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
FOR QUESTIONS OR MORE INFORMATION CONTACT:

National Membership Division
PO Box 1055
Indianapolis, IN 46209
317-630-1321