District Revitalizations

Chad T. Woodburn
Membership Director
Department of Illinois
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
- Post Volunteers
- Media
- District Commander
- District Membership Team
- Dept. Membership Director
- National
- Dept. Cmdr
- Dept Sr. Vice

[Diagram of communication roles and departments]
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
THE AMERICAN LEGION - MEMBER DATA FORM
(Please use ink and print clearly using UPPERCASE letters)

Date: 05/03/2017

<table>
<thead>
<tr>
<th>Current Post #:</th>
<th>2910</th>
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Mark each box next to data to be changed.

- Name:
- Address:  
  - Line1: 
  - Line2: 
  - Line3:  
- City:  
  - State:  
  - Zip:  
- Undeliverable or Unknown address:
- Telephone:  
- Email:  
- Birthdate: 
  - (Month / Day / Year)  
- Member is Deceased:
- Cont. Years Mbsp: 
- Last Paid Year: 2017
- War Era:  
- Branch of Service:  
  - Air Force (USAF)  
  - Army (USA)  
  - Coast Guard (USCG)  
  - Marines (USMC)  
  - Navy (USN)  

Member Transferring from:  
Department: IL  
Member Transferring to:  
Department: IL  
Former Post #: 2910
New Post #: 

Signature - Post Adjutant  
(Required for Transfers, Deceased, and Cont. Years changed)  
Signature - Member  
(Required for Transfers)
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 backs 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

[Application details]

[QR code]

[Logo]

[State of Illinois]

[Flag]
Questions?