Backing and support from Department leadership

- Leadership should be involved everyday of the revitalization
- Motivates volunteers
- Helps to ease the movement on the purse strings
Budget

• In order to get membership, you have to be willing to spend time and money
• Hotel
• Supplies
• Volunteer incentive/thank you
Communication is Paramount

Post Commander

Media

District Commander

Dept. Membership Director

National

Dept Cmdr

Dept Sr. Vice

Post Volunteers

District Membership Team

National
Have a preplan in place

• Know your target audience, something that works in Chicago is necessary going to work in Carmi

• Discussion’s with District Commander need to be often, and increase the closer it gets to go time

• Don’t forget about media releases.
Be organized

• New national member data forms come organized by zip code—go that extra step and break it down further
• Current/Expired
• Phone number/No phone number
• Emails
• Mobile Office
Time Frame

• 1 Day V. 3-4 Days
• Meet at the host post around 9 AM. Brief Volunteers- phone script, billing procedures, SAFETY
• Set return time for door knockers
• Start Calling and Door knocking after 10 AM
• Try and have a separate crew for a 5 PM-7:30 PM follow up phone calls
Time Frame

• M-F after 10 AM-5 PM, Calls NLT 7:30PM
• Saturday is a prime day
• Sunday’s are surprisingly a good day also
• Wait to start calling/door knocking on Sunday until after 1:00 PM
Volunteers

• Legion Cover- Legion polo or shirt, relaxed but identifying yourself as a Legionnaire
• Try and have volunteers from each post in the revitalization for specific knowledge of post activities
• Phone script is great, but, don’t sound like a robot
• If you don’t know about the post you’re calling for, find out, take some notes, and have them available should someone ask
• We want membership, but try and make it a meaningful conversation
Emails

• We have received great results with emails from national member data forms
• Have someone in the command post for digital media/emails
Promotions

- Interviews before and during
- Radio
- TV
- Facebook/Twitter
- Post Cards- National/Department
Special Membership Offer

Renew Your American Legion Membership for $40.00

Now is the time to stand together! As our politicians look to cut the budget, veteran’s benefits are an easy target. We cannot allow them to balance the budget on the back’s of veterans and their families. The American Legion’s strength in numbers membership counts! Please let your membership count; here is a special offer. Your dues in our headquarters post are normally $43.00 per year. During this offer, you can renew for 2017 and 2018 for just $40.00, which is a savings of $46.00, and you can show your support for all veterans.

Complete the following information, insert payment, and mail this card to The American Legion

P.O. Box 2910 Bloomington IL 61702

Name of Member ___________________________ Post #2910

Address ________________________________ City _________________

State _____ Zip ________ Phone Number ________________

I will pay by: Cash Check Credit

Credit Card Information

Amount $ __________________ On my: Visa Mastercard Discover American Express

Credit Card #: ______________________________ Exp. Date __________

3 or 4 digit Security Code on back of card _______ Your Signature _______
• Legion family revitalizations
• After you have signed up the member, ask about other family member
• If you don’t have ALA or SAL participate, share contact information after conclusion of revitalization
American Legion Department of Illinois
Membership Door Hanger

American Flag  Veterans Tag
THE AMERICAN LEGION
Department of Illinois
Four Pillars of Service
Veterans Benefits
Strong National Defense
Promoting Patriotism
Youth Programs

If you are already a member of the American
Legion, thank you for your service and
please pass this on to a fellow Veteran.
Thank you for being a patriot.

Please Contact:

NAME: ___________________________
PHONE: ___________________________

Join The American Legion

Sorry We Missed You.
See contact information on front
OR,
Complete the application below and
mail it with $________ to:
Illinois American Legion
PO Box 2910
Bloomington, IL 61702
Cut Along Dotted Line and Mail Application

The American Legion Membership Application

NAME: ___________________________
PHONE: ___________________________
Address: ___________________________
City: ___________________________
State: ___________________________
Zip: ___________________________

Please print application and return, or download the application at
www.legion.org
Questions?