

Comrades,

The Southeast region is still in **FIRST PLACE** in the membership race. (No surprise there)

As a Region, we have already made the November 15th target goal of 35% thanks to Louisiana, Georgia, Puerto Rico, North Carolina, Alabama, Mississippi and I am going to throw Florida in there as well, since they are our largest detachment and currently have over 7,900 members for 2024.

Texas, South Carolina, Tennessee, Virginia and Arkansas are all above 30% and should have no problem making the 35% goal.

WE...have a target on our backs!! Every other region is striving to take that #1 spot away from us, so please remember the keys to success:

1. **RENEWALS**-get them in early and often
2. **Reinstate**-don't forget about those members who may be 2 or 3 years removed from paying dues...they joined for a reason, let's help remind them why
3. **BUDDY CHECKS**-check in on your fellow Sons, see how they are doing...it makes that dues reminder email or phone call a lot easier when you have already reached out to them on a personal level
4. **Post/community activities**-Remember that November is National Renewal Month to coincide with Veteran's Day...use your Post or community's activities to promote the SAL and reconnect with past members
5. **Recruiting**-the same holds true, Post and community events can be huge recruiting opportunities-get rewarded for your efforts by applying for an Individual Recruitment Award by signing up 5 new SAL members, shoot for the Blue Brigade jacket by enrolling 30 new members, but why stop there, reach for the stars and go for **RECRUITER OF THE YEAR!!**

As always, if you have any questions, comments or concerns; or if you need help with a membership related issue, please do not hesitate to reach out!!

MEMBERSHIP IS EVERYONE'S RESPONSIBILITY

RECRUIT-RENEW-REINSTATE

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