Membership Drives

A Step by Step Guide to Successful and Effective Membership Drives

1. Insure that all members participating in the Membership Drive has been fully educated and comfortable with presentations. A good way to accomplish this is with inter-active training using the 2-Minute Drills.
   a. Who is The American Legion?
   b. Why you should belong?

2. Plan for an outstanding Visual Presentation…you don’t get a 2nd chance at a good 1st impression. Items to prepare:
   a. dress to impress
   b. table cover
   c. flag set
   d. roll-up billboards
   e. Keep chairs to an absolute minimum and keep food and drink out of the booth.

3. Greet visitors with a smile, introduce yourself, what you are doing and shake their hand…remember their name!

4. Qualify them for membership…if they are qualified:
   a. Focus your presentation on the 4 Pillars from a local perspective
   b. Keep it brief and simple, you only have a few minutes
   c. Ask sincere probing questions
   d. Show an interest in them…the Platinum Rule

5. If you don’t sense a closing opportunity…ask them!...ABC – Always Be Closing

6. Prepare to follow up by capturing their contact information
   a. Name
   b. Home address
   c. Phone number
   d. Email address.

7. Follow up, discuss benefits and show a sincere interest in them.