

Sons of The American Legion

Membership Committee Call

Tuesday, September 19, 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) absent
- **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) absent
- **Central-** Brian Kessler (IA) excused
- **Midwest-** Charles Keith (WY) present
- **West-** Joseph E. Roberts (AZ) present

Other attendees: Don Culver, Mark Tansel, and 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
 - Currently at 12.442%
 - Next target date 25% October 12th
 - Chairman Rippe asked committee to be reaching out to Detachments who still have not transmitted membership.
- Feedback By Region from NVC and RMC on their detachments
 - East- Three detachments met target date. Question about New York's numbers on latest report... they showed a significant decrease in numbers from previous report.
 - South- No report.
 - Central- Region made the goal and only three detachments did not meet the target. Only region to have membership turned in for every detachment.

- Midwest- Region and six detachments met the target. Last year only five detachments met the first goal so they are making progress.
- West- Region met goal and is on track for next target with three detachments already meeting next goal.
- Commander Smith addressed committee and asked for increased communication and stressed the importance of the membership call.

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**
- Ideas for reaching these goals?
 - Come to next call with ideas!!! We will be building a list of tools to put in our membership tool box.

SAL Individual Recruitment Award

- Sent out by Paul Brown last Friday to committee. Please distribute it to your Region!!!
- Process : Individual recruits five new members to the organization and fills out the form. The form is sent to region's committeeman. Regional Committeeman validates with Brian Compton the new members and sends pin/letter to recipient.
- Pins will be distributed to committee at Fall NEC or mailed out week following.
- Honor Roll- Regional Committeemen will let Chairman Rippe know when individuals receive IRA and an Honor Roll will be published throughout the year of the recipients.

Old Business

- Sons of The American Legion Strategic Plan- Membership Goals
 - Add 75 new squadrons in year one, 100 in year five, and 125 by year ten. Each year the goal would be to add five more squadrons than the previous year.
 - Add 50,000 new members in year one, 60,000 in year five, and 70,000 by year ten. Each year the goal would be to add 2,000 new members from the previous year.
 - To reach a 90% renewal rate in year one, 95% in year five, and maintain a 95% renewal rate through year ten. From year one to year five the goal is to increase our renewal rate by 1% each year.

New Business

- Expectations of Committee
 - Include Commander Smith and myself on all membership communications
 - Should have at least a contact from each detachment on your distribution lists
 - Participate in your regional call

- Fall NEC October 6-8, 2017
 - Membership committee does not get a call in but we will have a meeting for those attending Friday October 6th.
 - **NVCs will need to give a 2-3 address on membership in their region.**

Other Business for the Good of the Sons

- Next National Membership Call will be October 17th at 7pm CST