

Team South-

Nationally, we picked up 312 members over the previous report. We currently stand at 98.59% membership with a retention rate of 87.7%.

The Southeastern Region picked up 55 members over the previous report. 6 Detachments still are close to reaching 100% and each need less than 100 members to make their 100% national goal. Those Detachments are Puerto Rico (9), Louisiana (24), Alabama (30), Virginia (66), Texas (76), and Mississippi (83). Three Detachments did not turn membership in since the previous report.

We have 55,888 members with a 100.87% Membership rate and a retention rate of 84.44%.

National Ranking	Detachment	Goal	8/6/2026	7/29/2026	Change	% of Goal	Ren %
6	South Carolina	1,884	2,004	2,004	-	106.37%	90.33%
12	Florida	27,427	28,431	28,405	26	103.66%	86.10%
13	North Carolina	2,979	2,998	2,995	3	100.64%	82.12%
24	Texas	6,150	6,074	6,068	6	98.76%	80.58%
25	Louisiana	1,911	1,887	1,880	7	98.74%	87.09%
26	Virginia	4,824	4,758	4,753	5	98.63%	84.12%
27	Alabama	2,076	2,046	2,041	5	98.55%	85.31%
42	Georgia	4,866	4,634	4,633	1	95.23%	82.42%
44	Tennessee	1,898	1,797	1,796	1	94.68%	75.65%
45	Puerto Rico	158	149	149	-	94.30%	77.92%
50	Mississippi	847	764	763	1	90.20%	78.32%
51	Arkansas	387	346	346	-	89.41%	75.66%
Totals		55,407	55,888	55,833	55	100.87%	

Louisiana led the way with the largest improvement in retention rate over the previous report of .37% followed by Alabama and Mississippi. Please continue to make those calls, follow ups, and Buddy Checks on those 2026 expired members. We need to continue to make our members feel welcome at our posts. Whether it is a new member or an existing member or a long-time member of your squadron, they all need to feel welcome at our respective Posts. Please remember that EVERY MEMBER MATTERS!!! Lastly, consider doing a 2 for 1 for those 2026 Members whose membership has expired.

Renewal Rate Change Leaderboard		
Ranking		
Number	Detachment	8/6/2026
1	Louisiana	0.37%
2	Alabama	0.21%
3	Mississippi	0.12%
4	Florida	0.10%
4	North Carolina	0.10%
4	Texas	0.10%
4	Virginia	0.10%
5	Tennessee	0.06%
6	Georgia	0.02%
7	South Carolina	0.00%
7	Puerto Rico	0.00%
7	Arkansas	0.00%

As we start working the 2027 membership year, please ensure that all members feel welcome. I heard from my co-committee member, Casey Hanson, that Arizona does something really cool when a new member walks into a Post. The Post rings a bell when a new member walks into their respective Posts. So, let's consider doing something like that in our posts in the Southeastern Region. Or let's do something distinctive to our respective detachments that will make new members feel welcome at our Posts. When signing up new members, we need to find out what they are interested in doing and get them immediately connected into your Squadron Activities. Engaging the new member is the key to ensuring that they will renew their membership in future years.

Please share the attached [Keep Our Squadrons Strong Flyer](#) with all of your Squadrons within each of your Detachments.

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

Detachment of Virginia

SonsVADetADJ@comcast.net