

**NATIONAL HEADQUARTERS  
SONS OF THE AMERICAN LEGION**

**November 17, 2016**

**TO: National Officers, Detachment Commanders & Adjutants**  
**FROM: Brian J. O’Hearne, National Adjutant**  
**SUBJECT: MEMBERSHIP TARGET DATE – 35%**

**“We Made it”**

We achieved 35.5% membership on November 16, 2016. Thirty-two Detachments achieved the 35% membership target goal and I thank all the Detachments for achieving this important membership target.

Membership presently stands at 130,511 members and 641 members behind this same date last year. All but a few Detachments transmitted membership on or before the target date and I thank you & all the Department Headquarters staff for all the hard work and transmittals received. Many Detachments came close and hopefully should achieve this membership target soon.

The first SAL renewal postcard for the 2017 membership year was mailed on September 30<sup>th</sup> and many renewals continue to arrive from this mailing. We expect this to continue until our next renewal mailing in late January. The next SAL National Update Newsletter is on schedule and expected to be mailed in mid-December.

Our next membership target date is December 14, 2016 which will be our 45% membership target. Remember – “renewals” are the key to success.

***Keep going...Remember, Membership Is Everyone’s Responsibility!***