

# Yearly Post Membership Map

## July

- Buddy Checks
- Non-renewals from last year
- 2930 transition post contacts
- Hold a 4<sup>th</sup> of July event – picnic, parade, fireworks, etc. Include area veterans.
- Successful call plan for Buddy Checks
  - Determine the number of callers
  - Divide the number of members in the Post/Unit/Squadron by the number of callers
  - Divide that number by four (# of weeks in a month) to determine how many members to call each week
  - Rotate the list amongst callers each month so no caller is contacting the same people two months in a row
  - Arrange for like-war era members to call similar war era members
  - Suggested call schedule
    - 100 – 150 every month
    - 150 – 300 every other month
    - 300+ quarterly

**\*\*\*Review Best Practices and suggested monthly post events below**

## August

- Buddy Checks
- Non-renewals from last year
- 2930 transition post contacts
- Host a picnic for your members and area veterans
- Develop and implement new member sponsorship program and checklist
- If you sponsored a Badger Boy, invite them to come in to speak about their experience
- Call your members in accordance with the suggested call schedule from July

**\*\*\*Review Best Practices and suggested monthly post events below**

## September

- Buddy Checks
- Non-renewals from last year
- 2930 transition post contacts
- September 16<sup>th</sup> has been proclaimed as American Legion Day. Publicize and host a public event.
- If you sponsored a Badger Boy, invite them to come in to speak about their experience
- Call your members in accordance with the suggested call schedule from July

**\*\*\*Review Best Practices and suggested monthly post events below**

## October

- Buddy checks
- Non-renewals from last year
- 2930 transition post contacts
- District/Department membership rallies
- New member drive at all activities
- Hold a Halloween event – Trunk or Treat, crossing guards at corners, etc.

**\*\*\*Review Best Practices and suggested monthly post events below**

## November

- Call backs on non-renewals
- 2930 transition post contact
- Contact new members and transfers
- Host a Thanksgiving dinner – targeted audience to be determined by the Post

**\*\*\*Review Best Practices and suggested monthly post events below**

## December

- Buddy checks
- Non-renewals from last year
- 2930 transition post contacts
- Consider a breakfast with Santa or Holiday parade
- Reminder that non-paid memberships end December 31<sup>st</sup>!

**\*\*\*Review Best Practices and suggested monthly post events below**

## January

- Buddy checks
- District/County membership rallies to include:
  - Expired members
  - 2930 transition post
  - Follow up on transferred members/new members
- Take a new member to Midwinter

**\*\*\*Review Best Practices and suggested monthly post events below**

## February

- Buddy checks
  - Include expired members
- 2930 transition post transfers
- District/county membership rallies
- Host a Sweetheart's Ball or other Valentine related event

**\*\*\*Review Best Practices and suggested monthly post events below**

## March

- Department Family membership rally – Legion, Auxiliary and SAL
- Buddy checks
  - Include expired members
- 2930 transition post contacts
- Follow up on all transferred/new members
- Host a March Madness or other Springtime event

**\*\*\*Review Best Practices and suggested monthly post events below**

## April

- Buddy checks
  - Include expired members
- 2930 transition post contact
- New member drive

**\*\*\*NOTE** – Posts should give discounts for new memberships paid at this time to avoid holding memberships until July!

**\*\*\*Review Best Practices and suggested monthly post events below**

## May

- Buddy checks
  - Include expired members
- 2930 transition post contact
- New member drive
- Advertise Memorial Day activities – include the Legion, Auxiliary and Sons!

**\*\*\*Review Best Practices and suggested monthly post events below**

## June

- Buddy checks
  - Include expired members
- 2930 transition post contact
- New member drive

**\*\*\*Review Best Practices and suggested monthly post events below**

## Best Practices of posts regularly over 100% membership

- Set up a membership table at **all events**
- Hold an all Veteran and family event – BBQ or brat fry
  - Contact the CVSO office well in advance and ask them to mail each Veteran in your zip code one of your flyers (you may have to supply the envelopes and stamps)
- Set aside a date, maybe even prior to the Membership meeting, to ask all members to come in and meet for a social – update missing information, accept dues payments, etc.
  - Educate members how they can sign up for automatic renewals on myLegion.org.
- Publish in your newsletter the good things your Posts does. Take the information from the Consolidated Post Report.
  - Include pictures of events where possible
- Use social media as a means to advertise your events
- Publish articles in the local newspapers
- Weekly or monthly veterans' coffee or coffee and breakfast at a local restaurant
- When mailing out membership cards, include a thank you letter with point of contact and the tri-member form to include Auxiliary and SAL. Include some upcoming events.
- Hold a card night – poker, sheephead, etc.
- Become involved with Habitat for Humanity programs

## **Suggested Social Events per month**

- July – 4<sup>th</sup> of July parade or other picnic gathering; invite area veterans
- August – picnic or other type of social gathering; invite area veterans
- September – celebrate and publicize American Legion Day (September 16<sup>th</sup>)
- October – Halloween Family Event – Trunk or Treat, crossing guards, etc.
- November – Thanksgiving gathering or food drive
- December – Holiday party, breakfast with Santa, parade of trees
- January – Post Everlasting
- February – Freezin' for a Reason
- March – Chili Cookoff
- April – Easter or other springtime celebration
- May – Memorial Day observations
- June – Celebrate the year!

## **Resources**

- Officers Guide & Manual of Ceremonies
  - Conduct an initiation process for new members
- New member kit - #735.501, \$6.95 from Emblem Sales
- Post information rack card – fillable
  - [Wilegion.org/public-relations-kit/](http://Wilegion.org/public-relations-kit/)
- Suggested brochures for membership table
  - Join The American Legion Family
    - [legion.org/publications/246554/join-american-legion-family](http://legion.org/publications/246554/join-american-legion-family)
  - Why You Should Belong
    - [legion.org/publications/246555/why-you-should-belong](http://legion.org/publications/246555/why-you-should-belong)
  - SAL Why I belong
    - [legion.org/publications/236866/sal-why-i-belong](http://legion.org/publications/236866/sal-why-i-belong)
  - Auxiliary At a Glance Brochure
    - [legion-aux.org/brochures/at-a-glance-brochure](http://legion-aux.org/brochures/at-a-glance-brochure)
- myLegion.org
  - Under Reports/Labels, there are renewal letters and labels
    - These can be printed out in Word, if you would like to make changes. Remember, you will need to make the same change on ALL subsequent pages.
    - These can be printed out as a PDF with no changes to be made

## **Buddy Check call script**

*This call is more of a conversational call to see how the member is and if there is anything they need*

Hello \_\_\_\_! This is (your name), a member of Post \_\_\_\_\_. How are you today? I see that you haven't had a chance to attend a meeting for a while. I hope all is well. (Let the person talk for a bit if they would like to) If you would like to attend a meeting, we can have someone pick you up. How is your family? (Write down pertinent information about the member's family) Is there anything we can do for you today? (If yes, write down the information and follow up on it) Well then, I would like to thank you for being a member of Post \_\_\_\_\_ and I would also like to thank you for your service.

**NOTE:** This could also be a short text!

Hello \_\_\_\_\_. This is (your name) from Post \_\_\_\_\_. Just checking in to see how you are doing and if there is anything we can help you with. Let us know and have a great day!

## **Renewal call script**

*This call should be a reminder of their dues and if there is anything we can help them with*

Hello \_\_\_\_\_. This is (your name) from Post \_\_\_\_\_. How are you doing today? (Listen and take down pertinent information) I am calling to remind you that you haven't had a chance to pay your dues for this year yet. We all get busy and it is easy to overlook. To make things easier, you can go online to [mylegion.org](http://mylegion.org), register and can pay by credit card. You can also click a button to automatically renew every year! You have the ability to print your membership card from here too. You can also pay by check. Just make the check payable to \_\_\_\_\_. Dues are \$\_\_\_\_\_. Mail them to the Post at (enter address).

- If they pay, thank them and let them know that the Post is doing member calls and they will be getting other calls asking how they are.
- If they choose not to pay, see if you can find out why they don't want to renew.
  - Maybe they would like to change Posts? We can transfer them.
  - If it is a money thing, tell the member they can pay \$\_\_\_\_ every month until the dues are paid.
  - If they say they don't have time, remind them they don't have to attend meeting or event but should remain a member to help us to protect veterans. Mention the PACT Act, GI Bill, Legion Bill, etc.
- At the end, thank them for being a member and thank them for their service.

## **2930 Transition Post call script**

*This call is for members of the 2930 transition post to transfer them to your post or another local post*

Hello \_\_\_\_\_. Let me start out by telling you I am not calling to sell you anything. This is (your name). I am calling from the (city) American Legion Post \_\_\_\_\_. How are you doing? (Listen and take down notes) You have been signed up to be a member of The American Legion by our National team. When they sign you up, they put you in a transition post in the state you live in. This is the time that posts within your city or county have the opportunity to contact you to transfer you into the local post. By doing this, your dues money stays within the state and you get information regarding what your post is doing for programs and services for your local veterans.

We would like to transfer you into our post. Does this sound OK? If so, I will get the form ready and send it to you for signature. I will include an addressed stamped envelope for you to send the form to National for processing. Let me just make sure I have all the information for the transfer. (Review and ask for missing information)

- You have already paid dues for this year. Renewals start July 1 of each year and should be paid by December 31st to stay current.
- It looks like you need to pay dues for the current membership year. Our dues are \$\_\_\_\_. You can either send a check made payable to \_\_\_\_\_ to (address) or you can go to [mylegion.org](http://mylegion.org) and register and pay online. This program has a great feature that allows you to check to automatically renew your membership. You can also print your membership card.

Is there anything else I can help you with at this time? If not, thank you for being a member of The American Legion and thank you for your service.

## **Letter to include when sending a membership card for the new year**

Dear (member's name),

I wanted to thank you for paying your 2023 membership dues. Your continued membership is appreciated not only by the post, but by all veterans your membership makes a difference for.

(Insert one of the two options below)

- I see you haven't had a chance to attend a meeting for a while. We know how crazy life can be and understand that there isn't always time but also wanted to know that if you need a ride to a meeting, we would be happy to have someone pick you up and return you after the meeting. Just reach out to me at any of the contact means below.
- Thank you for attending our meetings. We appreciate your time and hope you find them valuable. Is there anything you would like to see or hear that is different from what we currently do?

We have the following events coming up as fundraisers. (List the event, location, date and times below) If you are able to help us in any way, just let me know. We can find a job for everyone! We have mobile and sedentary jobs. If you aren't able to work a function, we would be happy to see you stop in for a bit.

If there is anything we can do for you and your family, please don't hesitate to let us know!

Thank you again for being a member of our post and thank you for your service!

Your name

Title

Phone number (texts OK) ←or not

Email