Membership and Retention Programs
Post Membership and Retention

• What are the goals of the Membership and Retention Programs?
• What can we do to retain members or transfer members into our Posts?
• How do we attract new veterans and “revitalize” our Posts today?
• What are your roles as leaders?
Membership Development
The Retention Process
Goals for Membership and Retention

• Train leaders and members
• Explore new avenues for membership
• Pull Retention Data from MyLegion
• Increase New Post Charters
  – New “Temporary Charters”
  – In most cases, much better to “Revitalize”
  – Work with the ALA, SAL and ALR!!!
What Can We Do to Retain Our Members?

• Members and their life in the post
  – The “get acquainted” Stage
    • Friendly Greeting / Sponsorship
    • Basic Human Needs
  – The “Legionnaire Development Stage”
    • Program development for and with member
    • Activities, Programs, Recognition, Involvement!
    • Buddy Check
What Can We Do to Retain Our Members?

• Renewal Phase
  – Engagement
  – Programs and Activity assignments
  – Sponsor member project
  – Mentoring! Mentoring! Mentoring!

• Renewal Ceremonies
  – An important affirmation
  – Need not be big affairs
  – Initiation Ceremonies
What Can We Do to Retain Our Members?

• Legionnaire Development Phase
  – Don’t forget our current and longtime members
  – Include them with planning
  – Encourage their attendance at meetings
  – Ask for their help
  – Find ways to help them as well!
Questions?
How Do We Attract New Veterans and “Revitalize”? 

- Preamble to TAL Constitution.
  - Constitution, Maintain Law & Order, Americanism, Community, Devotion to Mutual Helpfulness, etc.
- Tackle the membership issue “head-on.”
  - Use common sense and develop plans.
  - Take advantage of local media.
  - Look into joining local Chamber of Commerce
  - Establish “Membership Teams.”
  - Tie Post’s activities and programs to the community.
How Do We Attract New Veterans and “Revitalize”?  

- Establish new programs according to member’s interests and strengths  
- Contact “centers of influence”  
- Use national and departmental resources
  - MyLegion.org (lots of stuff there!!)
  - Mailing lists
  - Materials
  - Flag Drawings
How Do We Attract New Veterans and “Revitalize”?

• Legwork!
  – Set up tables in community
  – Schools
  – Armed Forces Recruiting Stations
  – Large businesses
  – Post offices, fire departments, police stations
  – Reserve Centers /NG Armories/Active Duty Installations
    (Think *Reconnect/Operation Outreach!* )
How Do We Attract New Veterans and “Revitalize”?

• ALL members of the post should be considered “membership team members”
  – Reward members who sign up new Legionnaires
  – Form membership teams and recognize their efforts!

• Involve Post Membership Chairman in developing new post/community activities
Above All--just Ask!
Questions?
The Leader’s Role

• Who is on the team?
  – National staff.
  – Regions.
  – Departments staff and volunteers
  – Districts (and Areas, Counties, etc.).
  – Posts
The Leader’s Role

- Post Commander
- Post Adjutant
- Post Vice Commanders
- Membership Chairs
- Volunteers
The Leader’s Role

• District Commander
• District/County Vice Commanders
• Department Commander
• Department Vice Commanders
• Department Membership Chairs
• Department Adjutants
The Leader’s Role

- National Vice Commanders
- National Officers
- National Membership
- National Volunteers (M&PA Committee)
- National Adjutant
- National Commander
The Legionnaire’s Role

• Become involved.
• Learn about The American Legion.
• Learn about The American Legion Family.
• Learn about the programs.
• Participate in meetings.
• Run for office and encourage others.
• And on, and on!
The Leader’s Role

• Are you successful?
• Are your programs successful?
• Does the community know you are there?
• Do your members participate?
• Are your Renewals at or near 100 percent?
• *Legionnaires will stay involved with successful posts and programs!*
Membership Programs

No Fancy Footwork or Gimmicks—just Effective Leadership!
Questions?

This institution is an equal opportunity provider.