

**NATIONAL HEADQUARTERS
SONS OF THE AMERICAN LEGION**

January 20, 2017

TO: National Officers, Detachment Commanders & Adjutants
FROM: Brian J. O’Hearne, National Adjutant
SUBJECT: MEMBERSHIP TARGET DATE – 60%

“We ‘Did It’”

We achieved the 60% membership goal and more. We achieved 64.5% membership on January 19, 2017. Thirty-six detachments achieved the 60% membership target goal and I thank all the detachments for achieving this important membership target.

Membership presently stands at 237,481, members and +2,712 members ahead of 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 next (2d) SAL renewal postcard mailing is scheduled to be mailed o/a January 30, 2017. We expect approximately 160,000 postcards to be mailed for this 2d SAL renewal mailing.

Our next membership target date is February 8, 2017, which will be our 75% membership target. Remember – “renewals are the key to success”.

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