

BUILDING AN EFFECTIVE POST MEMBERSHIP TEAM

Preparation and Training

Roles and Responsibilities

Improve Member Recruiting and Renewal Programs with Resources and Tools

Realistic and Specific Goal Setting

Public Relations

Support from all Levels

Membership

The Rock Solid Foundation of the American Legion

It is essential and the necessary ingredient for successful programs

Impacts our ability to shape legislation at both the State and Federal levels

Recruitment, Retention and Renewals cannot be over emphasized

Membership Publications Essential

Post Membership Training Guide

Officers Guide and Manual of Ceremonies

American Legion Benefit Package

Insurance

Discount Prescriptions

Health Products

Travel and Vacation Discounts

Wireless Service

Eyewear

Financial Services

Post Membership Teams

Contact Team

New Member

Retention

Contact Team

Identifying Potential Recruiting Sites and Find Good Sources of Membership

Malls – Shopping Centers - Fairs

Community Events – VA Facilities

Areas of large Veterans Population

Canvas the American Legion Auxiliary, SAL, Legion Riders

Reconnect Opportunity (See Reconnect Brochure)

Identifying Potential Recruiting Lists

Property Tax List – Homestead Credit List
Veterans Preference Lists
Former Department delinquent members – Department HQ Post Members
Other public listings available if allowed under Public Law

New Member Team

Use leads developed by the Contact Team
Set up membership booths
Make door to door contact
Use membership materials, brochures and tools
Develop new membership recruiting tools
Team members should be knowledgeable of American Legion Programs.

Retention Team

Contact Current Members
Convince Non-renewals to Renew
Don't ever forget our current members (stay in touch)

Setting Smart Goals

Specific
Measurable
Attainable
Realistic
Time Sensitive

Essential Communications at All Levels

National Membership
Department Membership
District Membership
Post Membership

Communications Post Level

Post Meetings
Bulletin Boards
Phone Rosters
Personal Visits
Letters
Advertising
Press Releases
Many Others

Challenges

The three teams alone will challenge us
Leaders are critical of their ability to motivate and influence others
Take advantage of the Recognition programs
Post should do many awards
Sometimes only the recruiters are recognized
Use all the tools and resources available at all levels of the American Legion

Public Relations Support

Public Relations has a significant impact on our message
Communicate to members and potential members
Create a positive image of you as a contributor to your community
Everybody wants to belong to something that is good
Helps you be visible and intern a viable post

National Recognition Programs and Awards

Race to the Top
Gold Brigade
Silver Brigade
100% Club
Recruiter of the Year
Commander's Incentive Awards

Department Recognition Programs and Awards

AP Sundry Award
Top District Commanders (Class Awards)
Post Commander of the Year
Adjutant of the Year
Go-Getters Program
Drawings (Over \$1600 Awarded)