

Building an Effective Membership Team Q & A

What should a membership team focus on first?

Communication and engagement. Try to let people know what is happening, what you can offer, and/or how they can help with projects and programs.

How many members should be on a team?

There are some departments who have a membership chairman with a committee member for each district. Your membership team size may vary depending on the needs of your department or district.

How do we draw members out to get them involved when you don't have a "post home".

Conducting activities out in the community to raise your visibility is a good opportunity for engagement. Sponsoring a program, hosting a booth at a festival, etc., keeps your membership active and creates opportunities for local veterans to join.

Is there a time limit for the Direct Membership Solicitation (DMS) members to be transferred from department headquarters to the post?

There is no time limit/expiration period. Members will continue to stay in DMS until they are transferred or expire. Departments and Posts should contact these members to see if they wish to transfer to a local post.

If we are having trouble obtaining and keeping members why would we want to open new posts?

New posts are started for a variety of reasons -- the best being because that's where the veterans are located. Shifts in population and veteran demographics can make an area ripe for starting a new post to provide the programs and assistance the local community needs.

How do we get rid of "clicks" that hurt the membership in a post.

Personality clashes happen in any group. Maintaining a welcoming atmosphere to make members and visitors feel valued should be a priority for post officers.

What are the "3 M's" when discussing why members leave a post?

Mortality, moved, and mad. There's nothing we can do about the first two, but frequent "Buddy Checks" and listening to member concerns can go a long way to remedy the third reason.

How do you get the Desert Storm vet interested.

Find out their needs and wants. Show them the great things the post is doing and ask them to get involved.

Is there a way to obtain a list of veterans in your area for American Legion membership recruitment?

Local government agencies (city hall) may provide you with some demographic information to include veterans in your area.

What has been an effective statement about The American Legion used by post all over America to recruit and retain our younger generation of veterans?

Our official motto is: Veterans Strengthening America

Explaining what The American Legion does and talking about why you are a member is the most effective way to gain interest in joining. Being genuine (being yourself) and showing your enthusiasm for the mission will help persuade people of all ages to want to be a part of the organization.

Does National have a process to make it easier to access active military members on base or post to promote membership?

We are working with Transition Assistance Programs for access to military bases to provide information and offer assistance. Focusing on assisting should be your intention when approaching the bases for access. Membership recruiting is best accomplished as you're providing that assistance.

A few years ago there were door hangers, can we still get more?

Door hangers are available to print off at legion.org/membership/resources/membership-door-hanger.

Do we have any new members who identify with the U. S. Space Command?

We have at least six (6) members who have self-identified their branch of service as U.S. Space Force.

I have never seen a national campaign for membership, such as commercials, ads, etc. encouraging people to reach out to their local units. Are there any plans to do so?

The American Legion's national Marketing Division would be responsible for any national campaign. They may be reached at: marketinggroup@legion.org

Does myLegion have a way for the legionnaires who are snowbirds to identify their winter and summer addresses?

Our current membership database only accommodates one address. Updates to the system are scheduled to take effect early in 2021 and should allow for that capability.

Is there any thought on limiting the amount of time a member can remain in a department headquarters post?

There is not. There are department headquarters members who just want to support the organization by paying dues and remain in the HQ post. The best option is to reach out to them and ask them to join the local post.

How do we get the media to get our stories out to the public to be able to gain members.

There are materials available on our webpage to help navigate communication with your local media outlets. They may be found at: www.legion.org/prtoolkit

Have local mailings been successful?

They can be when done correctly. There are letter and email templates in myLegion for download if you need ideas.

Are there audio/video programs available to teach membership?

Training modules and lesson plans are available for download at: www.legion.org/training

Covid-19 has had a huge impact on gatherings. Any hints for maintaining morale and membership when we cannot get together?

Using social media and other online resources, your post can reach out to members and conduct virtual events. Let them know about any assistance programs you have in place and/or plans for reopening.

Do we offer multiyear membership?

Not at the national level at this time. Multi-year membership would require a change to our national constitution and by-laws, accomplished through the resolution process.

Do you have a question not listed here? *You can email: membership@legion.org*