National Membership Workshop 2017

Joe Gallagher

Get a copy of this presentation @
www.members.legion.org/legion/ws2017.zip
Discussion Items

- Current Year Membership – Let’s take a look @ 2017
- Month-by-Month Membership Metrics
- We’re at the 100% Target
  - Typical performance?
  - Who was left?
  - Where are they?
- Department Level Membership Statistics-myLegion
  - Previously Known as Charts/Graphs CD
  - Available on Department Level myLegion
- How do We Kick-it-Up a notch!
Typical Renewal and Target Date Performance

- **Majority Departments**
  - Hit the 55% October Target

- **80% Departments**
  - Hit the January Target

- **Apx 2 to 5 Departments**
  - Hit the 100% May Target

Excludes New DMS & Encumbered DMS Renewals

*HOW DO WE FILL THE GAP?*
What National Campaigns are Queued for 2018?

RENTERIAL
****
Direct Mail
Jan, Mar, May
Email
2/Month

2018 Membership
Traditional Goal = ??

New Traditional

AS OF 7/2017
**
2017 is @ 94% Goal
**
2015 and 2016
We Finished
@ 95%
## 2018 Direct Renewal Schedule

<table>
<thead>
<tr>
<th>Renewal Drop</th>
<th>Direct Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>3-Jul-17</td>
</tr>
<tr>
<td>#2</td>
<td>2-Oct-17</td>
</tr>
<tr>
<td>#3</td>
<td>20-Nov-17</td>
</tr>
<tr>
<td>#4</td>
<td>8-Jan-18</td>
</tr>
<tr>
<td>#5</td>
<td>26-Feb-18</td>
</tr>
<tr>
<td>#6</td>
<td>27-Apr-18</td>
</tr>
</tbody>
</table>

*Same Schedule as 2017*
Who was Left? Lowest hanging fruit?  
2015 & 2016 : Over 500,000 *

HQ vs Traditional

- HQ Post: 71,026
- Traditional: 517,890

Continuous Years

- 1st Year: 116,516
- 2 & 3 Year: 89,639
- > 3 Years: 315,994

MOST DIFFICULT GROUP TO RENEW

*Excludes Encumbered HQ/DMS
The American Legion National Headquarters
3-Year Membership Comparison as of July, 26

Renewals

Traditional New Members

Death Rate

Market Penetration

Example
Sample Department Statistics

Active Members by War Era

Deceased Members by War Era

3-Year Summary

<table>
<thead>
<tr>
<th>Member Yr</th>
<th>AsOf</th>
<th>*Renewals</th>
<th>*Renew%</th>
<th>*#Deceased</th>
<th>*Deceased%</th>
<th>Dept Total</th>
<th>*DMS</th>
<th>*Grand Total</th>
<th>* Yr End 12/31</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>07/27/2013</td>
<td>43,165</td>
<td>83.06</td>
<td>1.195</td>
<td>2.30</td>
<td>41,708</td>
<td>10,182</td>
<td>51,890</td>
<td>52,069</td>
</tr>
<tr>
<td>2014</td>
<td>07/27/2014</td>
<td>42,507</td>
<td>81.64</td>
<td>1.232</td>
<td>2.37</td>
<td>40,600</td>
<td>8,004</td>
<td>48,604</td>
<td>48,750</td>
</tr>
<tr>
<td>2015</td>
<td>07/27/2015</td>
<td>41,964</td>
<td>86.06</td>
<td>1,149</td>
<td>2.36</td>
<td>42,689</td>
<td>6,603</td>
<td>49,292</td>
<td>NA</td>
</tr>
</tbody>
</table>

*Includes New DMS & Encumbered HQ Renewals
What Can We Do to Kick it up a Notch?

National Commander Schmidt’s 2017 Membership Push

February 2017
Timing is Everything

2018 direct mail/email Renewal Notices

Coordinate your efforts in conjunction with the Renewal Schedule.
Personal Contact is the KEY to Lifting Renewal Rates
What’s in it for me?

Why should I belong?

Be Prepared
Tell them what you Post is doing.

Help homeless veterans.

Flag education in local schools.
Use myLegion tools to contact un-renewed members.
myLegion Report Server

Report Server

• Reports/Labels

Print mailing labels and reports from the new Report Server.
Produces results for all members of the post that have not renewed for the 2017 membership year.
Spreadsheet Data Available thru myLegion

**Important**
- Snail mail address
- Email Address
- Telephone number
- Continuous Years
- War Era
- Branch of Service

**Most popular contact methods**
- Email
- **Telephone**
### Downloads

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<thead>
<tr>
<th>File Name</th>
<th>File Description</th>
<th>Date</th>
</tr>
</thead>
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<tr>
<td>ALR70001.ZIP</td>
<td>DMS ELIGIBLE MEMBERS</td>
<td>07/29/2015</td>
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<tr>
<td>B6500716.PDF</td>
<td>DUES D RENEWALS BIMONTHLY WEEKS 1-2</td>
<td>07/10/2015</td>
</tr>
<tr>
<td>B6580716.PDF</td>
<td>ONLINE RENEWALS BIMONTHLY WEEKS 1-2</td>
<td>07/16/2015</td>
</tr>
<tr>
<td>ALDRLSTZ.ZIP</td>
<td>Members in Direct Renewal Campaign</td>
<td>07/16/2015</td>
</tr>
<tr>
<td>B6590701.PDF</td>
<td>DUES D RENEWALS BIMONTHLY WEEKS 3-4</td>
<td>07/01/2015</td>
</tr>
<tr>
<td>B6580701.PDF</td>
<td>ONLINE RENEWALS BIMONTHLY WEEKS 3-4</td>
<td>07/01/2015</td>
</tr>
</tbody>
</table>
Dear John,

I invite you to come back and make American Legion Post 1 your home again. Our mission is to provide assistance to our members with VA benefits and claims, involve our youth in the great programs of The American Legion and stay true to supporting the military families and veterans of Connersville. Our family includes the ladies of The American Legion Auxiliary, Sons of American Legion and American Legion Riders.

John, I often get the question “why should I belong?”, or “what’s in it for me?” My answer is simple. Your membership dues support active duty military and all veterans from Washington DC to the great state of Indiana, down to our neighborhood in Connersville where Post 1 has lived for 63 years. And if it doesn’t directly support you, your dues support our brothers and sisters from Connersville that need our help.

We see all levels of involvement from our members. Some attend all functions, while others pick and choose their involvement because of commitments to other activities or personal family responsibilities. Regardless of your level of activity, our members create the strength necessary to further our commitment in supporting veterans, and our fellow active duty service members and their families.

America, it’s military and our veteran community of Connersville need you and your support. Our voice needs to remain strong. Please renew your membership by going online to www.legion.org/renew and entering your membership ID Number: 100100987.

Or if you prefer to pay by mail, tear off the stub below and mail your $45 check, payable to American Legion Post 1:

American Legion Post 1
PO Box 922
Connersville IN 46012

I would also like to invite you to our Post Meetings that take place the 1st Tuesday of each month.

Thank you for supporting Connersville Post 1. We hope to hear from you soon.

John Miller
Post Commander
Post18@gmail.com
317-655-3212
www.legion.org
Creating Reports

Letters – HQ Transfer Invitations

Use this pre-written letter to assist with contacting members to transfer into your post.

- Select zip code(s) – all state zip codes available
- Target Transfer Post – designated post to transfer into
- Target Post Information – editable information for letter
- Other Legion Family at Target Post – select what other American Legion family your post sponsors.
- Results for current members only.
- Export to PDF or Word document
Dear Theodore Ballard,

By joining the American Legion, you have taken the first step to connect to the most powerful veteran service organization in America. By taking the next step and transferring to Post 0001, you are connecting with other American Legion members in your area and this is the true strength of our organization.

American Legion Post 0001 exists to support fellow veterans, their families, and our community. I invite you to make Post 0001 your American Legion home here in Connersville.

We have an American Legion Auxiliary, American Legion Riders and a Sons of The American Legion. We support youth activities, returning service members, veterans in need, and the families of our men and women currently serving our country. We are a social network, involved in the community, and ambassadors and advocates for all veterans.

Basically, we are a family. Like all families, we see all levels of involvement from our members. Some attend all our functions while others pick and choose their involvement because of commitments to other activities or personal family responsibilities. Some of our members can only commit to paying their annual dues. Regardless of your level of activity, together, our members create the strength necessary to further our commitment in supporting our community and our fellow service members.

To transfer, you only need to sign below and mail it back to us at the address listed above. In addition, please review your current information for accuracy, and make any corrections below.

WE LOOK FORWARD TO HEARING FROM YOU!

Commander:
Jerry L. Terrell, Post 0001
PH: 765-825-3781 B
Email: post1@legion.org
YES! Please transfer my membership to Post 0001 - Connersville

______________________________
Signature

___Current Information on File - Please write any changes/additions below and mail to the address listed above___

2003 - Ballard, Theodore
700 Chestnut St.
Anderson IN 46012
Phone: 765-241-5232 EMAIL: bts@jumail.com
Era: Korea Branch: USA DOB: 1931-08-13

Theodore Ballard
700 Chestnut St.
Anderson IN 46012

Bottom of letter includes personal member information. If not on file, a line will appear for officer to enter.
YES! Please transfer my membership to Post 0001 - Connersville

Signature

Current Information on File - Please write any changes/additions below and mail to the address listed above

2019 - Ballard, Theodore
700 Chestnut St.
Anderson IN 46012
Phone: 765-234-5232 EMAIL: bts88888@msn.com
Era: Korea Branch: USA DOB: 1951-02-13

Theodore Ballard
700 Chestnut St.
Anderson IN 46012

Address to use standard window #10 envelope.
What Can We Do to Kick it up a Notch?

- Push the Commander’s Incentive Program for New Member Starts

- Renewals – Lowest hanging fruit...largest population

- Focus discussion on personal contact

- Point to specific tools in myLegion
  - For Department Leadership
  - For District/County Officers
  - For Post Officers
Use The myLegion Presentation in your Department

The PowerPoint presentation is designed to assist instructors to train officers on all myLegion tools, particularly at the post/county/district level. Notes are available on each slide with frequently asked questions in red to assist.

In the notes area the *** indicates an animation by clicking the mouse. Transition from each slide is also made by the click of the mouse.

There is no copyright to this presentation. Please feel free to share/edit/print as needed.

Please contact Libby Vickers with any questions about this presentation. 317-860-3104 or lvickers@legion.org
myLegion.org
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www.members.legion.org/legion/ws2017.zip

TRAINING PPT FOR YOUR DEPARTMENT
www.members.legion.org/legion/mylegion.zip