

## 2021-2022 Membership Plan

This year we have a membership theme and it is **'MEMBERSHIP, DON'T DELAY PAY TODAY!'** It is catchy and needs to be spread throughout the Department. Laugh if you will but, if it helps us meet our membership target dates, then so be it!

Membership is not one person's responsibility! If you carry a Legion Membership card, membership is your responsibility as well. If each of us takes on this responsibility to ensure our fellow members are current with their membership then life would be so much easier for everyone involved. It's time to get involved!

Last membership year we ended up in fourth position at the National level, first position in the Northeast Region. That is pretty impressive with the year of COVID. We can do better at the National level. **So that is our goal!**

**Retention: The Key to Membership Growth!**

**Lastly I challenge each and every one of you to sign-up one new 2022 member!**

### September

1. Post Commanders/Membership Chairs work on the 2021-2022 membership target date of 50% by September 22, 2021
2. Communication is the key whether it be Post Newsletters, E-mail or phone calls, keep your membership informed of the importance of meeting membership target dates. Meeting those dates could mean money for the Department.
3. Attend Fall Conference and promote to your Post members to attend the conference. Fall Conference is normally training on the latest membership tactics, plus learning what works at other Posts within the Department.
4. Conduct Buddy Checks on 20% of your membership. Buddy Checks are very important, start with checking on their well-being then remind them of their membership status. There may be a hidden issue with the member that without the phone call it would never be known.
5. Once you make contact, update them on the things the Post/Department has been and will be doing in the future. Invite them to join in the fun.

### October

1. Post Commanders/Membership Chairs work on the 2021-2022 membership target date of 55% by October 14, 2021.
2. Contact 20% of the Post members that have not paid to date. Stress the fact that paying on-line will be quicker.
3. Contact 20% of your DMS expired list of 2019, 2020 and 2021.
4. Invite all to Post Veteran Day events.

## **November**

1. Post Commanders/Membership Chairs work on the 2021-2022 membership target date of 65% by November 10, 2021.
2. Conduct Buddy Checks around Veterans Day of at least 20% of your unpaid members. Remember that contact may be the only person they have had communication with in a while. Be a friend in need.
3. Invite them to your Veteran Day events if the call is prior to November 11. Hold an open house with a membership table setup. Ensure you have members to sit the table for questions.
4. If after your Veteran Day events, invite them to any holiday events in December.

## **December**

1. Post Commanders/Membership Chairs work on the 2021-2022 membership target date of 75% by December 8, 2021.
2. Hold a Pearl Harbor ceremony with an open house and membership table. Ensure you have members to sit the table for questions.
3. Contact an additional 20% of the DMS expired lists from 2019, 2020 and 2021.
4. Contact 10% of the names from Post 178 that are in your area zip code.
5. Promote attendance at Mid-Winter Conference in January.

## **January**

1. Post Commanders/Membership Chairs work on the 2021-2022 membership target date of 80% by January 20, 2022.
2. Contact remaining members on your Post delinquent list.
3. Conduct Buddy Checks and remind members that their membership has expired and next month they will lose any Legion Insurance Trust (LIT) policy they may have.
4. Invite all members to your Post Four Chaplains' Ceremony being held next month.

## **February**

1. Post Commanders/Membership Chairs work on the 2021-2022 membership target date of 85% by February 9, 2022.
2. Continuing contacting members on your Post delinquent list.
3. Contact an additional 10% of the DMS expired list from 2019, 2020 and 2021.

### **March**

1. Post Commanders/Membership Chairs work on the 2021-2022 membership target date of 90% by 9 March, 2022.
2. Conduct Buddy Checks on or around the American Legions' Birthday. Have an open house during the Legion's birthday event with a membership table. Ensure you have members to sit the table for questions.
3. Contact remaining members on your roster who has not renewed their membership.
4. Contact an additional 10% of the DMS expired list from 2019, 2020 and 2021.

### **April**

1. Post Commanders/Membership Chairs work on the 2021-2022 membership target date of 95% by 8 April, 2022.
2. Contact remaining members on your roster who has not renewed their membership.
3. Contact an additional 10% of the DMS expired list from 2019, 2020 and 2021

### **May**

1. Achieve 100% membership goal target date of 11 May, 2022.
2. Complete the follow-up calls with members who have not renewed.
3. Conduct further Buddy Checks if needed and invite all to your Post Memorial Day events. Have an open house/meal with a membership table setup. Ensure you have members to sit the table for questions.

### **June/July**

1. Continue to track 2021-2022 membership through 31 July 2022;

Respectfully submitted by Kirk D. Thurston Department 1<sup>st</sup> Vice Commander