

Happy Midweek Team South-

Congratulations as we made the 90% goal for April!! We picked up 3,854 Members over the previous report to reach 90.8% Membership. 27 Detachments reached or exceeded the 90% April target. 20 Detachments are at 80% or higher in membership.

South Carolina and Florida continue to represent the Southeastern Region in the top 10 nationally. Louisiana and North Carolina continue to represent our region in the top 20.

We are getting very close to an 80% retention rate as of this membership report. Virginia leads the region on this report with the highest increase in retention over the last report. South Carolina and Florida are in second and third, respectively. We need to continue our focus on those members whose memberships expired.

South Carolina continues to lead the Southeastern Region followed by Florida and Louisiana. South Carolina is 16 memberships away from meeting its 100% goal. Congratulations to the 5 Detachments that are at 90% or higher-South Carolina, Florida, Louisiana, North Carolina, and Virginia!! Alabama, Georgia, and Texas are getting very close to the 90% target.

We continue to maintain a narrow 1.31% lead over the Central Region, 1.86% over the 'Mighty Midwest' Midwestern Region and a 2.94% over the 'Beast of the East' Northeastern Region.

National Ranking	Detachment	Goal	Mbrshp 4/6/26	Mbrshp 3/30/26	Change	% of Goal	Ren %	Renewal Rate Change
5	South Carolina	1,884	1,868	1,842	26	99.15%	85.99%	0.80%
9	Florida	27,427	26,381	26,107	274	96.19%	81.56%	0.64%
11	Louisiana	1,911	1,807	1,798	9	94.56%	84.00%	0.43%
13	North Carolina	2,979	2,794	2,788	6	93.79%	77.48%	0.11%
22	Virginia	4,824	4,400	4,347	53	91.21%	79.42%	0.96%
28	Alabama	2,076	1,866	1,853	13	89.88%	77.09%	0.55%
36	Georgia	4,866	4,274	4,243	31	87.83%	77.68%	0.44%
40	Texas	6,150	5,364	5,322	42	87.22%	73.18%	0.44%
46	Tennessee	1,898	1,602	1,584	18	84.40%	70.63%	0.54%
48	Arkansas	387	310	309	1	80.10%	68.78%	0.00%
51	Mississippi	847	664	663	1	78.39%	69.79%	0.00%
52	Puerto Rico	158	122	122	-	77.22%	74.68%	0.00%
<b>Totals</b>		<b>55,407</b>	<b>51,452</b>	<b>50,978</b>	<b>474</b>	<b>92.86%</b>		

From last night's National Membership and Squadron Activities Committee meeting:

We discussed implementing a 3-to-5-year plan for our Detachments and Squadrons to implement with the upcoming Membership Year. The plan outlined in the attached document is very simple 'July In, December Out'. It focuses the Squadron's efforts in getting all their existing members to renew between July 1 and December 31. It also details a month-to-month plan for Squadrons to follow throughout the membership year to help our

overall retention rate. It is important for Squadrons to add this to their Membership Tool Kit and pass it on from year to year to ensure retention continuity. I am attaching some draft documents to this email to distribute to Squadrons. Final versions will be coming out shortly. *The most important point to stress is that members pay dues once a year.*

I want to add something here that was shared in last night's meeting. I think this is important and said a lot to me about our Sons' membership.

*'We are the voice for the Veteran who gave us our eligibility for membership in the Sons of The American Legion. We have a voice and we need to make sure their voice is heard through us.'*

Thanks so much for all you do supporting the membership and programs of the Sons of The American Legion.

Let's Be The One to 'Be The Change' in the lives of our Veterans, Children, and Communities.

***"ABC-EASY lets get AS 1, 2, 3"***

**Always - Recruit 1 NEW Legion member**

**Buddy - Recruit 1 NEW member & renew 1 member**

**Check - Recruit 3 NEW members Legion, AUX & SONS totaling 9**

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