



MEMBERSHIP RECRUITING & RETENTION EVENTS & IDEAS

The Department Membership Committee established teams at their Fall Meeting to work in the following areas:

Membership/Recruiting/Retention tips for the Badger Legionnaire - Darla Porter and Dan O'Brien
Minority Recruiting/Retention - Jay Suttle and Julie Muhle
Communications - Dale Oatman and Charles Nelson

These Teams have been tasked to come up with not only concepts, but practical ideas that posts, counties and Districts can take action on. If you have ideas that any of these Membership Committee Members could use, please get in touch with them, share your ideas and how they can be put into action.

Please make sure this information is shared with ALL Legionnaires in your Post, County and District, as it does no good to bring up good ideas if they do are not shared with all Legion Members.

Upcoming Events:

1. Saturday November 8th-Milwaukee Veterans Day Parade. This is a huge parade for Veterans starting at 11:00 AM and there is a dinner served afterwards. Parade units need to be registered in advance so contact PDC Charles Cooney at cocooney2@wi.rr.com or PDC Wayne Jensen at wswfty@gmail.com for more information on the parade.
2. April 25th, 2015 will be Loyalty Day in New Richmond. There will be a parade that starts at 1:00 PM. 10th District Commander Ed Cooper encourages all Legion Posts to come and join in the parade. Legion Members would meet at Post No. 80 in New Richmond. Contact 10th District Commander Cooper at edcooper@frontier.net for more information.
3. American Legion Outreach Annex at the Milwaukee County War Memorial. PDC Wayne Jensen has established the American Legion Outreach Annex at the Milwaukee County War Memorial. Volunteers are needed. By having an office at the War Memorial we are making the Legion more accessible to veterans and more Legion members. Training will be provided for incoming Post Officers. This is another way The American Legion is out there trying to serve all Veterans. Please contact PDC Wayne at alannex@att.net or (414) 231-3495 for more info and especially if you would like to help out.

Membership Ideas:

1. Female dual Member-If they belong to the Legion offer to pay their dues to join the Auxiliary. This may lead to more new members for the Legion Family.
2. Mentoring-Leadership needs to work with new members to make them feel welcome and teach them about The American Legion's mission.
3. Attitude-Legionnaires need to speak out more about the "Good" The American Legion does for all Veterans.
4. Knowledge-When talking about the organization, Legionnaires should know about the 4 Pillars, and should speak about what The American Legion is doing from the National level down to the Post level.

5. Maintain Contact-Don't just sign up a new member and never see them again. They will not renew if they are being ignored and think no one cares.
6. Tools-Use the tools available through the Legion (www.legion.org, www.wilegion.org, www.MyLegion.org).
7. Recognition-Recognize individuals for the things they do for the Good of The American Legion. Do not do it just once a year, do it when it is fresh in everyone's mind. Make members feel good about what they did.
8. Communications-Keep your membership informed on what is happening with The American Legion from the National Level to the Post Level. Especially let your membership know what you are doing within your Post
9. Invite members to activities the Post has going on. Invite non-members to some of your activities so they can see what The American Legion and your Post is doing in the Community
10. Make your Meetings interesting and fun. You have to do your Legion business, but find something that will change it up and make members want to come. Have a social hour before or after the meeting (supper/cards) to get members interactive.
11. The American Legion Family-Work together-Do not be separate entities going in different direction.
12. Recruit for each other-Legion Riders can interest individuals who would not of thought of joining the Legion before.
13. Be persistent when recruiting new members-If you keep talking about the positive things The American Legion accomplishes you can convince them.
14. Incentives-Talk to potential members about the benefits available through the Legion. (Flyers are available at Headquarters)
15. Have Legion Materials with you when you are talking to a potential member. These materials cover all that the Legion accomplishes and what the goals are for the future.
16. Minorities-We need to adjust attitudes about who are Veterans-Invite minorities to your meeting and make sure you have a Legion Member who is a minority there to help make them feel comfortable.
17. "Why You Should Belong" brochures—Have them with you at all times to give to potential members. Great information.
18. Challenge your Post to do something different-Pique the Veterans interest in your Post.
19. Use all the incentives that Commander Shappell has established for recruiting new Members.
20. \$1,000 "Get One" Bounty. Use the \$1,000 Bounty when recruiting a new member. Tell them that if they sign up and your name is drawn for the \$1,000 you will split it with them (both names are on the form you submit). Remember – there's a \$500 drawing, too!

These are all good ideas, but how far down the line they make it is up to you. The challenge to all receiving this is to make sure this information will get to all 59,500 Legion Members in the Department. Can this be done? It starts with leadership and how serious all of the leadership is about **growing Membership**.