THE AMERICAN LEGION

Membership Marketing

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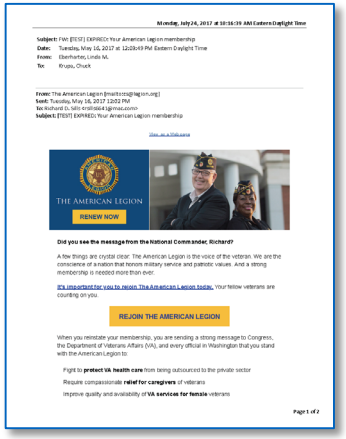
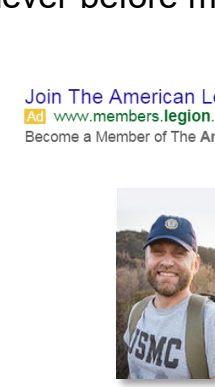


Direct Membership Solicitation Program (DMS)

- A targeted national marketing campaign to acquire new members
- In existence for more than 25 years
- Fully funded by National Headquarters
- Currently the largest source for new member acquisition
- Comprised of about 50% new never before members and 50% expire re-joins
  - 2017 – 100,400
  - 2016 – 111,100
- 2018 Goal – 120,000
- Tactics
  - Targeted Direct Mail Campaigns
  - Targeted Email
  - Digital Advertising



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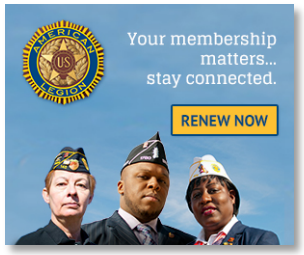
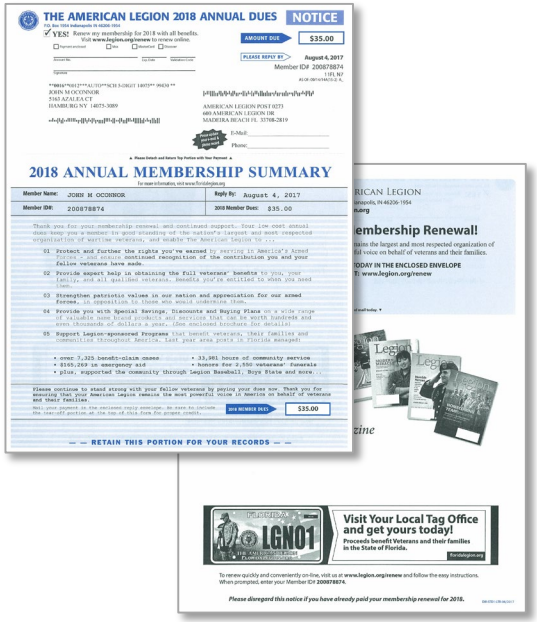
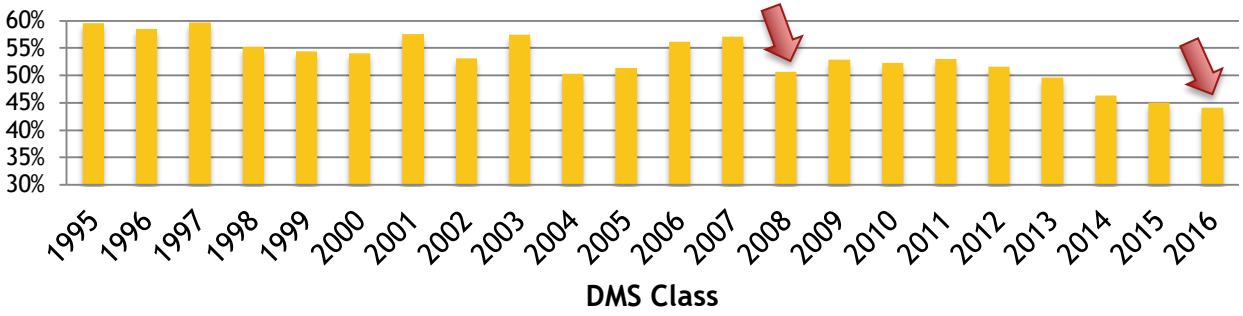


DMS Renewal

- First year DMS renewal rates continue to decline slightly over the previous year
- WHY???
- Tactics
  - Direct Mail Renewal Notices 6 to traditional members and 7 to DMS members
  - NEW Email and Digital Advertising – enhances traditional renewal efforts and assists in the growth of on line renewal transactions
- What we know…
  - New members who are regularly communicated with will renew at a higher rate than those who receive little or no communication.
  - DMS Member donors are about 22% more likely to renew than non-donors





Renew Your Membership With - The American Legion Today - legion.org
Ad members.legion.org/Renew
Get Back The Benefits & Discounts You Were Missing!
Serving America · Serving Veterans
Donate Today · Become a Member

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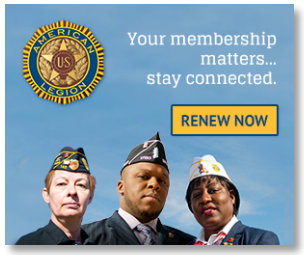
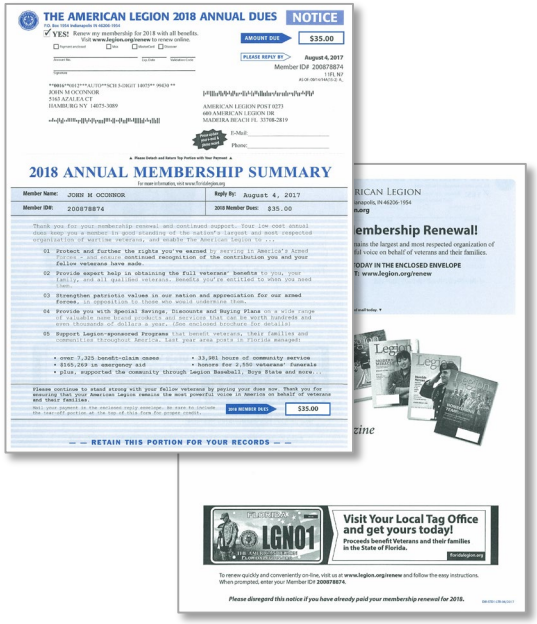


DMS Renewal

- Testing
  - New Communications Plan
    - Educate – Engage – Empower
    - **GOAL – Higher Member Retention**
    - 24 Month Communication Cycle
      1. Welcome Kit
      2. Educational Message – Why is your membership important.
      3. Engagement – Extension Institute
      4. Fundraising Appeal – Annual Fund
      5. Engagement – Survey – Why did you join? (2-3 questions)
      6. Educational Message – Regional Stories – What is The American Legion doing in the community?
  - First Year Renewal Dues Amounts
  - Targeted Renewal Notice Messaging directly to the DMS Audience



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American Legion Branding 101

AMERICAN LEGION AUXILIARY
Girls
STATE
AMERICAN
JUNIOR SHOOTING SPORTS
Welcome to
LEGIONTOWN
U.S.A.
established 1919
CWF
We The People...
National Oratorical Contest
BOYS NATION
LEGACY
NEF
NATIONAL EMERGENCY FUND
THE AMERICAN LEGION
LEGACY RUN

Brand Consistency

- It’s marketing on a higher level
- Consistency makes our brand “feel” more dependable/ credible
- Consumers trust brands they recognize

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Girls
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VETERANS STILL SERVING AMERICA

Next Steps:

- New PSA Landing Page
  - www.legion.org/psa

Next Steps:

- Organization-wide “Elevator Pitch”
  - Who we are
  - What we do
  - Why we matter

Questions

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