



For God and Country

**OFFICE OF THE
NATIONAL COMMANDER**

DATE: January 13, 2021
TO: Department Commanders
FROM: James W. "Bill" Oxford, National Commander

SUBJECT: CALL TO ACTION

In May 2020, I reached out to leadership about the challenges we were facing not only as an organization, but as a nation. I am proud of the many ways our posts stepped up to assist their communities through food and blood drives, meal preparation and countless other creative ways our Legionnaires excelled in times of need.

As you know, I doubled down on the three key challenges from last year designed to grow and strengthen our organization:

- Recruit 100,000 new members into the organization.
- Attain 90% renewal rate.
- Achieve 100% CPR reporting.

When we meet these challenges, we will be perfectly poised to provide the most influential voice for veteran advocacy and serve as an example of a truly unified body of selfless Americans during a critical time in our nation.

Many posts experienced periods of local COVID 19 closure actions and were unable to provide face-to-face services for potential members. With these varying degrees of COVID-19 restrictions and the personal precautionary measures of all Americans, it is going to be tough to meet the 100,000 new member goal.

We have over **615,000** expired members for 2019 and 2020 nationwide. For one reason or other, we have failed our veterans by not keeping their memberships active. Now is the perfect time to engage them since we have their contact information. Use your expired lists to supplement the traditional new recruit shortfall.

With all of this in mind, I have a Call to Action for all leaders between now and March 15:

- Encourage our posts and districts to work their expired rosters.
- Contact and renew those members who have not renewed.
- Conduct periodic checks to see how they are doing.

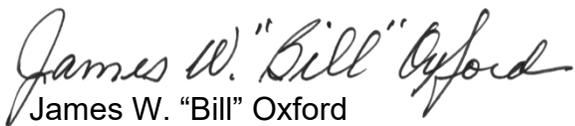
The latest renewal notice is now in the mail and should soon be in our members' mailboxes. I am asking each of you to assist the posts in your department with renewing members and contacting those posts who have not transmitted recently. We can do better serving our members during this challenging period our nation is facing.

We need to also encourage posts to work the DMS lists. There are many members who join The American Legion through this program with the expectation of someone contacting them and welcoming them into the organization. Remember, there is a \$5 incentive for the department when someone contacts a 2020 DMS member and gets them to transfer and renew at the local post for 2021.

We need to make working renewals our main priority. If recruiting is about having an organization worth belonging to, retention is about leadership. All of us come from a world where challenges must be met head on. It is time to roll up our sleeves and put a personal touch on renewals by calling or visiting our members who have not yet renewed.

This is our way of building a "Foundation for the Future" for The American Legion. Let me know what I can do. Together we will be successful.

For God and country,

A handwritten signature in cursive script that reads "James W. 'Bill' Oxford".

James W. "Bill" Oxford
National Commander, The American Legion

Copy to:
National Executive Committee
Department Adjutants
Department Membership Chairmen
National Vice Commanders
Past National Commanders