Membership Marketing

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
Membership Marketing

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
- Email and Digital Advertising – enhances traditional renewal efforts and assists in the growth of online 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
Membership Marketing

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
American Legion Branding 101
Brand Consistency

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

• New PSA Landing Page
  – www.legion.org/psa

Public Service Announcements

Help The American Legion provide veterans and their families with the support and assistance they need by sharing our public service announcements (PSAs) with your audience, friends and social networks. The American Legion is the largest wartime veteran's service organization with over 2 million members in almost 14,000 posts in nearly every community in America. When you share the mission of The American Legion, you help support our service members, veterans and their families. Most PSAs are available in 15-second and 30-second versions.

The Climb

Becoming a part of something bigger is one of the main reasons dedicated individuals join the armed forces. For nearly 100 years, The American Legion has been our nation’s leading advocate for veterans and their families. Every day, The American Legion works to help veterans receive VA benefits they earned through service to their country.
Next Steps:

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

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