

Membership & Post Activities Committee Strategic Plan

MISSION STATEMENT: To increase membership and post development by creating a culture of growth and community involvement.

OVERALL OBJECTIVE:

Increase membership progressively over the next five years and beyond using the following strategies: *Be The One; Training/Education/Leadership Development; Communication; Post Development and Revitalization; Membership Recruiting & Retention and Community Engagement.*

PRIORITIES:

BE THE ONE – Significantly Reduce Veteran & Military Suicide.

TACTICS:

1. Training
 - A. Any available training that supports Be The One. (i.e. Face to Fight USAA grant to Columbia University, Light House Project; Identify Risk, prevent suicide.)
2. Encourage departments to develop a Be The One team.
3. Incorporate Be The One in the *Accredited Service Officer's Manual*.
4. Conduct Buddy Checks.
5. Increase our presence on social media platforms on Be The One training.
 - A. Promote what the post is doing for Be The One.
 - B. Incorporate Be The One walks for visibility.
6. Promote the wide dissemination of calling 988 press 1, when in crisis.
 - A. Encourage family members to call when they need assistance with their veteran.

TRAINING/EDUCATION/LEADERSHIP DEVELOPMENT – To engage, educate and empower. If we do not train and mentor future generations of Legion family members, then there will be no Legion family. Improving knowledge of The American Legion by implementing educational tools and encouraging leadership development at all levels. It is an investment in our future that we must make, we cannot afford not to.

TACTICS:

1. Implement online training modules and interactive platforms to modernize training methods. (i.e. encourage members to take the Basic Training course.)
2. Establish regular communication with organizations willing to offer training resources and schedule training sessions accordingly.
3. Pair new members with experienced mentors to facilitate knowledge transfer and foster a sense of belonging.
4. Develop a coordinated approach across all levels to provide structured leadership development opportunities.
5. Host regular “Training Tuesday” events to encourage participation and continuity in educational initiatives.
6. Implement a “train the trainer” program to ensure consistency and sustainability in training efforts.

COMMUNICATION – Ensure dissemination of accurate and essential information to all members and the public.

TACTICS:

1. Utilize all internal media to encourage membership to join us in this five-year membership plan.
2. Encourage departments to develop a media relations team.
3. Communicate The American Legion’s story to the nation’s military components, with emphasis on eligibility.
4. Collect all members’ email addresses to encourage correct timely dissemination of information and any calls to action.
5. Increase PSA in local media channels.
6. Increase presence in social media.

POST DEVELOPMENT AND REVITALIZATION – Develop new posts, revitalize, or merge existing posts to promote growth within The American Legion.

TACTICS:

1. Encourage departments to conduct post evaluations to identify areas that may need post revitalization, merging of posts, or new post development. (1st year)
 - A. Revitalize posts as identified.
 - B. Encourage the development of new posts where revitalization efforts have not been successful.
 - C. Form new posts in communities with significant veteran populations.
2. Improve and actively engage the community through awareness of post activity in the community.
3. Encourage every post to welcome all members and guests.
4. Identify and use the proper membership tools at all levels to achieve growth.

MEMBERSHIP RECRUITING AND RETENTION – Increase membership by developing a comprehensive recruiting and membership retention strategy.

TACTICS:

1. Establish membership teams at all levels.
 - A. Develop a retention strategy at every level of the organization.
RETENTION MUST BE THE FIRST PRIORITY TO INCREASE OUR MEMBERSHIP.
 - B. Develop and implement a strategy for transferring members from the department headquarters post into traditional posts.
 - C. Increase emphasis on traditional recruitment. (*Especially at post level.*) (i.e. provide recruitment training, utilization of the Legion app.)
 - D. Evaluate current reward and incentive programs at all levels and make recommendations for change, if necessary.
 - E. Encourage all levels to develop a working relationship with their military senior leaders to offer an opportunity to join The American Legion to all eligible members of the Active Military, the National Guard and Reserve components.
2. Find the right post to ensure the value of membership for the new member is met.
3. Ensure all new members feel welcome and are invited to participate.
4. Continue to enhance the membership renewal process.

5. Having successfully completed the VA claims process, department service officers are encouraged to invite eligible veterans to join The American Legion or renew their membership.
6. Offer participants in The American Legion programs, and their families, the opportunity to be a part of The American Legion Family, if applicable.
7. Encourage all members to establish their MyLegion account.
8. Emphasize the importance of utilizing MyLegion at the post level.
9. Encourage and promote multi-year and PUFL memberships.

COMMUNITY ENGAGEMENT – to inculcate a sense of individual obligation to the community, state, and nation.

TACTICS:

1. Lead local patriotic ceremonies and events.
(i.e. Legion birthday, Memorial Day, Veterans Day, Flag retirement ceremonies, etc.)
 - A. Invite local leaders to attend and participate.
 - B. Work with local youth organizations.
2. Encourage attending other VSO conventions.
3. Promote post activities and include community involvement whenever you can, by inviting the public to attend the activities.
 - A. Hosting open houses.
 - B. Have an accredited service officer present at these events.
 - C. Have displays on American Legion programs (i.e. oratorical, baseball, JROTC, American Scouting, Jr. Shooting Sports, etc.)
 - D. Share the Consolidated Post Report with local leaders.
4. Create an environment where the post evolves into a community center for veterans and their families.
5. Engage with the other community groups or organizations. (i.e. churches, chamber of commerce, other community involved organizations.)

Approved by the Internal Affairs Commission on October 6, 2025 during the Fall Meeting.

