

Sons of The American Legion

Membership Committee Call

Tuesday, November 21, 2017 7pm CST

Conference Call Number: 641-715-3580

Access Code: 526346

Roll Call

National Vice Commanders

- **East**- Kenneth Warner (PA) -present
- **South**- Mark Cannito (SC) - absent
- **Central**- Jay Marsden (MO)-present
- **Midwest**- Joseph Navarrete (NM)-present
- **West**- Donald Ramirez (CA)-present

Regional Membership Committeemen

- **East**- Mark Nave (PA) - present
- **South**- Raymond Rollins (GA)- absent
- **Central**- Brian Kessler (IA)- absent
- **Midwest**- Charles Keith (WY)- present
- **West**- Joseph E. Roberts (AZ)– present

Other Attendees: Danny Smith and Mark Tansel

- Commander Smith is happy with the progress on the last membership report and encourages the committee to stay focus through the holiday season.

Membership Report

- Review of membership report and target dates
 - September 13th 10% Target Date- Actual 11.902% Nationally
 - 4 regions and 30 detachments met target
 - October 12th 25% Target Date- Actual 20.154% Nationally
 - 2 regions and 26 detachments met target
 - November 15th 35% Target Date- Actual 33.844% Nationally
 - 4 regions and 35 detachments met target
- Feedback By Region from NVC and RMC on their detachments
 - **East**- RMC Nave reported all the detachments have made significant increases in membership since last month's call. Continuing to use detachment membership chairmen to get information from National to the detachments. NVC Warner is pushing

November's tool, December Renewal Letter, and not waiting for January Renewal Postcard. Also he has heard of a number of squadrons that throw holiday parties and collect membership at that time.

- **South-** no report
 - **Central-** NVC Marsden says all his detachments are holding their own. He was concerned about what he heard in his travel with the National Legion Commander. Several small squadrons (less than 40 members) seemed disconnected with the National Level and were not concerned with National Target Dates.
 - **Midwest-** RMC Keith is pushing renewals in his detachments since those member's benefits will lapse at the end of the year. NVC Navarrete report 9 of their 10 detachments met the last target and was working with the one detachment that was struggling.
 - **West-** NVC Ramirez is pushing the membership tools and using conference calls to get the information out to the detachments. RMC Roberts said that something that is working in Arizona is to divide up the state and conduct Regional Commander meetings.
- Update on 2017 Membership year- November 13th reached 100%
 - Reminder to the committee to include Commander Smith, Membership Chairman Rippe, and IA Chairman Tansel on all email communication.

2017-2018 Membership Theme and Goals

Pioneering Spirit: Courage, Faith, Teamwork, Perseverance

- **Reach 400,000 Total Members**
- **Achieve a Renewal Rate of 95%**
- **Recruit 50,000 New Members**

How are we going to reach these goals? By creating membership tools.

- November Membership Tool- December Renewal Letter written by Commander Smith
- Ideas for upcoming membership tools
 - 30 second elevator speech- **Don Ramirez**
 - Thank-you letter
 - Membership Drive- **Mark Nave**
 - Social Media
 - Using materials like "why a belong", "membership benefits", and previous year's accomplishments
 - Christmas/Holiday Cards
 - Legion College/education- **Joe Roberts** (basic training)
 - Using our programs to identify eligible individuals

SAL Individual Recruitment Award

- Send recipients of IRA to Chairman Rippe to be added to **Honor Roll**

Old Business

- Can NVCs get access to all their detachments on MySAL.org? Commander Smith has made the request.

New Business

Other Business for the Good of the Sons

- 45% Target Date is December 13th
- Next National Membership Call will be January 16th at 7pm CST
- Next renewal postcard mailing January 19th