



American Legion Training Newsletter

National Headquarters Internal Affairs & Membership Division

July—August 2020

Volume 4 Edition 4

Engage - Train - Empower

National Membership Training Workshop

A Membership Workshop to Remember!

As veterans, we learn to adapt and overcome any obstacle. So even though restrictions and uncertainties related to the global COVID-19 pandemic is keeping us from meeting face-to-face for our annual National Membership Workshop in Indianapolis in August, we didn't quit.

The American Legion has a 101-year storied history of rising up to meet any challenge. Whether it is fighting for veterans' rights or adjusting our lives around a pandemic sweeping the country, Legionnaires have stepped up as leaders to ensure the mission is still accomplished using the technology available to us.

Technology is exactly what we are introducing this year to conduct the membership workshop as a way to continue sharing ideas and learning new methods for growing our organization. Through Microsoft Teams, we will virtually conduct the National Membership Workshop from Aug. 3-6.

We are very excited to offer this new format. The workshop will be conducted from 4-8 p.m. EDT during the four-day event, with a two-hour break for dinner.

What does this mean to you? Instead of a handful from each department coming to Indianapolis, we will now have the ability to train and interact with hundreds simultaneously as this is open to all members.

The scheduled topics will provide something for everyone interested in membership and learning more about The American Legion.



Your participation in this virtual workshop demonstrates your desire to **Be Part Of The Solution!** So join us for this live event. There is no prior sign-up or registration. Just click the link provided in the agenda 15 minutes before the training starts.

Be ready to participate. You just might learn something. I know I will.

I look forward to seeing you on Aug. 3 ... virtually.

For God and Country,
Jay Bowen, Chairman
Membership and Post Activities Committee
BPOTS!

WATCH LIVE FROM INDIANAPOLIS

Aug. 3-6, 2020

The 57th annual National Membership Training Workshop will be hosted live through Microsoft Teams. National Headquarters staff will be the presenters and moderators.

The theme this year is "Growing a Post."

The agenda is located on the next page. It features discussion topics, and times and links to each live session. All times are Eastern Daylight Time and the links will go live 15 minutes prior to each training session.

Anyone can attend the free workshop . No license or special software is required. Simply click the "Attendee Link" on the agenda. under the training module you wish to view. All trainings will be recorded for later viewing via the same attendee links.



New to attending live events?

Learn how easy it is to join our trainings via Microsoft Teams [here](#).

AGENDA

57TH ANNUAL NATIONAL MEMBERSHIP WORKSHOP

VIRTUAL THROUGH MICROSOFT TEAMS

AUGUST 3-6, 2020

EACH ATTENDEE LINK IS UNIQUE TO THE INDIVIDUAL TOPIC — LINKS WILL GO LIVE 15 MINUTES PRIOR TO EVENT.
ALL TIMES ARE EASTERN DAYLIGHT TIME

GROWING A POST

MONDAY, AUG. 3

4 p.m. – 5 p.m.

TOPIC: THIS IS THE AMERICAN LEGION

Basic Introduction To The American Legion

Presenter: Matt Herndon (IN), Internal Affairs & Membership Division

[Attendee Link](#)

7 p.m. – 8 p.m.

TOPIC: MISSION & VISION

*Focuses On The Importance Of Developing A Mission Statement
And Having A Vision Towards The Future*

Presenter: Ron Neff (IN), Internal Affairs & Membership Division

[Attendee Link](#)

TUESDAY, AUG. 4

4 p.m. – 5 p.m.

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), Internal Affairs & Membership Division

[Attendee Link](#)

7 p.m. – 8 p.m.

TOPIC: RECRUITMENT OF VOLUNTEERS

How To Locate And Keep Legionnaires Engaged

Presenter: Doug Chace (IN), Internal Affairs & Membership Division

[Attendee Link](#)

WEDNESDAY, AUG. 5

4 p.m. – 5 p.m.

TOPIC: MEMBERSHIP RETENTION

Focuses On Growing Membership Through Retention

Presenter: Michele Steinmetz (CA), Internal Affairs & Membership Division

[Attendee Link](#)

7 p.m. – 8 p.m.

TOPIC: EVERY LEGIONNAIRE IS A RECRUITER

Focuses On Growing Membership Through Recruiting

Presenter: Ron Neff (IN), Internal Affairs & Membership Division

[Attendee Link](#)

THURSDAY, AUG. 6

4 p.m. – 5 p.m.

TOPIC: DEFINE A GREAT POST

Discusses Ways For Posts To Be An Asset In The Community

Presenter: Doug Chace (IN), Internal Affairs & Membership Division

[Attendee Link](#)

7 p.m. – 8 p.m.

TOPIC: MYLEGION FOR THE POSTS

Online Membership Tools For Post Adjutants

Presenter: Libby Vickers, Information Technology Division

[Attendee Link](#)

Resources



THE AMERICAN LEGION

Visit legion.org to keep informed on news about The American Legion's mission, programs and services that are vital to engaging and recruiting members.

Don't forget to check your department website as well for news and updates. A listing of department links may be found at legion.org/departments.



Looking for guides, manuals or brochures?

Check out our [publications page](#) to find a treasure trove of items to download and print to help your post succeed!



HAVE YOU TAKEN [BASIC TRAINING](#)?

Legion Family members are encouraged to take The American Legion's free online Basic Training Course if you have not already completed it. The course covers five topics: History and Organization; Veterans Affairs & Rehabilitation; National Security; Americanism; and Children & Youth.

Take the course and find many more training topics at www.legion.org/training.



About this newsletter

This periodic and Legionnaire-driven newsletter, produced by the Internal Affairs & Membership Division, is designed to address best practices, ideas and training that every Legionnaire needs to know to engage our membership through effective training now and into the future.

Highlighting new training ideas and resources becoming available in 2020 and beyond, it will also feature essays from successful leaders and training ideas of posts, districts, departments and individuals throughout The American Legion.

Are you a trainer? A writer? We need your submissions!
Send your training ideas and articles to LegionTraining@legion.org.