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. 1st 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?