

**NATIONAL HEADQUARTERS  
SONS OF THE AMERICAN LEGION**

**February 9, 2017**

**TO: National Officers, Detachment Commanders & Adjutants**  
**FROM: Brian J. O’Hearne (MA), National Adjutant**  
**SUBJECT: MEMBERSHIP TARGET DATE – 75%**

## **“We Came Close”**

We achieved 74.8% on February 10, 2016. Twenty-two detachments made the 75% membership target and we are very proud of these detachments’ membership success.

We achieved 275,275 members, +7,956 over this same date last year. All but a few detachments transmitted membership on or before the target date and I thank you for all your hard work. Many detachments came very close and should make this membership target soon. Remember – renewals” are the key to success.

The 2<sup>nd</sup> SAL renewal postcard mailing was mailed on February 3, 2017 to 152,000 plus members nationwide. Many of these renewals will help us to achieve the next membership target. The next and last scheduled mailing of the SAL renewal postcards (3d mailing & final for 2017) will be in mid-April 2017.

I would like to thank all the detachment officers who worked hard towards achieving this goal. I would also like to thank all the department adjutants and their staff for transmitting SAL membership to National and helping the Sons in reaching their membership goals. Many thanks.

Our next goal is the 80% target on March 8, 2017. We ask that detachments and squadrons continue to mail out their own membership mailings to their members. I know all of you will continue your fine efforts and work on membership for the next target date.

***Keep going...Remember – “Membership Is Everyone’s Responsibility!”***