



National Membership Workshop 2017

Joe Gallagher

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

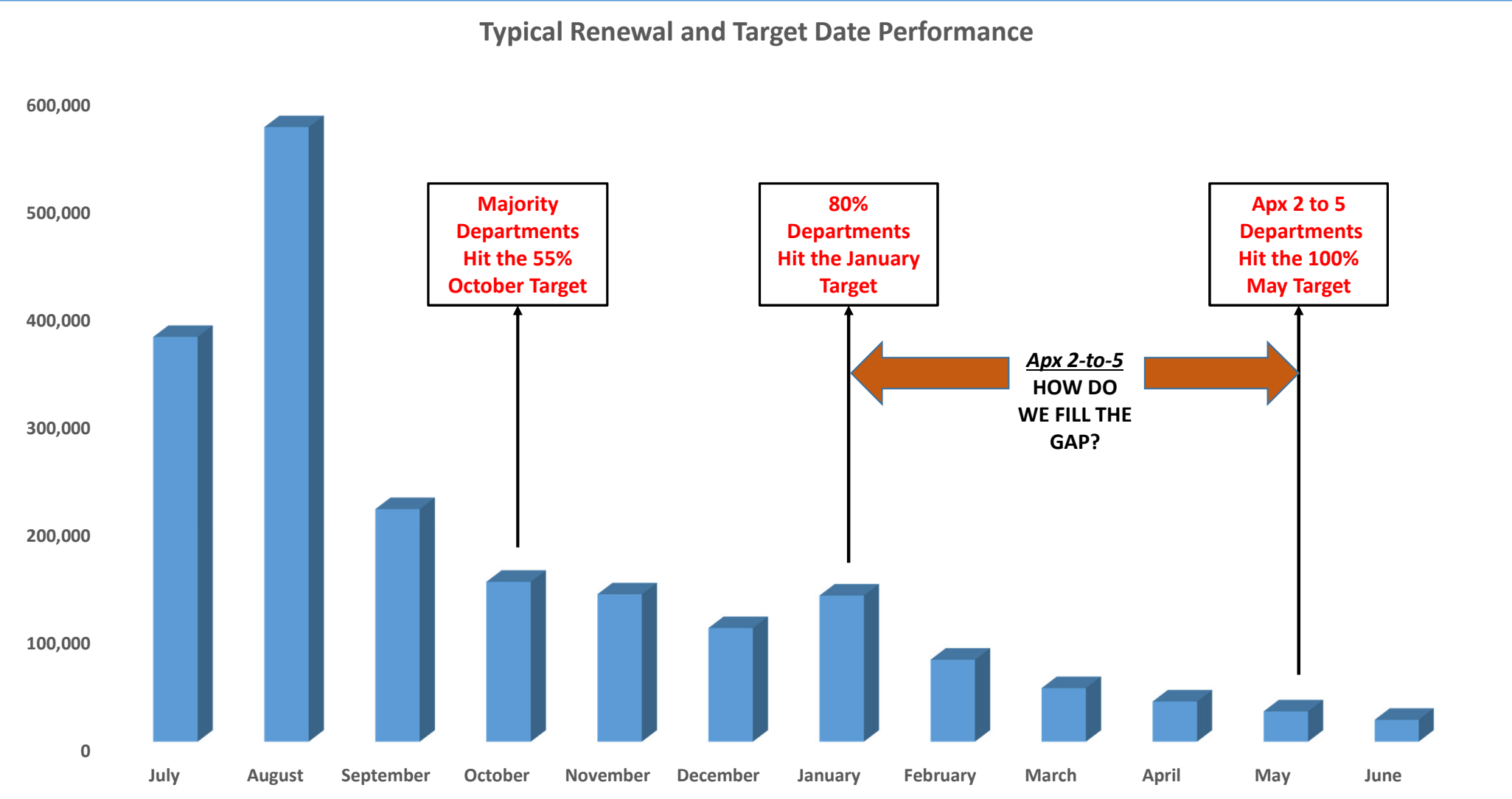


Discussion Items



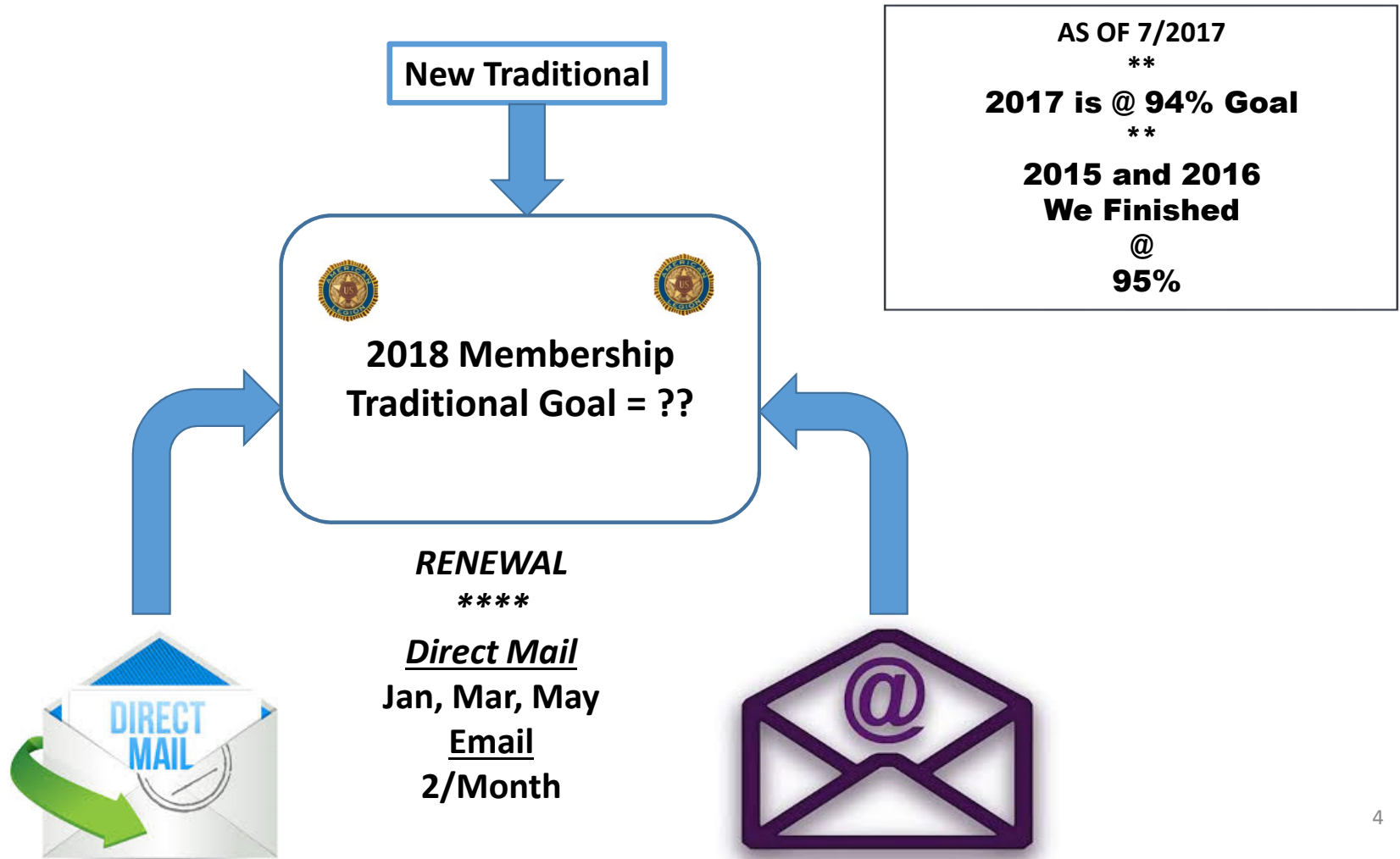
- Current Year Membership – Let’s take a look @ 2017*
- Month-by-Month Membership Metrics*
- We’re at the 100% Target*
 - ✓ *Typical performance?*
 - ✓ *Who was left?*
 - ✓ *Where are they?*
- Department Level Membership Statistics-myLegion*
 - ✓ *Previously Known as Charts/Graphs CD*
 - ✓ *Available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

Typical Renewal and Target Date Performance



Excludes New DMS & Encumbered DMS Renewals

What National Campaigns are Queued for 2018?

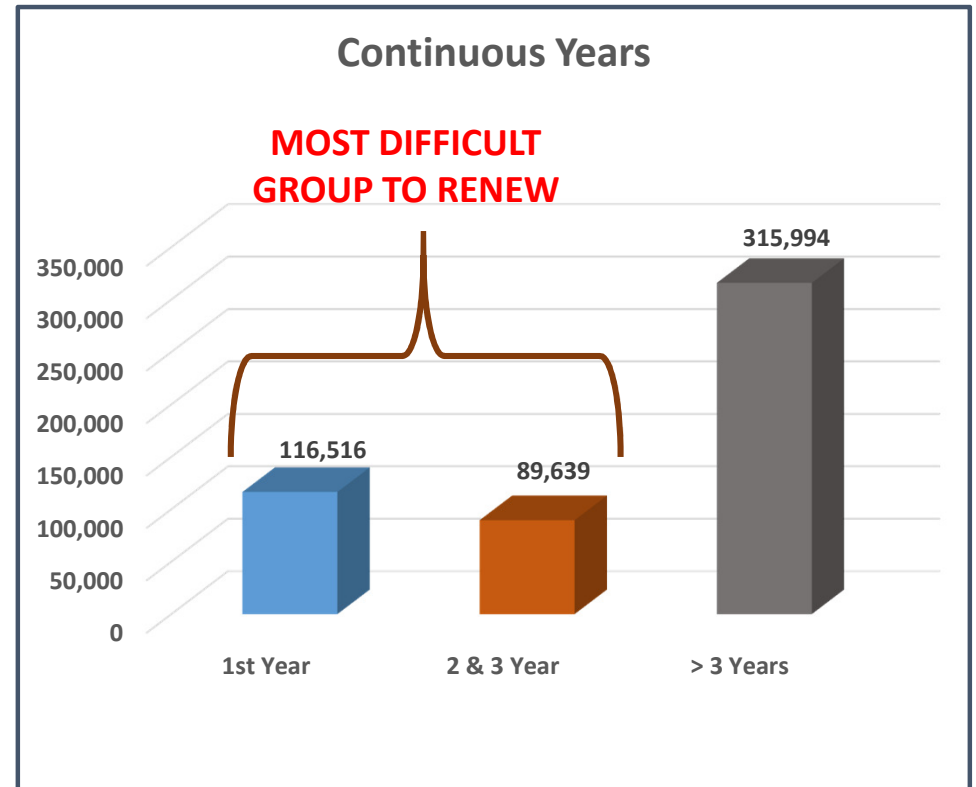
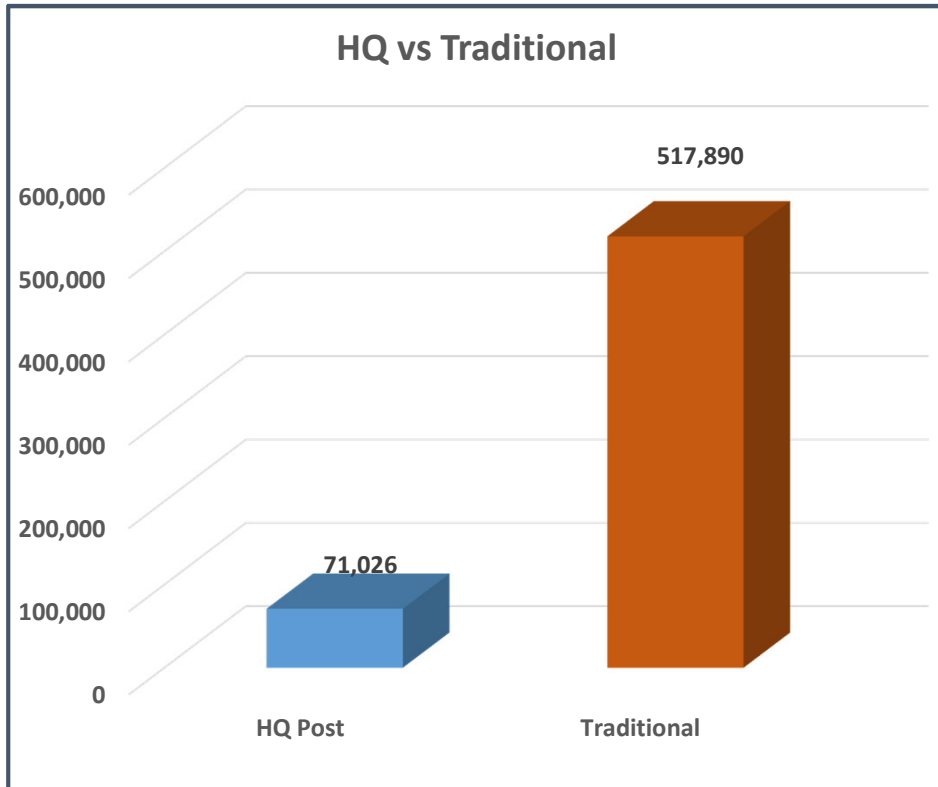


2018 Direct Renewal Schedule

Renewal Drop	Direct Mail
#1	3-Jul-17
#2	2-Oct-17
#3	20-Nov-17
#4	8-Jan-18
#5	26-Feb-18
#6	27-Apr-18

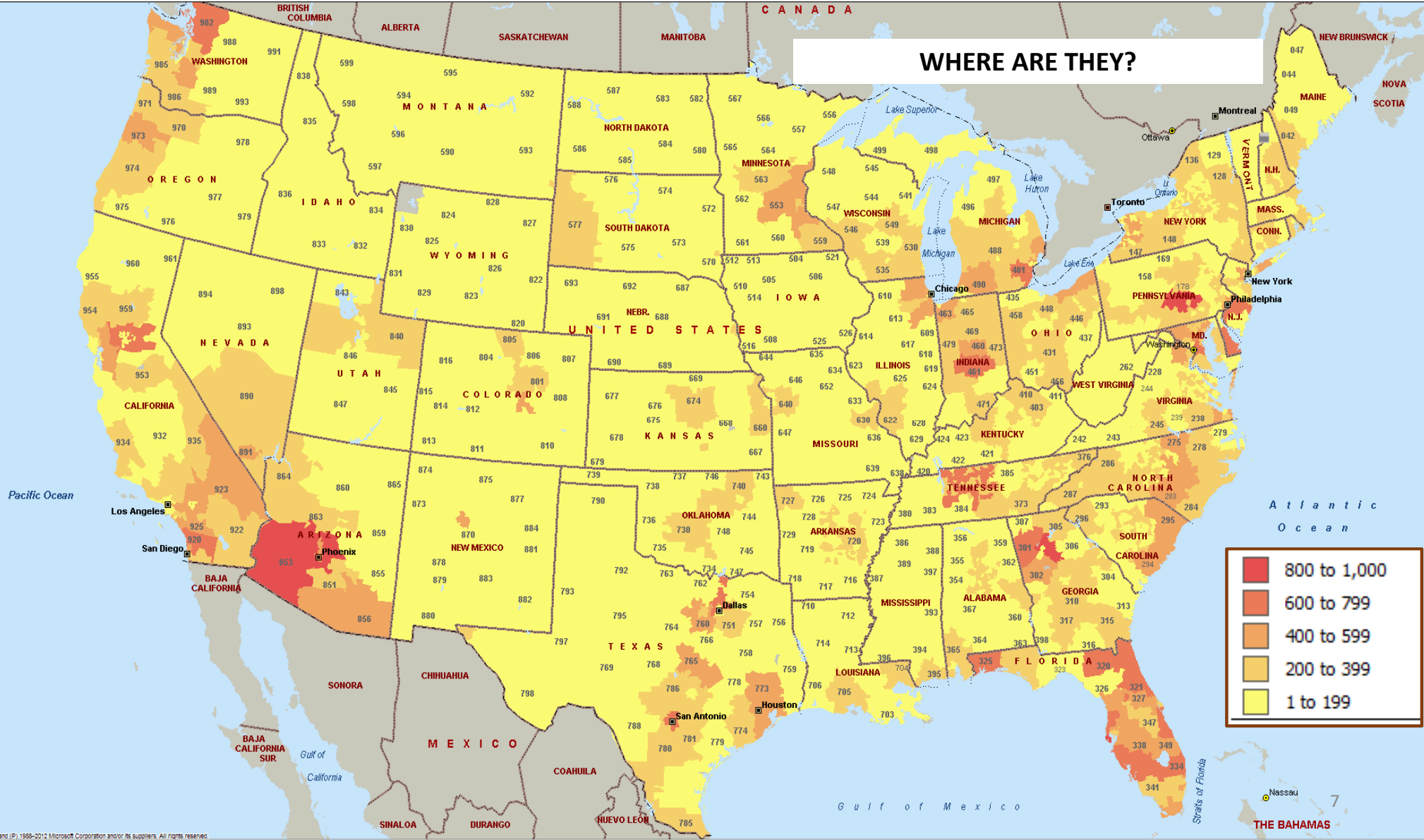
*** Same Schedule as 2017***

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



*Excludes Encumbered HQ/DMS

WHERE ARE THEY?

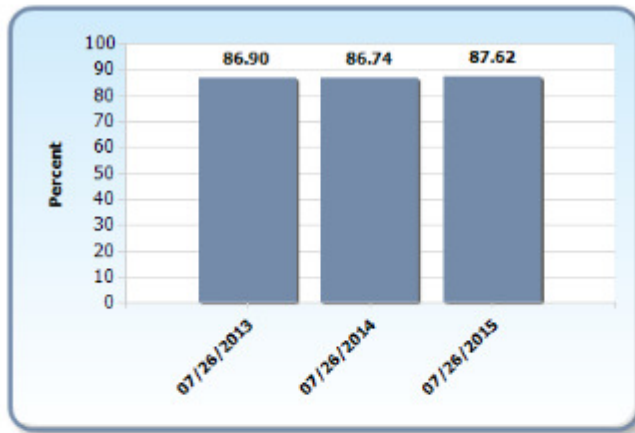


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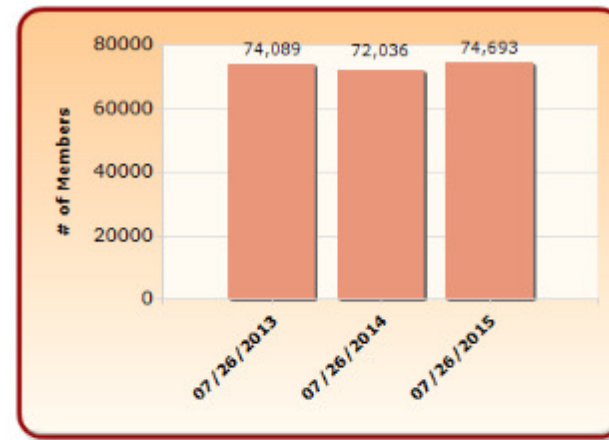
Example

**The American Legion National Headquarters
3-Year Membership Comparison as of July, 26**

Renewals



Traditional New Members



Death Rate

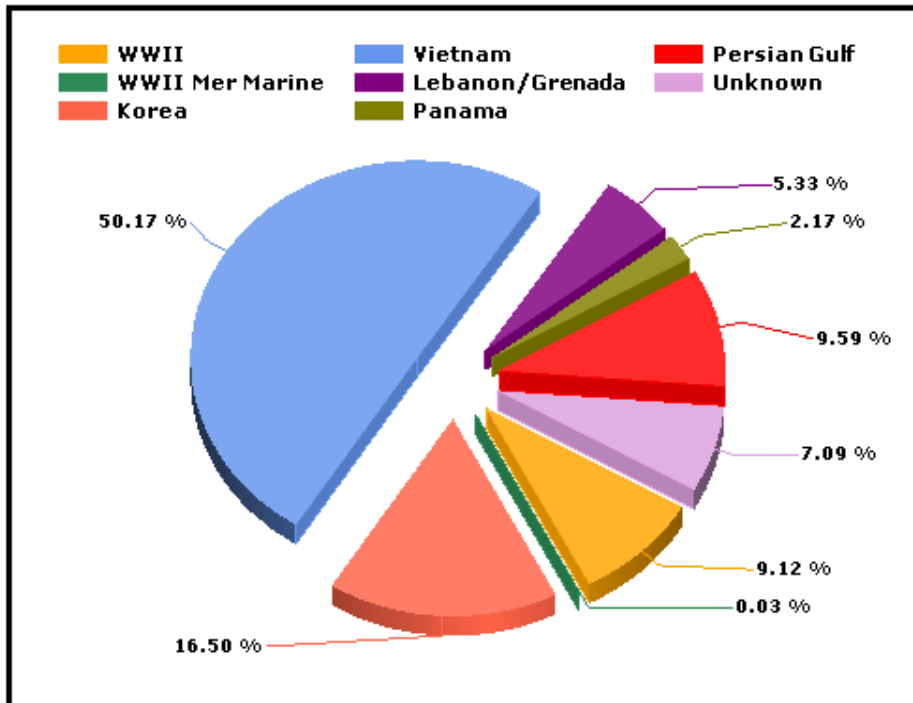


Market Penetration

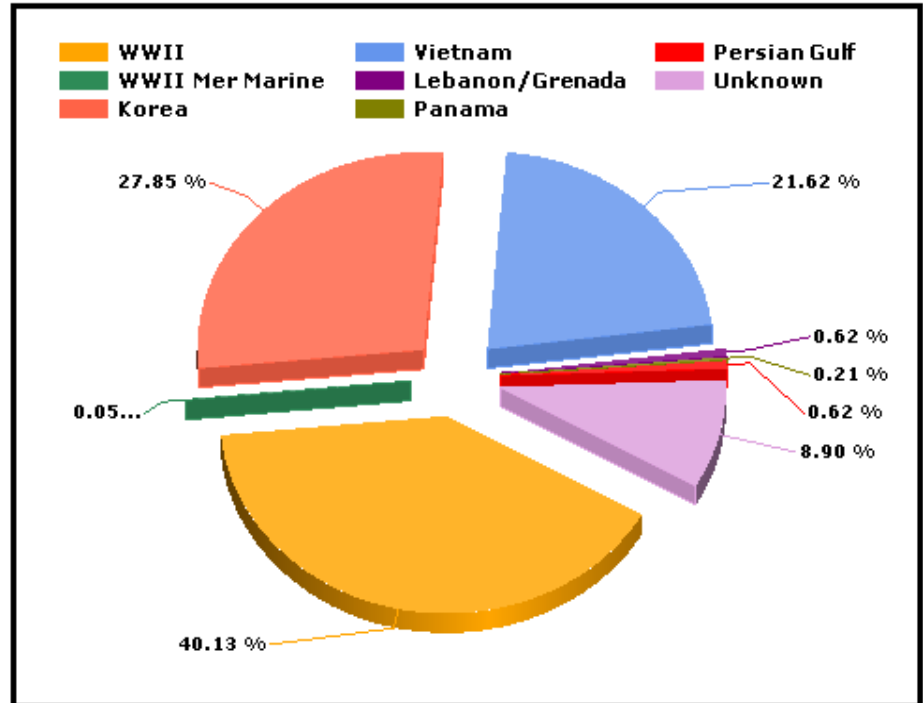


Sample Department Statistics

Active Members by War Era



Deceased Members by War Era



3-Year Summary

Member Yr	AsOf	*Renewals	*Renew%	*#Deceased	*Deceased%	Dept Total	*DMS	*Grand Total	* Yr End 12/31
2013	07/27/2013	43,165	83.06	1,195	2.30	41,708	10,182	51,890	52,069
2014	07/27/2014	42,507	81.64	1,232	2.37	40,600	8,004	48,604	48,759
2015	07/27/2015	41,964	86.06	1,149	2.36	42,689	6,603	49,292	NA

*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



Be Prepared

What's in it for me?

Why should I belong?





**Tell them what
you Post is
doing.**

**Help homeless
veterans.**

**Flag education
in local schools.**

*my*LEGION.ORG
The members-only section of Legion.org



Use myLegion tools to contact un-renewed members.



Member/Post Processing

- List All Members
- By ID#
- By Name
- Mbr Data Change by ID
- Review Member Changes
- Members Renewed Online
- Post Inquiry
- Consolidated Post Report
- Registered myLgn Mbrs
- PUFL Application

Report Server

- Reports/Labels

Tools

- Publish Post Message
- Publish Post Image
- Publish Newsletter
- Find Members in my Area
- Global Member Lookup

Materials

- Post Officer Manuals
- Brochures
- Suggested Speeches

myLegion Report Server

Report Server

- Reports/Labels

Print mailing labels and reports from the new Report Server.

[Home](#) > [POST REPORTS](#) > [Commanders Membership Push](#) >

Commanders Membership Push



HOW TO USE THESE REPORTS



UnRenewed_Labels - LGN 3x10 PRINT
frm PDF



UnRenewed_Letters



UnRenewed_Roster

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****

Department - myLegion



Database = TAL

Downloads

Member/ Dept Processing

- List All Members
- By ID#
- By Name
- Mbr Data Change by ID
- Review Member Changes
- Members Renewed Online
- Lookup New DMS mbr
- Post Inquiry
- Consolidated Post Report
- myLgn Registered
- Transmittal Inquiry
- Completed Transmittals by Month

Tools

- Publish Dept. Message
- Publish Dept. Image
- Publish Newsletter
- Publish Dept. Calendar
- Find Members in my Area

Accounting and Financial Reports and Downloads

Membership Rosters

Miscellaneous Reports and Downloads

File Name	File Description	Date	
ALR70001.ZIP	DMS ELIGIBLE MEMBERS	07/29/2015	Generate
B6590716.PDF	DUES D RENEWALS BIMONTHLY WEEKS 1-2	07/16/2015	Generate
B6580716.PDF	ONLINE RENEWALS BIMONTHLY WEEKS 1-2	07/16/2015	Generate
ALDRCLST.ZIP	Members in Direct Renewal Campaign	07/16/2015	Generate
B6590701.PDF	DUES D RENEWALS BIMONTHLY WEEKS 3-4	07/01/2015	Generate
B6580701.PDF	ONLINE RENEWALS BIMONTHLY WEEKS 3-4	07/01/2015	Generate



American Legion Post 1



John E. Abbott
We want you back!

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 not direct support to 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 422
Connersville IN 46225

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
Post1@gmail.com
317.555.1212
www.inpost1.org

**Sample Letter that can be
Generated by Post Officers**

Personalization in Red/Bold underline


Creating Reports

Letters – HQ Transfer Invitations

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

Select HQ Member by Zip Codes	<input type="text" value="46012"/>	Target Transfer Post	<input type="text" value="0001 - CONNERSVILLE"/>	<input type="button" value="View Report"/>
Target PostAddress	<input type="text" value="PO BOX 447"/>	Target PostCityStZip	<input type="text" value="CONNERSVILLE IN 47331"/>	
Target PostPhone	<input type="text" value="765-825-3781 B"/>	Target PostRep	<input type="text" value="Jerry L. Terrell"/>	
Title of PostRep	<input type="text" value="Commander"/>	Target PostEmail	<input type="text"/>	
Other Legion Family at Target Post	<input type="text" value="Auxiliary Unit, Legion Riders, S."/>			

1 of 2 ? 100% Find | Next

- 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 

AMERICAN LEGION
POST 0001 – Connersville

PO BOX 447
CONNERSVILLE IN 47331

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 ____

20 [REDACTED] - Ballard, Theodore

700 [REDACTED] St.

Anderson IN 46012

Phone: 765-774-5232 EMAIL: bts [REDACTED]

Era: Korea Branch: USA DOB: 1991-02-13

Theodore Ballard
700 [REDACTED] 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**____

20 [REDACTED] - Ballard, Theodore

700 [REDACTED] St.

Anderson IN 46012

Phone: 765-774-5232 EMAIL: bts [REDACTED]

Era: Korea Branch: USA DOB: 1931-02-13

Theodore Ballard
700 [REDACTED] 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

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