

Membership Retention Q & A

Where can you find the Post Responsibility Audit form?

Officer's Guide, pages 22-23. You can download it at: www.legion.org/publications/246556/2020-officers-guide

What is the position of national headquarters regarding buying lists of veterans in each state?

The department is more than welcome to rent those lists and solicit those veterans for membership. This is how the DMS program works on the national level. You can contact our Marketing division at marketinggroup@legion.org for further guidance.

How does automatic membership renewal impact retention?

If members are electing to set up automatic renewals with their credit or debit card on legion.org, then those members continue to be retained. And it certainly alleviates the burden on the post to push renewal. For metrics on this, please contact myLegion@legion.org.

Should you conduct engagement surveys of your members to determine if the time and day for your meeting is still valid?

It's always good to continue to check the needs of your members! And surveys are definitely a great tool to do that.

Will there be a 2021 officer's guide coming out?

Yes! Stay tuned to legion.org/publications. The 2020 version (for the 2021 membership year) is available at that link.

Is there any information on starting a post inside a prison?

We can certainly put you in contact with those departments who have done so in the past. Shoot us an email at membership@legion.org.

What American Legion manuals are key resources for posts?

There are several manuals posts should have on hand. The two most important for the post are the Officers Guide and Manual of Ceremonies and The Post Adjutant's Manual. Check legion.org/publications for electronic copies.

Are multi-year membership plans available?

Yes, some departments have implemented them. It would take a resolution for the national level to adopt one across the entire organization. Currently our Constitution & Bylaws only recognize annual (year-to-year) and paid up for life (PUFL) memberships.

What is the M&PA Committee?

Membership and Post Activities Committee, which is a committee under the Internal Affairs Commission.

Should you invite new service members and their families to the post meetings to inform them about what is going to happen to their son/daughter while at basic training? Could it get them to be more involved with your post.

You certainly can, if your post wants to run that as a community service or program. It's always a good idea to provide resources for the families of servicemembers & veterans, particularly while they are serving away from home.

How does the Post get their money from National Headquarters for online membership that did not get paid in last years membership?

That is paid to the department once a month. Department determines how and when those funds are distributed to the post.

Where and how do you get the names of Blue and Gold Star Families in your area? Do you invite new blue star family members to post meetings?

Your department may have a contact for that information. It's a good idea to invite them to some post events and programs. This could generate interest in them joining The American Legion Family and they can opt to attend meetings if they want to become more involved.

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