

HUBMASTER REPORT MARCH 2017

Purpose

The Hubmaster Report is published monthly to promote membership retention and member involvement through effective communication.

myLegion Training Presentation

National Headquarters has available a myLegion Power Point presentation to assist with training posts. The presentation can be modified to fit the needs of the audience. To download a copy of the presentation go to www.members.legion.org/legion/mylegion.zip If you have questions regarding this presentation or myLegion training please contact Libby Vickers, Product Support Specialist, at lvickers@legion.org

Calling Ham Radio Operators

The American Legion Amateur Radio Club (TALARC) has established an amateur radio station at National Headquarters with the call sign K9TAL. In 2005 the Legion signed an agreement with the Department of Homeland Security to support emergency preparedness. Amateur-radio support was an integral entity.

Membership Update

Membership cards are valid from the time of issue until December 31 of the calendar year printed on the card. After December 31st the member is considered delinquent. *The final renewal notice will be mailed April 27, 2017*

Membership Standings on March 1, vs. March 1st 90% Target

	1 st Division	2 nd Division	3 rd Division	4 th Division	Total
Goal	15,793	16,959	21,908	10,315	64,975
Current	12,042	12,960	17,212	7,908	50,122
Percent	76%	76%	79%	77%	77%

Next Membership Target is 95% on April 5, 2017

Is Your Post Included on the 100th Anniversary Website?

Ronnie Pietzsch, Chairman 100th Anniversary Committee, reports that only 51 of our 474 (10.8%) Posts in the State have recorded their history on the 100th Anniversary Celebration Website – centennial.legion.org. The American Legion Centennial Celebration is not only about honoring the past 100 years of our history, but also preparing to continue our legacy of service. All Posts are encouraged to join the celebration by submitting your rich history on the website.

March Reminders & Looking Forward

March 15 – 98th Anniversary of The American Legion. It was on this date in 1919 when the first American Legion caucus was convened in Paris, coordinated by member of the American Expeditionary Force. They were concerned about their lives after discharge, the welfare of their comrades and the general condition of our nation. Such concerns gave rise to a value system, and the

organization. This is a time for us to celebrate and spread the word of our noted service to the community, state and nation.

March 15 - Cut-off date for 2018 pre-printed membership cards

March 29 – Welcome Home Vietnam Veterans Day! In 2011 the U.S. Senate unanimously passed a resolution by Senator Richard Burr (R-NC) to provide these veterans with a chance at a proper welcome home. This date recognizes the final withdrawal date of all-combat and support troops from Vietnam.

April 5 – 95% Membership Target Date

Qualifications For Post Awards

The following statement is found on Page 52 of the Post Administrative Manual – 2016-2017 Edition: Posts which have not submitted to Department Headquarters a **Post Certification Form** by July 1st of each year, a **Consolidated Post Report** by June 1st of each year and do not have an up to date **Post Constitution & By-Laws** by June 1st each year will not be eligible for any Post Awards. A Post Constitution & By-Laws is considered to be updated if it's dated after July 31, 2010.

Are You Promoting Your Post Effectively?

Everyone agrees that *one* of the key elements to Post growth is effective Public Relations. Help is available from National in three ways.

1. National sends out press releases throughout the year. These releases often quote the national commander about a topic of high importance to the Legion and the veteran community in general. It is easy for the Public Relations leaders at post level to localize these messages and send to the local media.
2. Handymen are known for the old adage, "Be sure you use the right tool for the right job." The Public Relations Toolkit and resource annexes are a complete kit of easy to use media products that can be tailored to promote your American Legion post, unit or squadron activities during the course of the year. From writing a news release to planning a major community event, the Public Relations Toolkit will help you get the job done. The interactive PDF can be found here > <https://www.legion.org/prtoolkit>.
3. National Headquarters is offering new branding materials for posts to use in local media to promote The American Legion brand. A variety of print, web and video content are available for download and more will be added in coming months at this link www.legion.org/nalpa/resources.

Quote of the month - "If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

John Quincy Adams – 6th US President