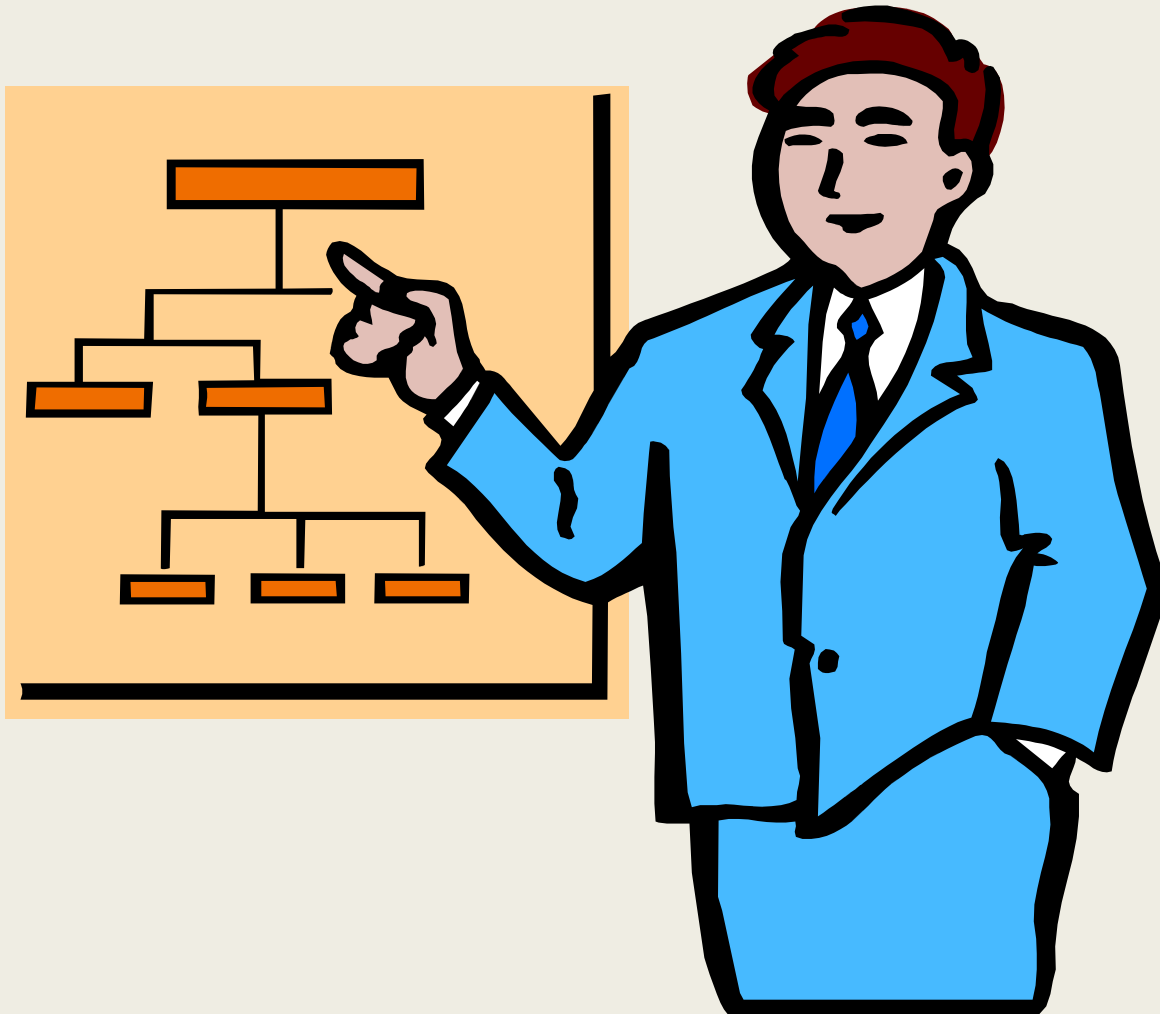
- Meets the objectives
- Repeatable (new/replacement team members can follow with ease)
- Flexible
- Require regular meetings to review the plan and report on progress
- Put in writing
- Known on all levels

OK, that's fine and dandy, but HOW do I execute the plan to meet the objectives?



- Specialize your team
- **Recruit, Renew, Retain**
- Find potential members
- Work DMS & Dept member lists
- Coordinate membership drives (revitalizations)
- Continuous communication

Team Responsibility (Specialize Your Team)



Chairperson

- ✓ Point of contact between team and post/district/department /national
- ✓ Assigns other team members' duties (Contact, New Member & Retention)
- ✓ Schedules team meetings (in person/ZOOM/Skype/conference call)
- ✓ Reports on team progress of goals and objectives at post/district/department meetings

Contact Team

- ✓ Build list of contact areas where potential members are
- ✓ Determine best methods to reach these prospects (mail, phone, door-to-door, press release, radio spots, etc.)
- ✓ Works post sponsored events to identify and ask qualified veterans to join
- ✓ List of prospective members is given to the New Member Team

New Member Team

- ✓ Need a good working knowledge of TAL
- ✓ Friendly, enjoy talking with people, charismatic
- ✓ Meet and talk with prospective veterans that had reservations to get them to join
- ✓ Answer questions that Contact Team wasn't able to answer during initial conversation
- ✓ Reiterate the benefits of Legion membership
- ✓ Maintains list of those eligible veterans that aren't ready to join at the present time for later contact

Potential Members

- Members of immediate family
- Extended relatives
- Neighbors
- Insurance Agent
- Police Officers
- Co-Workers
- Firemen
- Church Members
- Active Duty Members
- Reserve/NG Units
- Teachers
- Civic/Social Groups
- Mail Carrier
- Doctor
- Dentist
- Other veterans organizations
- Colleges
- Others?

DMS & Dept HQ Members

- Mylegion.org
- Request lists from Dept HQ
- Call to transfer active members into local posts
- Can be worked in small portions
- Anyone can do
 - National staff brings DMS active and expired lists during District Revitalizations
 - Expired members that rejoin may be immediately counted as new members for the post (department's choice)
 - Departments are given immediate credit for DMS transfers (departments determine how soon posts get credit)

Project Stay Active

- National HQ produces info on members that have recently moved into your area
- Additional way for contact team to invite potential new members to your post
- Reports are run every 3rd Tuesday of the month
- Has contact and membership information
- Provided to all Departments

Retention Team

- ✓ Specializes in membership renewal of current and former members
- ✓ Consider the three M's and three I's
- ✓ Make new members know they are welcomed and valued
- ✓ Mentors for new members
- ✓ Develops methods to be used by the post to maintain member interest

Retention Methods

- ❖ Telephone call/welcome letter from post
- ❖ Family dinner night
- ❖ Parent/child event
- ❖ Parents night out
- ❖ Auxiliary recognition & appreciation event
- ❖ Post-sponsored day trips
- ❖ Members only social events
- ❖ Visits to home-bound members
- ❖ Start a Legion Riders program
- ❖ Youth drug/alcohol prevention program
- ❖ Establish car pool rotation for post meetings
- ❖ Survey members for comments and preferences on post activities or programs

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FOR QUESTIONS OR
MORE INFORMATION
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