



District Revitalization Responsibilities



FIRST THINGS FIRST

*Minimum of 6 week lead time is necessary

District identifies needs & request for revitalization assistance is sent to department

Department makes request to national for membership staff

Staff liaison coordinates all details with district p.o.c.



AREA OF RESPONSIBILITY

NATIONAL STAFF	DEPARTMENT	DISTRICT P.O.C.
<ul style="list-style-type: none"> -Coordinate dates of revitalization with district p.o.c. 	<ul style="list-style-type: none"> -Make formal request to national for revitalization assistance 	<ul style="list-style-type: none"> -Identify areas in need -Coordinate dates of revitalization with national staff -Ask department to make formal request for revitalization
<ul style="list-style-type: none"> -Request listings from counties provided by p.o.c -Media information (press release, postcard, email blast) -Keeps department informed 	<ul style="list-style-type: none"> -Help national and district disseminate media information (website/newsletter/social media) -Assist district in acquiring Service Officer 	<ul style="list-style-type: none"> -Revitalization details to national staff -Arrange location & Service Officer -Get as many volunteers as possible to assist -Disseminate media information locally
<ul style="list-style-type: none"> -Create MapPoint -Send transfer email blast -Provide templates to p.o.c. 	<ul style="list-style-type: none"> -At least one department officer is on site if feasible -Department membership team members are on site 	<ul style="list-style-type: none"> -Use templates provided by staff liaison to inform posts of event & request volunteers
<ul style="list-style-type: none"> -Provide onsite training -Process transfers/changes in mylegion.org 		<ul style="list-style-type: none"> -Ensure as many post members as possible are present for the training and volunteer to assist with revitalization



Key Revitalization Points

Revitalization	Recruit	Retain
Get volunteer commitments and contact information at least 1 month in advance of revitalization. Follow up with reminders.	Understand the community and discuss with local veterans the preference and activities your Post should participate in. Host an open house.	Does your post have activities that addresses the varying needs/interests of the different war eras?
Meet and conduct revitalization as a team	Be aware of your surroundings and look for indicators that tell you you are in the presence of a veteran (hat-shirt).	Courtesy contact to non-active members once a quarter (call, post card, or visit)
Have a laptop or desktop computer on hand to look up phone numbers. Look up as many as possible before the revitalization event	Conduct membership training using scenarios and demo's to instill confidence in your members.	Make sure post is <i>doing</i> in the community; and making a positive impression.
District Officers step in to assist when volunteers have a question or need assistance on the phone. Have district directory on hand.	Look for opportunities to engage parents/grandparents, etc. at youth events. Recognize recent HS grads that have committed to the military	Mentor new members, ease them into responsibilities/committees/time commitment
Keep the records clear and readable, if you called the list, it is yours for the time period of the revitalization event	Attend events wearing your Legion cap and/or apparel.	Keep good records, and keep all post members informed



District Commanders' Revitalization Outlook

Always
maintain open
lines of
communication
with posts

Attend
revitalizations
and encourage
the members

Be an active
participant

Find and
celebrate
successes



Conclusion & Questions

District Commanders – you are absolutely vital to providing the best chance for successful revitalizations. You are the ‘go-to’ for both department and posts in your district. The enthusiasm (or lack of) for revitalizations will filter to all those involved.

Posts – revitalizations do not succeed without volunteers. Be willing to commit at least two members to participate during revitalizations, and be an active participant. *Every* post in the district have the opportunity to benefit.

QUESTIONS?
