

## Engaging A Potential New Member

**Objective:** To train SAL members to confidently engage potential members and communicate our mission, benefits, and values in an “elevator speech” that will capture their attention.

SAL members should always create a warm-hearted environment while always seeking out new members. They should always promote community engagement and membership growth.

## Sharing the “Why” – Making an Impression

An SAL member should always be ready to express their personal “why” they belong. They must be willing to engage the public and portray an approachable demeanor. It is very important to not only start the conversation, but one must be able to continue it and effectively share the organizations values.

## The “How”

- Make sure your first impression is a positive one.
  - Make sure to express why you joined and continue to renew.
  - Make sure your why is impactful, but short.
  - Make sure questions are correctly answered or promise to find the correct answer.
- Make sure to exchange contact information for further engagement.

## Being Visible – Doing Outreach

SAL squadrons should participate in all community events possible. There should be a recruiting/information table at these events. This also includes all American Legion family events. SAL members should be at all active military/veteran (where allowed) events to show support.

Squadrons should host events for area veterans and their families, emphasize the American Legion family and how everyone can play an important role in assisting veterans and their families.

**Keep an eye out for**

- People wearing patriotic apparel
- Patriotic vehicle plates/decals
- Homes with Patriotic décor

**New Members**

- Make sure to approach new members and engage with them.
- Inform them of the squadron and the activities it hosts.
- Know what you are talking about/Be informative and encouraging of the squadron activities.
- Find out what that new member enjoys and see if there is an area that fits that member.
- Be sure to stay in touch and communicate with that new member.

*If a potential member is involved in community activities, let them know the squadron may be able to help with monies supporting the activity.*

*This will add an active member and add to the Consolidated Squadron Report (CSR).*

## *Membership Is Everyone's Responsibility*

- Be sure to spread the word of the Sons of the American Legion
- Always speak positively.
- Be sure to exchange info to follow up with potential members.
- Continue to reach out to expired members

Be a leader and most of all, a friend.

# BE THE ONE