Team South-

We have both 2026 and 2027 Membership information on this report.

2026

For 2026, we picked up 146 members over the previous membership report. We currently have 406,112 members nationally at a membership rate of 99.23% with a renewal rate of 88.31%. We are a little over 3,000 members from making the 100% goal nationally. For our region, we picked up 24 members over the last report. Our region is at 56,205 members with a membership rate of 101.44% and a renewal rate of 84.95%. We remain in first place in our region with South Carolina remaining in first place. Texas led the renewal rate change over the previous report by an increase of .11%. We are less than 60 days from year end, let's contact our members whose membership has expired and find out why they did not renew for 2026. If there is a hardship involved, let's help the member out to get current on his membership.

2027

For 2027, we picked up 3,454 members over the previous report. We currently have 125,428 members with a membership rate of 30.54% and a retention rate of 27.25%. 9 Detachments have now met or exceeded the 45% Target rate. The new additions are Puerto Rico, Utah, South Carolina, and Wisconsin. Congratulations!! Several Detachments are close to making the 45% target.

We remain in first place nationally. Louisiana continues to lead our region followed by Georgia and Puerto Rico. We have 4 Detachments in the top 10 – Louisiana, Georgia, Puerto Rico, and South Carolina. 2 Detachments are less than 100 members each from making the 45% target. Those 2 Detachments are Arkansas (34) and Mississippi (64).

National Ranking	Detachment	Goal	11/1/2026	10/29/2026	Change	% of Goal
4	Louisiana	1,918	1,062	1,062	-	55.37%
5	Georgia	4,702	2,358	2,282	76	50.15%
6	Puerto Rico	150	74	62	12	49.33%
8	South Carolina	2,044	942	913	29	46.09%
16	North Carolina	3,055	1,225	1,200	25	40.10%
17	Alabama	2,072	827	814	13	39.91%
18	Texas	6,189	2,413	2,327	86	38.99%
19	Tennessee	1,823	708	690	18	38.84%
20	Florida	28,973	11,042	10,850	192	38.11%
23	Mississippi	771	283	282	1	36.71%
26	Arkansas	349	123	123	-	35.24%
34	Virginia	4,848	1,488	1,477	11	30.69%
Totals		56,894	22,545	22,082	463	39.63%

Puerto Rico made the big jump in renewals over the last report by an increase of 5.37% followed by Georgia and Texas. Please continue to contact your members via phone, email, or text messages to encourage them to renew as soon as possible. We have less than 60 days to get as many renewals processed as we can.

Ranking	Renewal Rate Change Leaderboard	
Number	Detachment	11/1/2026
1	Puerto Rico	5.37%
2	Georgia	1.36%
3	Texas	1.12%
4	South Carolina	1.05%
5	Tennessee	0.88%
6	North Carolina	0.73%
7	Florida	0.60%
8	Alabama	0.58%
9	Virginia	0.18%
10	Mississippi	0.08%
11	Arkansas	0.00%
12	Louisiana	-0.08%

Christian Rapp, Detachment Adjutant, for the Detachment of Florida made a great suggestion over the weekend. One way we can help our renewal process is to ask all of our members to go into their individual MyLegion Account and select the ‘Auto Renew” option on their account. This would ensure that going forward their dues would be automatically be processed in a timely manner. Please contact your respective Districts and Squadrons and promote this idea with our membership.

I also want to mention that there will be 2 new flyers coming out soon promoting our National Squadron Commander of the Year Award and some of our other National Membership Awards. I will be sending these out to everyone. Please make sure that these get distributed to all of your contacts, Districts, Squadrons, and our Blue Cap Members.

Thanks for all you do to promote the membership and programs of the Sons of The American Legion.

Every Member Matters

Membership Through Mentorship

Let's Be The One to 'Be The Change' in the lives of our Veterans, Children, and Communities.

Scott Willims
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