



BUTCH'S BULLET POINTS - September 2026

EVERY MEMBER MATTERS

Our Members Move the Mission

A new membership year is here.

The goals are set, the calendars are filling up, and once again we have an opportunity to do more than simply add names to a membership report.

We have an opportunity to move the mission.

Because the truth is simple:

Every Member Matters.

Not	just	the	Commander.
Not	just	the	Adjutant.
Not just the Membership Chairman.			

EVERY MEMBER.

The Sons of The American Legion exists to strengthen the Four Pillars of The American Legion: Veterans Affairs & Rehabilitation, National Security, Americanism, and Children & Youth.

Those aren't simply words in our constitution. They represent the veterans we serve, the nation we defend, the values we uphold and the young people who will carry our legacy forward.

Our members make those pillars stand.

A Membership Card Is Only the Beginning. A membership card doesn't visit a veteran. It doesn't place a flag on a veteran's grave. It doesn't support a youth program. It doesn't teach a young person about patriotism and citizenship.

Members do.

That's why membership isn't just about numbers.

It's about people taking action.

As President Theodore Roosevelt reminded us:

"The credit belongs to the man who is actually in the arena."

That's where our members belong—in the arena.

Showing up.

Serving.

Leading.

Making a difference.

Each One – Teach One

One of the greatest opportunities we have this year is mentoring.

When a new member walks through our doors, don't just give him a membership card and tell him when the next meeting is.

Show him. Show him what your Squadron does. Explain why you do it.

Introduce him to the people you're serving.

Invite him to participate.

Tell him about the stories behind the traditions.

And then give him an opportunity to contribute.

That's how we turn a new member into an involved member—and an involved member into a future leader.

Each One – Teach One.

If you've been around for twenty years, teach someone who has been around for two.

If you know the history, share it.

If you know how to lead, teach someone else how.

If you learned something the hard way, help the next person learn it the easy way.

The future of our Squadrons depends on what we are willing to pass along.

Be a Commander – Not a Demander

Leadership isn't about telling people what they have to do.

It's about showing them why the work matters and then standing beside them while they do it.

Be a Commander, not a demander.

Ask.

Invite.

Encourage.

Lead by example.

And remember:

Listening builds loyalty.

Listen to the longtime members.

Listen to the new members.

Listen to the members who haven't been around lately.

Listen to the person who has a different idea.

People don't have to get everything they ask for to know they matter.

Sometimes they simply need to know someone listened.

Our Members Move the Mission

Every time a Son visits a veteran, the mission moves.

Every time a member supports a youth program, the mission moves.

Every time we teach respect for our flag and our Constitution, the mission moves.

Every time we support our military and their families, the mission moves.

Every time we welcome, mentor and develop a new member, the mission moves.

And when all of us move together, something powerful happens.

The Sons of The American Legion moves forward.

So, as we begin this new membership year, don't ask only:

“How many members do we have?”

Ask:

“How many members are we helping become involved?”

Call someone. Invite someone. Teach someone. Listen to someone. Thank someone. Mentor someone.

And remember that the member sitting beside you today may be the leader your Squadron needs tomorrow.

EVERY MEMBER MATTERS.

Each One – Teach One. Be a Commander – Not a Demander. Listening Builds Loyalty.

And above all:

OUR MEMBERS MOVE THE MISSION.

For God and Country.

Butch Ray, Past National Vice Commander