

Sons of The American Legion

Membership Committee Call

Tuesday, October 17, 2017 7pm CST

Conference Call Number: 641-715-3580

Access Code: 526346

Roll Call

National Vice Commanders

- **East**- Kenneth Warner (PA) present
- **South**- Mark Cannito (SC) excused
- **Central**- Jay Marsden (MO)present
- **Midwest**- Joseph Navarrete (NM)present
- **West**- Donald Ramirez (CA)absent

Regional Membership Committeemen

- **East**- Mark Nave (PA) present
- **South**- Raymond Rollins (GA)present
- **Central**- Brian Kessler (IA)present
- **Midwest**- Charles Keith (WY)present
- **West**- Joseph E. Roberts (AZ)excused

Other attendees: Mark Tansel, Danny Smith

Membership Report

- Review of membership report and target dates
 - September 13th 10% Target Date- Actual 11.902% Nationally
 - 4 regions and 30 detachments met target
 - October 12th 25% Target Date- Actual 20.154% Nationally
 - 2 regions and 26 detachments met target
 - Next target date 35% November 15th
- Feedback By Region from NVC and RMC on their detachments
 - East- Using distribution group of detachment membership chairman and detachment adjutant. Encouraging membership drives/round-ups.
 - South- Using email to get communication out.
 - Central- Continuing to work to get the communication down to the Squadron level. With harvest a number of detachments are finding it hard to collect membership.

- Midwest- Do not rely on the national postcard reminders... follow up with a phone call or personal mailing from the Squadron. Working with Post when Squadron is not responding.
- West- No report
- Reminder to include Commander Smith, Membership Chairman Rippe, and IA Chairman Tansel on all email communication.

2017-2018 Membership Theme and Goals

Pioneering Spirit: Courage, Faith, Teamwork, Perseverance

- **Reach 400,000 Total Members**
- **Achieve a Renewal Rate of 95%**
- **Recruit 50,000 New Members**
- Membership tools for September (Individual Recruitment Award) and October (Re-instatement Letter) were added to the website and Facebook
- Ideas for upcoming membership tools
 - 30 second elevator speech
 - Renewal letter
 - Thank-you letter
 - Membership Drive
 - Social Media
 - Using materials like “why a belong”, “membership benefits”, and previous year’s accomplishments
 - Christmas/Holiday Cards
 - Legion College/education
 - Using our programs to identify eligible individuals

SAL Individual Recruitment Award

- Chairman Rippe to send out pins to Brian; all other committeemen have already received pins at fall NEC
- Send recipients of IRA to Chairman Rippe to be added to Honor Roll

Old Business

- Fall NEC October 6-8, 2017
 - S.A.L. Resolution 8 – Convention, 2015 – “Membership Resolution” – We have been holding this resolution in the Committee since the 2015 Convention. Presented by the Detachments of Minnesota and California. They were asked to create a plan before stopping the mailing of the renewal postcard.
 - S.A.L. Resolution 11 – Spring, 2017 – “Creation of Triple Nickel Ribbon” – referred to the Committee in Spring, 2017. Presented by the detachment of Iowa. Approved.

New Business

Other Business for the Good of the Sons

- Committee's access to mysal.org
 - Strategic Planning Committee is getting National Membership Chairman access to mysal.org
- Next National Membership Call will be November 21st at 7pm CST