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BUILDING AN EFFECTIVE MEMBERSH IP TEAM

Components and Execution



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Ordinary Membership Teams





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Effective Membership Teams





Possible Objections

“We don’t need new members.”



“It’s too much of a hassle.”



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“Our post's membership is fine.”



“There's no need to change a thing!”



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Why We Need Steady Membership Growth





Who should be on the team?

- Gold Brigade/Silver Brigade
- Legion College graduates
- All-time high recruiters
- Recruiter of the Year winners
- Go-getters



My Team Is Built. Now What?

Do you have goals or do you have wishes?

GOALS

Defined Objectives

- Clear
- Challenging but attainable
- Short & long term
- Has a date of completion
- Put in writing
- Known on all levels

Plan of Execution

- Meets the objectives
- Repeatable (new/replacement team members can follow with ease)
- Flexible
- Require regular meetings to review the plan and report on progress
- Put in writing
- Known on all levels



OK, that's fine and dandy, but HOW do I execute the plan to meet the objectives?



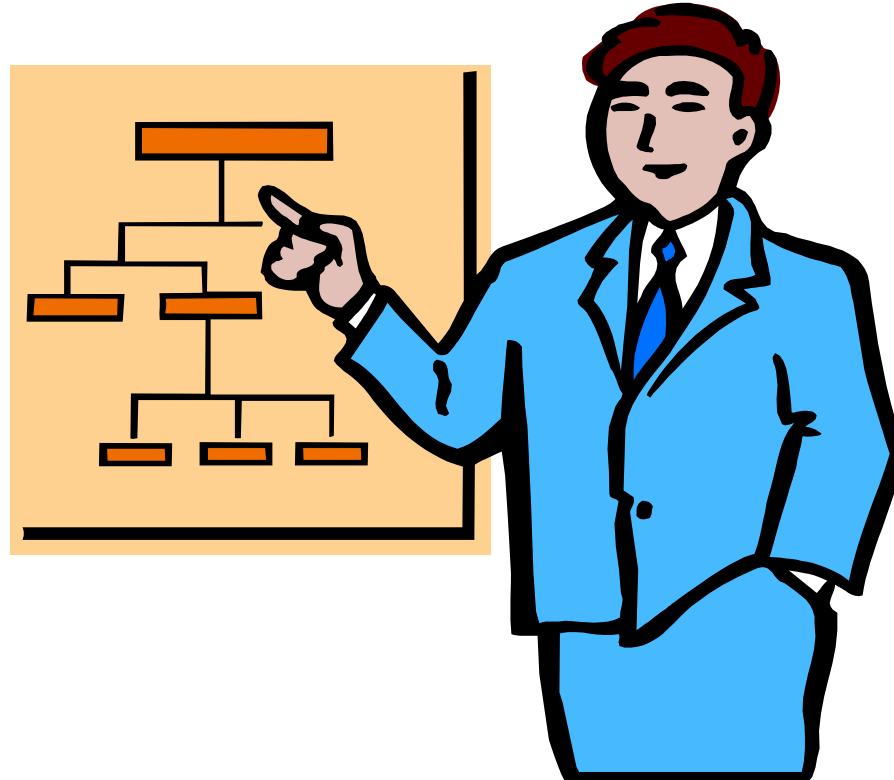
- Specialize your team
- **Recruit, Renew, Retain**
- Find potential members
- Work DMS and department member lists
- Coordinate membership drives or revitalizations
- Continuous communication



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Team Responsibility

Specialize Your Team





Chairperson

- Point of contact between team and post/district/department/national
- Assigns other team members' duties contact, new member and retention
- Schedules team meetings in person or virtually on ZOOM, Skype or conference call
- Reports on team progress of goals and objectives at post/district/department meetings



Contact Team

- Build list of contact areas where potential members are
- Determine best methods to reach these prospects (mail, phone, door-to-door, press release, radio spots, etc.)
- Works post-sponsored events to identify and ask qualified veterans to join
- List of prospective members is given to the New Member Team



New Member Team

- Need a good working knowledge of The American Legion
- Friendly, enjoy talking with people, charismatic
- Meet and talk with prospective veterans that had reservations to get them to join
- Answer questions that the Contact Team wasn't able to answer during initial conversation
- Reiterate the benefits of Legion membership
- Maintains list of those eligible veterans that aren't ready to join at the present time for later contact



Potential Members

- Members of immediate family
- Extended relatives
- Neighbors
- Insurance agents
- Police officers
- Co-workers
- Firefighters
- Church members
- Active-duty military
- Reserve or National Guard units
- Teachers
- Civic or social groups
- Mail carriers
- Doctors
- Dentists
- Other veterans organizations
- Colleges
- Others



DMS & Dept HQ Members

- MyLegion.org
- Request lists from department headquarters
- Call to transfer active members into local posts
- Can be worked in small portions
- Easy to learn
- National staff brings DMS active and expired lists during district revitalizations
- Expired members who rejoin may be immediately counted as new members for the post (department's choice)
- Departments are given immediate credit for DMS transfers (departments determine how soon posts get credit)



Project Stay Active

- National Headquarters produces information on members who have recently moved into your area
- Additional way for contact team to invite potential new members to a post
- Reports are run every 3rd Tuesday of the month
- Has contact and membership information
- Provided to all departments



Retention Team

- Specializes in membership renewal of current and former members
- Consider the three M's
- Makes new members know they are welcomed and valued
- Mentors for new members
- Develops methods to be used by the post to maintain member interest



Retention Methods

- Telephone call/welcome letter from post
- Family dinner night
- Parent/child event
- Parents night out
- Auxiliary recognition and appreciation event
- Post-sponsored day trips
- Members only social events
- Visits to home-bound members
- Start a Legion Riders program
- Youth drug/alcohol prevention program
- Establish car-pool rotation for post meetings
- Survey members for comments and preferences on post activities or programs



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Questions?



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