

Gentlemen,

Is it easier to coach a winning team? Most would say “yes”, simply tell those involved to keep doing what they are doing because it is working. That may seem to be the case, but how does a winning team continue to get better? This is the subject of today’s email. Please refer to the first page of the membership report and notice that the Detachments in our region have been highlighted. The reason is, when most people look at the report, they focus on a few things; what is my Detachment’s overall percentage, what is its total membership and where do we stand nationally. Often overlooked is the renewal percentage, which is THEE number one area that will ultimately determine success. We have roughly six weeks until any previous member that does not renew is considered delinquent and about ten weeks until they are considered suspended. Four months have gone by since members could renew and we are quickly running out of time for them to do so without any negative impact. Focus on our current membership, make those phone calls and personal visits, send those emails and texts!! That, my brothers, is how we get better.

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