

Team South-

There has been little change from the previous report.

Please note this will be the last report before the July 29 Delegation Target Strength Report will be sent out.

We picked up 223 members over the previous report. We stand at 98.49% nationally with a renewal rate of 87.6%. We still need 6,191 members to reach the 100% target nationally. Things have really slowed down from a membership perspective for the 2026 Membership year.

Our region picked up 11 members over the previous report. We have several Detachments that have not turned in 2026 memberships over several reports. We still have several Detachments that are very close to reaching their 100% National goal. This is not out of reach. Anything is possible. We would ask that you please contact those who have not renewed and do a Buddy Check with them. If they have hit a rough period, offer to help them out and pay their 2026 dues. Or, since the 2027 cards are out, offer to pay their 2026 dues if they will pay their 2027 dues. For 2027, please focus on those who are expired for 2026.

National Ranking	Detachment	Goal	7/28/2026	7/23/2026	Change	% of Goal	Ren %
6	South Carolina	1,884	2,004	2,004	-	106.37%	90.33%
12	Florida	27,427	28,403	28,395	8	103.56%	86.00%
13	North Carolina	2,979	2,995	2,994	1	100.54%	82.02%
24	Texas	6,150	6,068	6,068	-	98.67%	80.48%
26	Virginia	4,824	4,749	4,748	1	98.45%	83.93%
27	Louisiana	1,911	1,880	1,880	-	98.38%	86.72%
29	Alabama	2,076	2,041	2,041	-	98.31%	85.10%
42	Georgia	4,866	4,630	4,630	-	95.15%	82.33%
44	Tennessee	1,898	1,796	1,795	1	94.63%	75.59%
45	Puerto Rico	158	149	149	-	94.30%	77.92%
50	Mississippi	847	763	763	-	90.08%	78.20%
51	Arkansas	387	346	346	-	89.41%	75.66%
Totals		55,407	55,824	55,813	11	100.75%	

There has been very little change in retention since the last report. Tennessee, Florida, and Virginia had the most change in retention over the previous report.

Let's finish 2026 strong. Also, please encourage your members to renew online at www.legion.org/sal-renew.

Let's get these expired members current and start 2027 strong.

I am attaching the Finish 2026 Strong and Renew online flyers to this email. Please distribute to all of your contacts and ensure that all Squadrons in your Detachments get copies of both flyers.

Thanks for all you do to support 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

Scott Williams

Southeastern Region Membership Chairman 2025-26

Sons of The American Legion

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★ SONS OF ★ THE AMERICAN LEGION

***DID YOU
KNOW?***

★
YOU CAN RENEW YOUR
2027
MEMBERSHIP
ONLINE!



IT'S QUICK AND EASY!



legion.org/sal-renew



RENEW WITH A
CREDIT CARD



USE YOUR
LAST NAME AND
MEMBERSHIP ID



UPDATE YOUR
CONTACT
INFORMATION



**2026 MEMBERSHIP CARDS
EXPIRE DECEMBER 31ST, 2026.**

★ DON'T WAIT UNTIL IT EXPIRES – RENEW TODAY! ★

FINISH STRONG!

EVERY MEMBER MATTERS

SONS OF THE AMERICAN LEGION MEMBERSHIP CHALLENGE

OUR GOAL:

90%+

RETENTION

BY AUGUST 20

★ NATIONAL PROGRESS ★



MEMBERSHIP GOAL

409,244



CURRENT MEMBERSHIP

402,530



GOAL ACHIEVEMENT

98.36%



CURRENT RETENTION

87.48%



OUR GOAL

90%+

BY AUGUST 20

98.36%



WE ARE SO CLOSE – LET'S **FINISH STRONG** TOGETHER!



5 THINGS EVERY SQUADRON CAN DO THIS WEEK



CALL EVERY EXPIRED MEMBER.

A personal phone call is still the most effective way to get renewals.



REACH OUT MORE THAN ONCE.

USE THE 3 CONTACT RULE:

- ✓ RENEWAL NOTICE
- ✓ PHONE CALL
- ✓ FRIENDLY FOLLOW-UP



MAKE IT PERSONAL.

Members stay because they feel connected — not because they received another postcard.



WORK AS A TEAM.

Divide renewal lists among officers and volunteers. Many hands make light work.



INVITE THEM BACK.

Ask expired members to attend your next meeting or event. Sometimes all they need is an invitation.

WHY MEMBERS DON'T RENEW



THEY FORGOT.



LIFE GOT BUSY.



FINANCIAL HARDSHIP.



THEY DIDN'T FEEL CONNECTED.



NO ONE ASKED.



MOST MEMBERS AREN'T SAYING "NO." THEY'RE SIMPLY WAITING FOR SOMEONE TO REACH OUT.

★ SQUADRON CHALLENGE ★

CONTACT 10 MEMBERS THIS WEEK!



If every squadron reaches just 10 members, together we can make a tremendous impact before **AUGUST 20!**

“

PEOPLE DON'T RENEW BECAUSE THEY RECEIVE ANOTHER NOTICE.

THEY RENEW BECAUSE SOMEONE REMINDED THEM THEY MATTER.”



EVERY CALL.



EVERY CONVERSATION.



EVERY RENEWAL.



EVERY MEMBER MATTERS.

FINISH STRONG. STAY CONNECTED. BUILD OUR FUTURE.

