

Team South-

Hope you are having a good weekend so far!!

For the October 8 membership report, we picked up 4,090 members nationally over the previous report. Nationally, we have 98,000 members with a membership rate of 23.86% and a renewal rate of 21.22%. 14 Detachments met or exceeded their 35% target. 5 Southeastern Region Detachments are included in this group. Congratulations to all Detachments making or exceeding their 35% target. The 5 Southeastern Region Detachments are Louisiana, Georgia, Puerto Rico, South Carolina, and North Carolina.

For the Southeastern Region, we picked up 536 members over the last report. We currently need 1,063 members to make our 35% by the October 14 target date. I know we can do this so let's get those memberships sent into national. We have 4 Detachments that are less than 100 members each away from making their 35% Target. Those 4 Detachments are Mississippi (3), Tennessee (10), Alabama (21), and Arkansas (30). Please remember that the 35% target date is October 14.

National Ranking	Detachment	Goal	10/8/2026	10/5/2026	Change	% of Goal
4	Louisiana	1,918	979	960	19	51.04%
5	Georgia	4,702	2,058	2,015	43	43.77%
7	Puerto Rico	150	62	59	3	41.33%
10	South Carolina	2,044	757	747	10	37.04%
14	North Carolina	3,055	1,082	1,064	18	35.42%
15	Mississippi	771	267	267	-	34.63%
17	Tennessee	1,823	628	618	10	34.45%
18	Alabama	2,072	704	655	49	33.98%
21	Florida	28,973	9,121	8,847	274	31.48%
22	Texas	6,189	1,922	1,880	42	31.06%
29	Arkansas	349	92	89	3	26.36%
33	Virginia	4,848	1,178	1,113	65	24.30%
Totals		56,894	18,850	18,314	536	33.13%

For renewals, we are at 29.51%. Alabama led the way in change over the previous report at 2.38% followed by Puerto Rico at 1.34%, and Virginia at 1.23%. Please continue to make those contacts with your Squadron Members as a check in to see how they are doing, if they need any help from their respective Squadron, and to see if they can renew by the end of the year. Ask your members who made them eligible to join the Sons?

Who invited them to join? Find out what they are interested in doing and to see if they can help support the Squadron with their activities? Have you sent out messages with your Squadron Activities to your Squadron Members? How frequently do you communicate with

your members? Please remember that we need to get as many renewals processed by December 31, as possible.

Renewal Rate Change Leaderboard		
Ranking		
Number	Detachment	10/8/2026
1	Alabama	2.38%
2	Puerto Rico	1.34%
3	Virginia	1.23%
4	Louisiana	0.95%
5	Arkansas	0.87%
6	Florida	0.82%
7	Georgia	0.77%
8	Texas	0.53%
9	North Carolina	0.46%
10	South Carolina	0.40%
11	Tennessee	0.33%
12	Mississippi	0.00%

So, now let's do a check in on our July In, December Out campaign:

1. In July, we should have started our renewals by contacting our members early, engaging them, and building momentum.
2. In August, we should have kept the momentum going by following up and reconnecting with our members, promoting the value of our Sons Membership, and encouraging our members to participate.
3. In September, we strengthen our engagement by connecting through events and activities, highlighting programs and opportunities, building relationships, and keeping members involved.

So, here is what we should be focusing on in October:

1. Contacting our inactive members.
2. Remind and encourage our members to renew and reconnect with your Squadron.
3. Share your Squadron's successes and impact? Use your Squadron's CSR from last year to share your impact with your members.
4. Bring back all of your members into the fold.

If we are following these guidelines then we should be close to being on target if not ahead.

If you have any questions or need anything from me, please let me know.

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.

Every Member Matters.

Membership Through Mentorship.

Scott Williams

Southeastern Region Membership Chairman

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Virginia

NEW YEAR BEGINS JULY 1!
NEW LEADERSHIP.
NEW OPPORTUNITIES.
NEW MOMENTUM.

JULY IN. DECEMBER OUT.

START STRONG. STAY ENGAGED. FINISH STRONGER.

★ RENEW EARLY. STAY ACTIVE. MAKE AN IMPACT ALL YEAR. ★

IMPORTANT!
SONS OF THE AMERICAN LEGION
2026 MEMBERSHIP CARD
MEMBER NAME
SQUADRON 123
2026
2026 MEMBERSHIP CARDS EXPIRE DECEMBER 31, 2026
DON'T WAIT - RENEW EARLY!

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
GET PREPARED	LAUNCH	BUILD MOMENTUM	STRENGTHEN ENGAGEMENT	RECONNECT	REINFORCE THE VALUE	FINISH STRONG
✓ Clean up your membership roster ✓ Reach out to members now ✓ Get your team ready ✓ Start the conversation	✓ Start renewals July 1 ✓ Contact members early ✓ Engage and involve ✓ Build momentum from day one	✓ Keep the momentum going ✓ Follow up and reconnect ✓ Promote the value of membership ✓ Encourage participation	✓ Connect through events and activities ✓ Highlight programs and opportunities ✓ Build relationships ✓ Keep members involved	✓ Reach out to inactive members ✓ Remind and encourage ✓ Share successes and impact ✓ Bring everyone back into the fold	✓ Reinforce the value of membership ✓ Recognize members ✓ Promote renewal before year-end ✓ Stay engaged	✓ Final push to renew ✓ Close the year strong ✓ Thank and recognize members ✓ Set the stage for a great new year

JULY IN. DECEMBER OUT. DON'T GET LEFT OUT!

NEW YEAR BEGINS JULY 1

2026 MEMBERSHIP CARDS EXPIRE DECEMBER 31, 2026

RENEW EARLY: LEGION.ORG/SAL-RENEW

EARLY RENEWAL ★ STRONGER SQUADRONS ★ BIGGER IMPACT ★ BETTER TOGETHER