

# Sons of The American Legion

## Membership Committee Call

Tuesday, January 16, 2018 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) present
- **Central**- Jay Marsden (MO)present
- **Midwest**- Joseph Navarrete (NM) present
- **West**- Donald Ramirez (CA)present

#### Regional Membership Committeemen

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

Other Guests- Danny Smith, Mark Tansel, and James Fischer (CA)

### Membership Report

- Review of membership report and target dates
  - September 13<sup>th</sup> 10% Target Date- Actual 11.902% Nationally
    - 4 regions and 30 detachments met target
  - October 12<sup>th</sup> 25% Target Date- Actual 20.154% Nationally
    - 2 regions and 26 detachments met target
  - November 15<sup>th</sup>35% Target Date- Actual 33.844% Nationally
    - 4 regions and 35 detachments met target
  - December 13<sup>th</sup> 45% Target Date- Actual 47.950% Nationally
    - 4 regions and 41 detachments met target
  - January 18<sup>th</sup> 60% Target Date- We are on target to make the goal.
- Feedback By Region from NVC and RMC on their detachments/region
  - **East** Seeing a discrepancy between what detachments are reporting and what national is showing. They are expecting to make the 60% target and are reaching out to PNCs in

the region for assistance with detachments that are struggling. They will continue to be pushing renewals as members who have not renewed are now delinquent.

- **South** Using challenges to motivate membership within the region as well as with other regions.
- **Central** 6 of the 8 detachments have already reached the 60% target and are expecting all 8 to make the target.
- **Midwest** Currently as a region they are in 1<sup>st</sup> place but they understand that we are all on the same team. They are continuing to push the membership tools and have received good feedback about the tools that have already been published.
- **West** Leadership has followed up with all detachments and membership is coming on strong. They will be discussing membership at the upcoming Western Region Rendezvous.

### 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**

How are we going to reach these goals? By creating membership tools.

- January Membership Tool- Education by Joe Roberts
- February Membership Tool- Membership Drive by Mark Nave
- Upcoming Membership Tools
  - Thank You Letter to Members- NVC Navarrete
  - New Member Welcome Letter- NVC Ramirez
- Danny Smith has created a couple of Membership Videos that can be found on the National Facebook page
- Email to all National Officers and Committeemen, as well as, Detachment NEC, Alt NEC, Commanders, and Adjutants with all membership tools.
- Discussion on creating a Recruiters Guide
  - Seth to email scanned copy of American Legion Recruiters Guide to get feedback from committee on content for creating a guide for the Sons
  - MrTansel recommends bring concept to IA Commission as a next step
  - We will discuss thoughts on our next call

### SAL Individual Recruitment Award (IRA)

We need to do a better job of promoting the IRA. The first IRA Honor Roll will be published with the next target date memo. The IRA should be promoted with every email and regional call.

### Old Business

### New Business

- **“I spy Americanism”**. Joe Roberts said the idea is to look for examples of Americanism in your neighborhood, whether they are flying an American flag or they have a military plate on their car, and knock on their door and use it as an opportunity to tell them about who we are. Joe will report back how it works and what their experience was as a squadron.

#### Other Business for the Good of the Sons

- Next renewal postcard mailing January 20<sup>th</sup>
- Next National Membership Call will be February 20<sup>th</sup> at 7pm CST