Team South-

With 59 days remaining until December 31, we have 121, 974 members as of the October 29 National Membership Report. We picked up 4,543 over the previous Membership Report. We are at 29.7% nationally with a renewal rate of 26.48%. The Detachment of Wisconsin is the latest to make the 45% Target. This means 7 Detachments have met or exceeded the 45% Target as of this membership report.

For our region, we picked up 684 members over the previous report. We are at 38.81% membership and a renewal rate of 34.14%. We still need 3,521 members to make our 45% target on November 12. Four Detachments are less than 100 members each away from making their 45% target. Those Detachments are Puerto Rico (6), South Carolina (7), Arkansas (34), and Mississippi (65). Congratulations to Arkansas for making their 35% target on this report. Please continue your efforts to recruit and renew our members in the upcoming month. November is a great opportunity to get our members to renew to honor the veteran which made them eligible for Sons membership and to invest in the future of our organization. Please remember that our 45% Target date is November 12.

National Ranking	Detachment	Goal	10/29/2026	10/25/2026	Change	% of Goal	Ren %
4	Louisiana	1,918	1,062	1,025	37	55.37%	51.05%
5	Georgia	4,702	2,282	2,262	20	48.53%	44.83%
8	South Carolina	2,044	913	885	28	44.67%	38.61%
12	Puerto Rico	150	62	62	-	41.33%	36.24%
16	Alabama	2,072	814	802	12	39.29%	36.10%
17	North Carolina	3,055	1,200	1,169	31	39.28%	34.01%
19	Tennessee	1,823	690	688	2	37.85%	30.46%
20	Texas	6,189	2,327	2,277	50	37.60%	32.09%
21	Florida	28,973	10,850	10,393	457	37.45%	31.60%
22	Mississippi	771	282	279	3	36.58%	34.20%
25	Arkansas	349	123	120	3	35.24%	28.90%
32	Virginia	4,848	1,477	1,436	41	30.47%	25.66%
	Totals	56,894	22,082	21,398	684	38.81%	

We continue our efforts to renew our existing members. Louisiana made the biggest improvement in renewal rate over the previous membership report with an increase of 1.84% followed by Florida at 1.36% and Sout Carolina at 1.15%. Let's not forget those who did not renew for 2026. Please follow up with those members to find out why they did not renew for

2026. Let's see if we can do a combination between 2026 and 2027 this year.

We have only 59 days left until December 31. So, let's get as many renewals submitted for processing sent in as soon as possible.

Ranking	Renewal Rate Change Leaderboard	
Number	Detachment	10/29/2026
1	Louisiana	1.84%
2	Florida	1.36%
3	South Carolina	1.15%
4	Arkansas	0.87%
5	Virginia	0.71%
6	Texas	0.52%
7	Alabama	0.48%
8	North Carolina	0.47%
9	Georgia	0.40%
10	Mississippi	0.39%
11	Tennessee	0.03%
12	Puerto Rico	0.00%

Let's do a check in on our 'July In, December Out' initiative/ campaign for this membership year.

At this point, we should have accomplished the following:

July - Launch

1. Started our renewals
2. Contacted members early
3. Engage and involve our members
4. Build momentum from day one

August-Build Momentum

1. Keep the momentum going
2. Follow up and reconnect
3. Promote the value of membership
4. Encourage participation

September – Strengthen Engagement

1. Connect through events and activities
2. Highlight programs and opportunities
3. Build Relationships

4. Keep members involved

October – Reconnect

1. Reach out to inactive members
2. Remind and encourage
3. Share successes and impact
4. Bring everyone back into the fold

So, for November, we should be reinforcing the value of a Sons Membership by doing the following:

1. Reinforce the value of membership
2. Recognize members
3. Promote renewal before year end
4. Stay engaged

If you as a Detachment, District, or a Squadron were to look at the above – how many of these items have you done already this year? Take a moment to review and look at where you are right now. It is not too late to pick up on any of these. These are guidelines to help you with this year's membership campaign for us to sustain growth this year.

Please encourage your members to renew online at **https://mylegion.org/PersonifyEbusiness/Membership/SAL-Renew**

If you have any questions about this, 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 Youth.

Every Member Matters

Membership Through Mentorship
Scott Williams
Southeastern Region Membership Chairman
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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
GET PREPARED
✓ Clean up your membership roster
✓ Reach out to members now
✓ Get your team ready
✓ Start the conversation
JULY
LAUNCH
✓ Start renewals July 1
✓ Contact members early
✓ Engage and involve
✓ Build momentum from day one
AUGUST
BUILD MOMENTUM
✓ Keep the momentum going
✓ Follow up and reconnect
✓ Promote the value of membership
✓ Encourage participation
SEPTEMBER
STRENGTHEN ENGAGEMENT
✓ Connect through events and activities
✓ Highlight programs and opportunities
✓ Build relationships
✓ Keep members involved
OCTOBER
RECONNECT
✓ Reach out to inactive members
✓ Remind and encourage
✓ Share successes and impact
✓ Bring everyone back into the fold
NOVEMBER
REINFORCE THE VALUE
✓ Reinforce the value of membership
✓ Recognize members
✓ Promote renewal before year-end
✓ Stay engaged
DECEMBER
FINISH STRONG
✓ 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