

**NATIONAL HEADQUARTERS
SONS OF THE AMERICAN LEGION**

April 13, 2017

TO: National Officers, Detachment Commanders & Adjutants
FROM: Brian J. O’Hearne, National Adjutant
SUBJECT: MEMBERSHIP TARGET DATE – 90%

“We Came Close”

We achieved 89.3% membership on April 12, 2017. Twenty-one detachments achieved this 90% membership target and we are very proud of these Detachments’ membership success.

Membership presently stands at 328,582, members and **+5,060** members **ahead** of this same date last year. All but a few Detachments transmitted membership on or before the target date and I thank you & all the Department Headquarters staff for all the hard work and transmittals received. Many Detachments came close and hopefully should achieve this membership target soon.

The next scheduled mailing of the SAL renewal postcards (3d mailing & final for 2017) will be in late April 2017 after this membership target date. We ask all Detachments and Squadrons continue to mail out their own membership renewal mailing notices to their members.

Our next membership target date is May 10, 2017, which will be our 100% membership target. This is the most important membership target date as it is the cut-off for the preprinted membership cards for 2018. Please inform your Squadrons and Department staff to transmit everything to include dates of birth information, address changes, or other corrections prior to that date. Remember – “renewals” are the key to success.

Keep going...Remember, Membership Is Everyone’s Responsibility!