

# **Post Membership Growth**

## *A Step by Step Guide to Successful Membership Growth*

- 1. Post Commander must “get out in front” of the membership and lead them to achieving goals by clearly expressing positive expectations**
  
- 2. 1<sup>st</sup> Vice must have a “can do” attitude and committed to growth**
  - a. Develop a Membership Committee
  - b. Have a written plan – it is your road map to success
  - c. Assign responsibilities...divide up the work
    - i. Who, How, What, When & Where
    - ii. Written plan elements
      1. Retain – close the back door
      2. Renew – start fast & set aggressive deadlines
      3. Recruit – DMS Roster, Expired members, Membership Drives, Recruiting events
  - d. Assign a sponsor to new members
  - e. Work the plan – review & adjust as necessary
  - f. Keep it fun, exciting & motivational – build on the positives
  
- 3. Support Legion Programs – Boys State, Oratorical, Boy Scouts**
  
- 4. “Spread the word” – Communicate!**
  - a. Insure membership knows what you are doing and the benefit
  - b. Insure the media knows what you are doing and why
  - c. Insure the community know what you are doing and the benefit
  
- 5. Educate the membership...”2-minute drills”**
  - a. Who is the American Legion?
  - b. Why should I belong?