

Team South-

Happy 4th of July everyone!! Please stay cool and take care of yourselves in this heat wave.

We picked up 613 members nationally and are currently at 98.14% Membership. Our national renewal rate is at 87.28%.

We picked up 58 members over the previous membership report. South Carolina continues to lead our region followed by Florida and North Carolina. Puerto Rico(12), Alabama(37), Louisiana(42), Virginia(88), and Texas(99) all need less than 100to meet their 100% National Goal. Who will be next?

National Ranking	Detachment	Goal	7/1/2026	6/28/2026	Change	% of Goal	Ren %
5	South Carolina	1,884	2,003	2,002	1	106.32%	90.28%
12	Florida	27,427	28,308	28,286	22	103.21%	85.66%
13	North Carolina	2,979	2,988	2,988	-	100.30%	81.79%
23	Texas	6,150	6,051	6,035	16	98.39%	80.22%
26	Alabama	2,076	2,039	2,037	2	98.22%	84.99%
27	Virginia	4,824	4,736	4,735	1	98.18%	83.66%
30	Louisiana	1,911	1,869	1,869	-	97.80%	86.32%
42	Georgia	4,866	4,625	4,624	1	95.05%	82.23%
44	Tennessee	1,898	1,792	1,789	3	94.42%	75.38%
48	Puerto Rico	158	146	146	-	92.41%	75.97%
50	Mississippi	847	762	750	12	89.96%	78.08%
51	Arkansas	387	345	345	-	89.15%	75.40%
Totals		55,407	55,664	55,606	58	100.46%	

Two Detachments are very close to making their 90% - Mississippi and Arkansas.

For renewals, we are at 84.05% as of this report. Mississippi had the largest increase in renewal rate change over the previous report followed by Tennessee and Texas. Please continue to work with your expired members to get those renewals in. Since we are now in a new membership year, a possible suggestion would be to consider picking up the Detachment portion of the expired member's dues and have them only pay for the new year now. Also, please encourage them to renew online at www.mylegion.org/sal-renew.

Renewal Rate Change Leaderboard		
Ranking	Detachment	7/1/2026
1	Mississippi	0.71%
2	Tennessee	0.11%
3	Texas	0.10%
3	Alabama	0.10%
4	Florida	0.03%
5	Virginia	0.02%
6	South Carolina	0.00%
6	North Carolina	0.00%
6	Louisiana	0.00%
6	Puerto Rico	0.00%
6	Arkansas	0.00%
7	Georgia	-0.40%

As we celebrate the 250th of our great nation, please consider the following from National Vice Commander, Bryan Hine:

1. Finish the USA 250 Challenge Strong: We have until Saturday, July 4th, to wrap up our 250 Challenge. Log your final milestones and help us reach the \$150,000 fundraising goal for the Veterans & Children Foundation.
2. Document Our Presence: Capture photos of your celebrations. Submit your coverage to the SAL Media and Communications Commission or Rusty Myers, the SAL Millennium newsletter editor.
3. Be the One: Holiday weekends can bring hidden challenges for veterans. Amid the celebrations, make it a priority to check in on local heroes to ensure they have the mental health support they need.
4. Holiday Recruitment: Set up tables at community events. This weekend is prime time to engage military families and recruit new members.

We are now officially into the new Membership Year. We hope you heard about the theme we are using this year – July In, December Out. Points to consider:

1. Start Renewals immediately
2. Focus on Active Members First
3. Use Personal Outreach
4. Consider an Early Bird Incentive
5. Track Your Progress
6. Communicate Consistently
7. Build Momentum Early
8. Host a Kickoff event

Details about each of these points are in the attachment to this email.

For July, we need to focus on the following:

1. Start Renewals, July 1
2. Contact Members early
3. Engage and involve

4. Build Momentum from July 1

The [June to December outline](#) is also attached to this email. Please share both of these flyers within your Detachments, Districts, and Squadrons. Please share far and wide.

[July In December Out Flyer 1](#)

[July In December Out Flyer 2](#)

Scott Williams

Southeastern Region Membership Chairman 2025-26

Sons of The American Legion

Detachment of Virginia

SonsVADetADJ@comcast.net

571 888 2720