



Well we fell a little bit short of our third target date goal with 31.24% however we did manage to stay more than 6,141 members ahead of where we were this same time last year! Congratulations to the Southern and Midwest Region and the 25 detachments that met or exceeded the target!

Our next target is 45% on December 11th. One item to note, the first Renewal Postcard mailing was sent out from National, on November 1st. The next scheduled mailing is set for January 8, 2020. I would encourage you to reach out to those members and let them know why they should renew in our great organization. Don't forget to "Tell Your Story...."

[Squadron Renewal Letter Template](#)

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## **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. Currently we are at 24.61% and continue to see the numbers rise. With November being our main renewal month let's make sure that we are not mailing thousands of renewal cards in 2020.

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

[35% Target Date Memo](#)

[35% Membership Report](#)