

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.