

Good afternoon,

Well we fell a little bit short of our second target date goal with 19.62% however we did manage to stay more than 1,879 members ahead of where we were this same time last year! Congratulations to the Southern Region and the 21 detachments that met or exceeded the target!

Our next target is 35% on November 14th. One item to note, shortly after Fall NEC the first Renewal Postcard mailing is scheduled to be sent out from National, on November 1st. As you may or may not know that postcard is generic and does not have your squadron's contact information on it. I would encourage you to reach out to those members and let them know what your dues are and whom they can send them in to. We have created a customizable renewal letter that i have included here for your use.

[Squadron Renewal Letter Template](#)

Serving Those Who Served... Full Steam Ahead

The membership goals for the year.

- Recruit, Retain, and Reinstate to reach 400,000 members
- Bring Renewal Rate Above the 95% Range
- Obtain a 105% in membership by National Convention in Louisville
- Recognize our achievements

As we have seen, we do amazing in recruiting and we need to focus on renewals, they will be the key to our success. Let's make sure that we are not mailing thousands of renewal cards in 2020. Several detachments have very aggressive goals set and we look to have another record year!

Congratulations on your continued efforts and Thank You for all you do for the Sons!