**Sons of the American Legion – Membership Drives**

Membership drives can be an effective membership tool in gathering a significant number of memberships within a short period of time. This tool can be done in many ways based on your detachment’s geographical dimensions. For a small state, you may be able to cover the entire detachment within a day or two. For large detachments you may want to break it up by sections utilizing Section, Detachment and National leadership when possible. I had the pleasure of accompanying the Detachment of Delaware on their membership drive on November 3rd and 4th.

**Detachment of Delaware Membership Drive**

On November 3rd and 4th, the Detachment of Delaware held their membership drive. Much planning was done by Detachment leadership in advance. With Delaware being a small state we were able to cover the whole state in 2 days. Squadrons were selected for visits with expected times of arrivals. Traveling on the membership drive was Detachment Commander Scott Underkoffler, Leading Candidate for National Eastern Vice Commander, Mike Cotton, National Executive Committeeman Toby Cullen, Past National Eastern Vice Commander Andy Newman (PA), National Children & Youth Chairman John Waite (VT). At each Squadron, we discussed Detachment and National membership goals. We also took to the opportunity to discuss Children and Youth activities. I made it point to discuss with Squadron leadership what membership tools they were implementing in making their Squadron membership successful and is there anything that National could do in assisting them in membership. The Squadrons provided many membership tools that worked for their communities, which I will be sharing throughout the year. 220 memberships were collected which is about 10% of the Detachment membership. A great job was done by the Detachment of Delaware.

**Planning for Membership Drives**

For a small detachment where the entire state can be covered in a day or two, a group of Detachment , Sectional and National leadership can travel to Squadrons. For a large detachment, you may want to break it up into sections or districts over a period of time, while implementing sectional vice commanders and leadership along with Detachment and National leadership who can travel in that area. While the primary reason for the drive is membership, you can also discuss other aspects of the Sons of the American Legion also. Squadrons can take the opportunity to share some the programs that they are active in as it’s very important to share and communicate information.

I hope this information can be helpful as a tool for membership in helping to continue to grow as the great organization we are.

In Comradeship

Mark Nave

National Eastern Region Membership Chairman