

Happy Saturday Team South!!

We received an updated 2025 Membership Report as of November 6.

The 2025 November Membership Report shows 403,464 Members, nationally. Team South continues to lead the nation for 2025 at 103.21%. Thanks to Bryan Hine for all of his efforts to push membership while he was Southeastern Membership Chairman. We still need 956 Members to make 105% for 2025. It is still possible to make that goal if we get creative with Membership to get our 2025 Members to pay 2025 and 2026. Consider offering a 2 for 1-2 years for the price of 1 year. Or, have the Member pay only your Detachment's portion of their dues.

For the 2026 Membership Report, we picked up 9,020 members over the previous report. The Southeastern Region remains in first place at 45.73%. We have a .55% slim lead over the 'Mighty Midwest' I know we all have been pushing membership hard. Please continue working it, especially with November being National Renewal Month. Veterans Day is coming up real soon, so let's get those renewals sent in to honor those Veterans who made us eligible to join the Sons of The American Legion.

Louisiana(5th place) and Alabama(10th place) are in the Top 10. Georgia(11th place), North Carolina(12th place), South Carolina(13th place), Mississippi(16th place), and Texas(19th place) finish out the Top 20 for the Southeastern Region. Louisiana remains in first place as of this report. All of our Detachments met or exceeded the 35% Target Goal ahead of the November 13 deadline. Please keep doing what you to get these memberships sent in. As we get closer to the Holidays, membership will slow down. This is the most important time of the year to get our renewals in and continue to recruit new members.

Thanks to those Detachments who responded to the Survey, we sent out earlier. If your Detachment has not submitted a completed survey, please do so, as soon as possible. Also, thanks for some of the positive responses to the Backpack Outreach project. We hope that all of our Detachments will consider using this opportunity to get all of their Squadrons to process Membership Online. Lastly, a shout out to the Detachment of Georgia for sharing their incentive program for the SAL. If any of the other Detachments are doing incentives or something unique that is working for your membership program, please let me know as soon as possible. I would like to share it with the Membership and Squadron Activities Committee.

As we approach Veterans Day on November 11, please take a moment to reflect on the Veteran who gave you the awesome privilege to be a member 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.

Thank you for all you do to support our Membership efforts and the programs of the Sons of The American Legion.

Scott Williams

Southeastern Region Membership Chairman 2025-26

Sons of The American Legion Detachment of Virginia

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