AGENDA
57TH ANNUAL NATIONAL MEMBERSHIP WORKSHOP
VIRTUAL THROUGH MICROSOFT TEAMS
AUGUST 3-6, 2020

GROWING A POST

MONDAY, AUGUST 3, 2020
4:00 PM – 5:00 PM
TOPIC: THIS IS THE AMERICAN LEGION
Basic Introduction To The American Legion
Presenter: Matt Herndon (IN), IA&Membership Division
Attendee Link:

7:00 PM – 8:00 PM
TOPIC: MISSION & VISION
Focuses On The Importance Of Developing A Mission Statement And Having A Vision Towards The Future
Presenter: Ron Neff (IN), IA&Membership Division
Attendee Link:

TUESDAY, AUGUST 4, 2020
4:00 PM – 5:00 PM
TOPIC: BUILDING AN EFFECTIVE MEMBERSHIP TEAM
How To Organize A Membership Team That Focuses On A Clear Goal Through A Developed Plan Of Action
Presenter: Kevin Mook (MD), IA&Membership Division
Attendee Link:

7:00 PM – 8:00 PM
TOPIC: RECRUITMENT OF VOLUNTEERS
How To Locate And Keep Legionnaires Engaged
Presenter: Doug Chace (IN), IA&Membership Division
Attendee Link:

WEDNESDAY, AUGUST 5, 2020
4:00 PM – 5:00 PM
TOPIC: MEMBERSHIP RETENTION
Focuses On Growing Membership Through Retention
Presenter: Michele Steinmetz (CA), IA&Membership Division
Attendee Link:

7:00 PM – 8:00 PM
TOPIC: EVERY LEGIONNAIRE IS A RECRUITER
Focuses On Growing Membership Through Recruiting
Presenter: Ron Neff (IN), IA&Membership Division
Attendee Link:

THURSDAY, AUGUST 6, 2020
4:00 PM – 5:00 PM
TOPIC: DEFINE A GREAT POST
Discusses Ways For Posts To Be An Asset In The Community
Presenter: Doug Chace (IN), IA&Membership Division
Attendee Link:

7:00 PM – 8:00 PM
TOPIC: MYLEGION FOR THE POSTS
Online Membership Tools For Post Adjutants
Presenter: Libby Vickers, IT Division
Attendee Link: