

**NATIONAL HEADQUARTERS
SONS OF THE AMERICAN LEGION**

January 3, 2017

TO: National Officers, Sons of The American Legion
FROM: Brian J. O’Hearne, National Adjutant
SUBJECT: Final Membership & Renewal Rates 2016

Enclosed is the final Sons of The American Legion membership report for 2016. Congratulations, Thirty-eight detachments achieved 100% or better for this membership year. This is three more than the previous year. Enclosed are the final renewal rates by detachment for your review.

This report is considered the final report for 2016 as of December 31 based on actual membership card transmittals and should be used for all computations for award purposes and membership goals. The final 2016 figure of 367,948 represents a 1.5% increase over 2015. Congratulations on a successful 2016 membership year as we achieved another “All-Time High” and another record membership increase in the Sons of The American Legion. Through your hard work and dedication, we achieved a **+5,629** member net increase over 2015.

Also enclosed are the final renewal rates by detachment. We finished 2016 with an 89.66% renewal rate, which was higher than in 2015 and a “All Time High” in renewals for 2016. Most detachments are working these renewals, but the emphasis still needs to be encouraged at the squadron level. We need to continue working on renewals and improving our percentages for 2017. The following renewal rates are as follows:

<u>YEAR</u>	<u>RENEWAL</u>	<u>YEAR</u>	<u>RENEWAL</u>
1993	77%	2005	87.45%
1994	83.4%	2006	87.64%
1995	84.01%	2007	86.89%
1996	83.73%	2008	86.75%
1997	85.06%	2009	87.51%
1998	84.94%	2010	87.47%
1999	86.70%	2011	87.21%
2000	86.21%	2012	87.82%
2001	86.69%	2013	88.44%
2002	88.07%	2015	89.02%
2003	88.13%	*2016	89.66%
2004	86.52%		

*All-Time High

Please review the enclosed renewal report. Where did your detachment stand for 2016? Although this final report shows a increase from 2015, we still continue to lose many members. A total of **37,465** members did not renew in 2016. Many moved, changed jobs or just were not contacted by the squadron. Addresses continue to be a big problem.

Squadrons are encouraged to check and verify the mailing address on the membership register when members renew their membership. Also, personal contact is the key to success as well as good record keeping at the squadron level to maintain this contact. Squadrons are encouraged to stay in contact with their members through mailings of bulletins, flyers, telephone calls, and other personal contact with your members throughout the year. Once again, it is imperative that continued emphasis be placed on renewing our members for 2017.

I cannot over emphasis the importance of each squadron to establish a "Squadron Membership Team". This team, if used, can be most effective in not only seeking new members, but to establish methods to "go out" and renew their present members. The squadron membership team is "key" and can be most effective in reducing our many loses. Our goal is to achieve 90% or better in membership renewals in every detachment.

Again, I want to encourage all detachments to continue working on educating our squadrons on renewals and focus on membership for the 2017 membership year. I wish you success for 2017 and if I can be of any assistance, please contact me or the National Membership Chairman, Mr. Seth A. Rippe at email address srippe@mercy.org.

Enclosure