



## Membership Engagement Team

### Mission

*To bring more younger, able-bodied members into our organization while providing them with the resources and knowledge they need to be successful.*

### Target Audience:

Look into local organizations, clubs, schools, etc. For example, ROTC, Boy Scouts, Flag Etiquette Class, High School classes and Boys State attendees.

### Who is the team comprised of:

Squadron Vice Commander, Squadron Membership Chairman, a squadron member who is actively and passionately involved within the organization.

### Ideas on how to recruit:

Have a recruiting table at local events. All you need to do is start a conversation and "Just Ask". Create a publication of a breakdown of dues and what they go to. Have this information readily available at recruiting events and send to new members.

### After members sign up:

Introduce new members at meetings and assign them a mentor. Have a Membership Team Checklist for a guide. Be sure to explain the benefits and advantages of being a Son of The American Legion member. Find out what the passion and skills are of new members and incorporate that within the squadron, with that member. Offer education to members and tell the story of the SAL and our programs.

### **Structure:**

Hold initiation ceremonies and make them feel welcome and important. This is the perfect time to explore their interests in whatever the squadron activities are or to possibly start a new activity. For example, if you recruit a police officer, have them help or ask them to oversee a youth cadet program. Hold installation of officers. Structure breeds results. Make these members feel special that they were chosen by their peers to not only represent them, but to make the decisions that will better the organization and everyone involved.

### **Renewals:**

Have the membership engagement team responsible for contacting inactive members (each month). A courtesy call to see how they are doing and inviting them to events/functions goes a long way. Have either the mentor or recruiter of the newly signed up member responsible for getting the renewal the following year.

### **Engage Seasoned Members:**

Reach out to those who have been members for years, but may have not had the desire to hold a leadership position. Those members have unlimited and untapped knowledge that could propel the squadron to the next level. They can see what has worked and what has not worked when it comes to events, membership, etc., but they do not want to upset anyone or step on their toes. Let the senior members know they are respected and encouraged to not only be a guiding light, but a mentor within the squadron and that their ideas are valuable.