



# **Revitalization/Veteran Outreach Processes**

## Timeline/Schedule of Events

- District Cmdr. or Vice works with Department to determine need
- Primary point of contact is District Commander or Vice
- Home Base location identified for 2 – 4 day event

## Timeline/Schedule of Events

- Ensure availability of veteran service officer during event.
- Department/District to ensure all posts in area made aware of event and volunteers from each post should participate and that the posts will allow phone transfers and/or new members.
- Membership Committee can download listings/data of Expired, DMS Expired, HQ Post and DMS-Admin info from Personify (Pgō).
- Membership Committee will prepare e-mail blast to email to all those with e-mail address on our database prior to event – (Internal Audience).
- Membership Committee works with the Marketing & Communications Committee to send information out on all social media platforms, Legion website, Facebook, X (formerly known as Twitter), Linked, In, etc.
- Marketing & Communication Committee will prepare a Press Release (and maybe a poster) and send to department leadership to forward to local media outlets (TV, radio and newspapers-daily AND weekly) as well as any other external audiences in the event area(s).

# Verbal Consent Resolution

**NATIONAL EXECUTIVE COMMITTEE  
OF  
THE AMERICAN LEGION  
INDIANAPOLIS, INDIANA  
OCTOBER 13-14, 2010**

**Resolution No. 14: Affirmative Consent For Transfer**

Origin: Internal Affairs Commission

Submitted by: Internal Affairs Commission

WHEREAS, The American Legion since 1919 has been an organization of volunteers tied together by four pillars of service; and

WHEREAS, The American Legion since 1919 is an organization where members are required to sign volunteer consent for membership; and

WHEREAS, The American Legion is a grass roots community based organization with a focus on veteran's service on a voluntary basis; and

WHEREAS, The American Legion encourages individuals to become members of the post that they desire and that can best serve both that individual's preference and the overall goals and objectives of The American Legion; and

WHEREAS, The current, long standing policy of The American Legion is that an individual member has the right of affirmative consent concerning his or her Membership affiliation with their American Legion post; and

WHEREAS, The strength of The American Legion lies with its individual members and their dedication and devotion to their selected American Legion post; now, therefore, be it

**RESOLVED, By the National Executive Committee of The American Legion in regular meetings assembled in Indianapolis, Indiana, on October 13-14, 2010, That before a membership transfer occurs there must be a Member Data Form (30-001) provided to National Headquarters, signed by a member or certified by a post commander or post adjutant, where member has given his or her oral permission to be transferred.**

# Sample of Member Listings

10/17/2013

## DEPARTMENT OF LOUISIANA HQ POST #401 ACTIVE MEMBERS IN SELECT ZIP CODES

	ID#	LAST DEPT/POST	LAST PDYR	F NAME	MI	L NAME	ADDRESS	CITY	ST	ZIP	ZIP4	PHONE#	BOS	WAR ERA	CTYR	UN	NOTES
	204481787	LA POST 0401	2014	Calvin		Burmaster	227 Ocean Ave.	Gretna	LA	70053	4724		US Marine Corps	Vietnam	3		
	204185338	LA POST 0401	2014	Ernest	G	Chachere	938 Franklin Ave.	Gretna	LA	70053	2224	504-362-9129	US Navy	WWII	4		
	200213437	LA POST 0401	2013	Russell		DiMarco	309 Gretna Blvd.	Gretna	LA	70053	4911		US Army	Vietnam	3		
*	203443371	LA POST 0401	2014	Joseph	F	Falcone	125 Willow Dr.	Gretna	LA	70053		504-324-4747	US Army	Vietnam	8		
	203981254	LA POST 0401	2013	James	F	Jones	3107 Huey P Long Ave.	Gretna	LA	70053	7011	504-367-6479	US Air Force	Korea	4		
*	203429047	LA POST 0401	2014	John		Jones	32 Willow Dr.	Gretna	LA	70053	4859	504-361-0398	US Navy	Vietnam	8		
	203878463	LA POST 0401	2013	Glenn	E	Mitchell	304 Amelia St.	Gretna	LA	70053	5323	504-366-6030	US Army	Vietnam	4		
	202326065	LA POST 0401	2013	Oscar	W	Mykleby	105 N. Randall Ct.	Gretna	LA	70053		504-367-7068	US Navy	WWII	12		
*	204390045	LA POST 0401	2014	Michael	C	Smith	301 Amelia St.	Gretna	LA	70053	5322		US Navy	Vietnam	3		
	201611968	LA POST 0401	2014	Richard		Stigers	159 Creagan Ave.	Gretna	LA	70053	7005		US Army	Vietnam	11		
*	101562656	LA POST 0401	2014	Wilfred		Wilson	419 Amelia St.	Gretna	LA	70053	5324		Unknown Branch of Svc	Korea	30		

# E-MAIL BLAST SAMPLE



Dear Wendell King,

**Military veterans in and around Wewoka are invited next week for a special service session at American Legion Post 122, located at 209 N. Wewoka Avenue in Wewoka.**

**National and State Headquarters staff and local members from The American Legion will be in town to discuss veteran's benefits and service to the community.**

**All wartime veterans in these areas are invited to American Legion Post 122 to learn more about The American Legion and veteran benefits. Membership and veteran information staff will be available on Thursday, May 26th through Friday, May 27th from 9 am to 5:00 pm along with members of local American Legion Posts in this area to kick off this community and veteran service campaign.**

**A Veteran Service Officer will be on hand to assist any veteran with benefit questions, grant information, and VA registration.**

**Contact: Donald Kuntze at 405-823-8979 or [sr.vice@coxinet.net](mailto:sr.vice@coxinet.net)**



# Sample Press Release

- FOR IMMEDIATE RELEASE

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- **American Legion Posts to the West San Gabriel Valley Communities**

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INDIANAPOLIS (Nov. 5, 2018) - Military veterans in and around this region are invited for a special service session at Temple City American Legion Post 279 located 9522 Las Tunas Drive in Temple City, November 17, 2018 from 9 am to 4 pm and November 18, 2018 from 9 am to 1 pm. American Legion staff will be able to discuss veterans' benefits, The American Legion's legislative efforts, membership opportunities and service to the community. A veterans service officer will be available to discuss claims and other benefits questions.

- In keeping with the over 100-year tradition of The American Legion posts in this area will focus on community service and assistance to veterans. The scope and nature of the posts' community service is determined by its members and with input from local civic and community officials.
- Since its inception in 1919, The American Legion, the world's largest veteran service organization, has been a key advocate for veterans and has been responsible for strategic legislative initiatives such as the G.I. Bill and the creation of the Department of Veterans Affairs. In addition to veteran advocacy, The American Legion supports children and youth activities, patriotic American values, a strong national defense and quality-of-life issues for those serving in today's armed forces.

- **Contact: Dave Whalen, 626-523-3765, e-mail: [vice18@roadrunner.com](mailto:vice18@roadrunner.com)**


## Timeline/Schedule of Events

- National staff ships membership materials, specifically Member Data Forms, and other recruiting material.
- If phone numbers were not looked up previously, have phone books or Wi-Fi on hand to do so. ([anywho.com/411.com](http://anywho.com/411.com))
- Ensure callers have cell phones AND chargers.
- Provide DMS Transfer Phone Script with listings to volunteers.
- Ensure volunteers know how to fill out Member Data Form **in its entirety**.
- Provide door knocking teams with expired listings and RouteXL driving directions, if available.



Member Data  
Form  
(Transfer  
Form)

Fill out  
entirely to  
capture the  
most up-to-  
date info on  
member

		THE AMERICAN LEGION		MEMBER DATA FORM		Date _____	
(Please use ink and print clearly using UPPERCASE letters)							
Member ID# (9-digit)				Dept.		Post #	
First Name			MI	Last Name			Suffix
MEMBERSHIP RECORD CHANGE							
<input type="checkbox"/> Deceased				Honorary Life Membership Code: <input type="checkbox"/> Add <input type="checkbox"/> Delete			
<input type="checkbox"/> Member above holds an elected office or appointment within the Department or District							
NAME CORRECTION							
First Name			MI	Last Name			Suffix
NEW ADDRESS							
Line 1							
Line 2							
City					State		ZIP Code
Home Phone				Cell Phone			
Member Transferring FROM:		Department (Alpha Code)			Former Post #		
Member Transferring TO:		Department (Alpha Code)			New Post #		
WAR ERA (Mark all that apply)						GENDER	
<input type="checkbox"/> 12/7/41 – 12/31/46 (WWII)			<input type="checkbox"/> 6/25/50 – 1/31/55 (Korea)			<input type="checkbox"/> Male	
<input type="checkbox"/> 2/28/61 – 5/7/75 (Vietnam)			<input type="checkbox"/> 8/24/82 – 7/31/84 (Grenada/Lebanon)			<input type="checkbox"/> Female	
<input type="checkbox"/> 12/20/89 – 1/31/90 (Panama)			<input type="checkbox"/> 8/2/90 – Present (Gulf War/War on Terrorism)				
DATE OF BIRTH				CONTINUOUS YEARS OF MEMBERSHIP			
MM/DD/YYYY				# Years		Last Paid Membership Year	
BRANCH OF SERVICE							
<input type="checkbox"/> Air Force <input type="checkbox"/> Army <input type="checkbox"/> Coast Guard <input type="checkbox"/> Marines <input type="checkbox"/> Merchant Marines (WWII only) <input type="checkbox"/> Navy							
EMAIL ADDRESS							
Signature – Post Adjutant <small>(Required for Transfers, Deceased, Honorary Life and Const. Years changes)</small>				Signature – Member <small>(Required for Transfers)</small>			
SEE INSTRUCTIONS ON REVERSE SIDE							
Stock# 30-001 (2018)		Artwork# 621A031B		National Headquarters Copy			

# Phone Script

"Hello, I'm \_\_\_\_\_  
from American Legion (*Post, District, Department, etc.*) here in the area. We are contacting  
members of our department (State) Headquarters Post who live in this area.

"Are you \_\_\_\_\_? You should have received  
an e-mail recently that we would be in the area working membership. The reason we are  
contacting you as a Headquarters Post member is to see if you would be interested in  
transferring your membership into an active post in your community. This way, the dues you  
pay next year and beyond will stay and help support the community in which you live."

"We can make the transfer verbally over the phone; all we need is your approval to do so."

If the member is interested in transferring, complete the Member Data Form, confirming their  
mailing address, branch of service and war era. If possible, capture their birth date and e-  
mail address.

In the Member Signature block, print: **Verbal approval as per member.**

National Staff member or Department, District or Post officer will sign all MDF's upon  
completion. Give all MDF's to National Staff Member before you leave each day. Originals  
will go back to National to process.

**If our data tells us they're not paid for 2024 yet, ask them if they recently sent in their  
2024 membership dues. If not, tell them what their dues amount will be when they  
renew for 2024 and that they should mail to their new post, not Indianapolis or  
Department. Provide them with that mailing address. Some dues may be less than HQ  
dues amount, which is a good selling point. They can also renew on-line direct at  
[www.legion.org/renew](http://www.legion.org/renew).**

Advise member that they will need to provide their eligibility paperwork (DD-214 or  
discharge papers) as soon as possible to the post they are transferring into. If they need help  
with obtaining their paperwork, have them contact a Department Service Officer (DSO).

Give the member the address for the post, the meeting time and date and point of contact.

Remind the member of the DSO availability on all three days this week to work on any VA  
issues they may have, including starting claims. Thank member for his/her time and  
cooperation.

# Typical Codes

## TYPICAL CODES FOR PHONE CALLS/DOOR-TO-DOOR VISITS

LVM =	Left voice message
LMP =	Left message person
TFR =	Transfer and Post #
NA =	No Answer/No Machine
NI =	Not Interested
WN =	Wrong Number (cross out number on list)
DEC =	Deceased
CB =	Call Back (make sure you indicate WHEN to call back)
LP =	Left Packet (at door - NEVER in mail box-illegal)
WA=	Wrong address

There will be other situations that we don't have a code for. Just put as much info as you can pertaining to the phone call in right hand column.

# Timeline/Schedule of Events

- The Membership Committee will be able to do transfers at the event. New membership cards should be issued by receiving post once they receive the MDF's or membership applications w/dues payment.
- Door-to-door knocking to expired members, if able to.
- Ensure local authorities know we are going to contact our members.
- Using routing software (RouteXL.com), plot on map addresses in conjunction with using GPS for best practices.
- Military Outreach with any military component if there's an opportunity.
- Build packets for leave behind:
  - Why You Should Belong
  - This Is The American Legion
  - Membership Applications
  - Member Data Forms
  - Post/Department newsletter

# After the Event

- Departments & Districts to ensure Posts reach out to these newly obtained members immediately!
- 2026 new DMS members will count on the National Membership Report, and, in some cases, your Department Membership Report (check with your department headquarters).
- Messages will be left and calls will be returned. Ensure they are handled just as at the event. However, transfers are to be processed normally through your department headquarters.
- Continue to work listings left with posts and/or districts.

# Recognition and Awards

- Who to recognize? Volunteers!
- Why do we recognize?
- How to recognize?
- Do certificates of appreciation upon return from event.



# Post Membership Success

## Develop a Post Membership Committee/Team

- Divide up the work...assign *specific* responsibilities
- Involve the entire membership and make membership a continuous American Legion Family project

- ☐ The American Legion
- ☐ Auxiliary Legion Auxiliary
- ☐ Sons of The American Legion
- ☐ American Legion Riders

# Post Membership Success

- Post Officers must commit to meeting expectations
- Organize a *motivated* committee
- Have a **written Action Plan**
- Align post goals with Plan for Sustained Growth
- Engage to Retain
- Reward successes



Questions?

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Membership Committee Chair  
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