

## 2021 Retention Strategy

### Mission Statement

To contact, engage, and renew at least 90% of the 2019 and 2020 expiries between February 1 and March 15<sup>th</sup>.

- Retention is our top membership **priority**.
- We have over 615,000 members 2019 and 2020 who have not renewed for 2021.
- **Operation Come Back Campaign** goes through March 15<sup>th</sup>.
- National Commander Oxford has a goal of 90% retention rate for the organization.
- Immediate involvement of leadership at all levels.
- Communication and accountability are key—emphasize need for personal contact.
- From the Buddy Check program, posts should know the needs of their members—work out assistance/support system.
- National develop a means to get the Monthly Impact Report to all members with emails. Publish in key area of webpage.
- The fourth renewal notice is now reaching Legionnaires by mail
  - Members are receiving email notices
  - Some received PUFL solicitations via email on 1/19/2021
- National Commander hosts five conference calls via Zoom to discuss the efforts to effectively work renewals with Chairman, M&PA briefing the action plan.
- Departments setup teams:

#### Department Headquarters

- Must work on retention within department headquarters post
- Develop a team that concentrates on contacting headquarters post members and getting them to renew
- Engage department headquarters members through email/text/letters
- Encourage posts to utilize myLegion on-line transmittals

#### Encumbered DMS Strategy

- Engage 2020 DMS members who have not renewed and invite them to transfer and renew at a local post
- Department earns \$5 for each 2020 DMS member who transfers and renews at the local post

#### Districts/Zones/Areas

- Contact post leadership on a weekly basis—communicate.
- Help those posts who are struggling with retention.
- Report to department commander by Thursday of each week on the progress of the posts' efforts.

#### Posts

- Utilize myLegion and review rosters for non-renewed.
- Contact members and ask them to renew
- As members renew, it is important to transmit dues ASAP to department/national.

- Send membership cards to member

**National Vice Commander**

- Contact department commanders to find out status of renewal efforts on a weekly basis.
  - Report to National Commander on a bi-weekly basis on the following:
    - Status of renewal efforts
    - Issues that need to be addressed
    - Plans on hosting regional conference calls/Date/Time
- M&PA Committee will have a meeting the first week of February to get involved in the campaign by working with their assigned departments.