

Team,

I added a folder to our Dropbox site, it contains two sub-folders:

1. The 1st folder County Officer files (this contains files used to train district commanders at national, these are excellent in outlining the county officer's responsibilities as it pertains to interfacing with the posts. I will set a meeting to go over these in detail before our September meeting).

2. The 2nd folder membership meeting contains the documents used by National to train the membership team from the departments. These are the files we will be reviewing the morning of the 27th. Since these contain numerous pages it would cost too much to print out copies, so I suggest you print them locally to bring to the meeting or bring your laptop, or tablet to follow along and take notes.

3. There is a stand alone file What the Legion Does, this is excellent in outlining the Legion's 4 pillars and the programs associated with each. It is an excellent template to be modified to fit your post (i.e. add what programs you are involved in and remove those you are not and use to solicit new members and renew current or expired members).

Here is the link to the folder:

<https://www.dropbox.com/sh/m25aj930i72ork7/AABXYdOyRdSbTkWsYpQv4zHpa?dl=0>

As always ping me with any questions or comments.

Bob

Bergen County Membership Revitalization Plan.

Team,

Here is the plan for our revitalization effort to take place in October. I have reached out to Department to request National's help in this effort. This effort will take place at Rochelle Park Post 170 Thursday October 26th and Friday October 27th.

The plan is as follows:

- 1. National will generate their lists of active post 1000 and DMS members as well as expired post 1000 and Bergen posts members. They will send letters to each informing them of the events below and let them know we will be calling. Unlike in the past you will process the transfers as normal and issue your own cards (national will not be requested to do this).**
- 2. We have scheduled a MyVA Townhall On Thursday October 26th from 10 AM to 2 PM. There will be a panel discussion with representatives of the VA and DMAVA there to field questions, concerns, and ideas, etc. In addition there will be VA representatives to field claims questions, provide updates and accept new claims. After the session is over we will distribute the call lists (active Post 1000 and new DMS members) and (expired post 1000 and other Bergen Posts) and we will make calls from 3 PM till 6 PM. In addition we will have County SO's available to help with other questions as well from 3 PM till 6 PM.**
- 3. On Friday October 27th, we will re-convene at 9 AM and will accomplish the following:**

1. Review Mylegion.org new enhancements and will complete requests for login and passwords for those posts not already utilizing Mylegion.org.
2. We will discuss and develop a plan to attract new members.
3. Then starting at Noon and going to 5 PM we will pick up on the above lists (and since my post's hall is booked on Saturday at 7 PM, you will take the lists home at the end of the day and make the calls from your post or home). There will be county SO's available during this time as well.
4. Here is an idea for our decision on a new member plan, I ask that before we meet you review this and sent to me any ideas you may have or are using already by September 30th, so that I can compile them and distribute before our meeting.
 1. Notify residents in some way that if they have a family member on active duty they can enroll that member in our Legion at a large discount and renew that member at the same discount while he/she is on active duty.
 2. We could also offer a smaller discount to National Guard & Active Reserve members.
 3. This could be a way of bringing younger members into the American Legion. If a women responds to the offer for a family member contact could be established by the Auxiliary resident and solicited to join the Auxiliary. I haven't figured out the contact by men yet although a dual offer by the Commander and SAL Commander might be possible.
 4. To offset the loss of income to a post because of discounted membership dues, perhaps one of the units could sponsor a raffle. We could try something like a 15 inch laptop computer to see if that would bring enough compensating income. I suggest a laptop since teenagers going into high school need a laptop and the parents and grandparents might be interested in this kind of top prize. Also if a 2nd prize is deem necessary, there are discounted Microsoft Office programs available.
5. Please either email me with the person or persons that will be attending this 2 day membership drive or have their info available at our September 9th meeting. I need name, telephone number and email address.

Any questions feel free to ping me.

Thanks
Bob

Bergen County American Legion, 54 Thiem Ave, Rochelle Park, NJ 07662

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