

Good evening Team South-

Nationally we picked up 1,772 Members over the previous report and currently stand at 94.51%. 9 Detachments are at 100% or higher. There are 2 more Detachments that are less than 1% away from meeting the May 13 100% goal. 35 Detachments are 90% or over with 7 Detachments at 80% or higher.

South Carolina and Florida continue to represent our region in the Top 10 nationally. North Carolina and Louisiana continue to represent our region in the Top 20, nationally.

National Ranking	Detachment	Goal	5/4/2026	4/30/2026	Change	% of Goal	Ren %	Renewal Rate Change
6	South Carolina	1,884	1,944	1,933	11	103.18%	88.69%	0.37%
10	Florida	27,427	27,315	27,193	122	99.59%	83.61%	0.31%
14	North Carolina	2,979	2,892	2,880	12	97.08%	79.77%	0.21%
19	Louisiana	1,911	1,824	1,823	1	95.45%	84.39%	0.05%
22	Virginia	4,824	4,552	4,519	33	94.36%	81.25%	0.17%
23	Alabama	2,076	1,958	1,958	-	94.32%	80.47%	0.00%
33	Texas	6,150	5,739	5,705	34	93.32%	77.60%	0.39%
40	Georgia	4,866	4,448	4,428	20	91.41%	80.26%	0.19%
47	Tennessee	1,898	1,683	1,663	20	88.67%	73.06%	0.91%
48	Puerto Rico	158	135	135	-	85.44%	75.97%	0.00%
49	Mississippi	847	715	713	2	84.42%	74.41%	0.12%
51	Arkansas	387	314	314	-	81.14%	69.58%	0.00%
Totals		55,407	53,519	53,264	255	96.59%		

Three Southeastern Region Detachments have not turned in Membership for this report.

South Carolina continues to lead our region in Membership followed by Florida and North Carolina.

As of this report, we are at 81.82% retention. Tennessee had the greatest increase in retention over the previous report followed by Texas and South Carolina. Please continue to follow up with our members whose memberships expired. Please have them renew as soon as possible or online at www.mylegion.org/SAL-RENEW.

Renewal Rate Change Leaderboard		
Ranking	Detachment	5/4/2026
1	Tennessee	0.91%
2	Texas	0.39%
3	South Carolina	0.37%
4	Florida	0.31%
5	North Carolina	0.21%
6	Georgia	0.19%
7	Virginia	0.17%
8	Mississippi	0.12%
9	Louisiana	0.05%
10	Alabama	0.00%
10	Puerto Rico	0.00%
10	Arkansas	0.00%

Attached to this email is the May Edition of Membership Matters. The focus on this issue is:

1. Consolidated Squadron Reports
2. Getting ready for our upcoming Retention/Renewal Campaign – July In, December Out.
3. Springing into Action on our 2026 Renewals

Focusing on the ‘July In, December Out’ Retention Campaign – where does your Squadron Stand in its June Preparation? Keeping in mind the 4 points below:

1. Clean Up Your Membership Roster.
2. Reach Out To Members Now.
3. Get Your Team Ready.
4. Start The Conversation.

Thanks for your efforts in support of Membership and the 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

Scott Williams

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Sons of The American Legion

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