

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 and successfully implementing membership growth. First step is to clearly expressing positive expectations.
2. 1st Vice Commander must have a can do attitude and be committed to growth. His first action is to develop a Membership Committee of dedicated volunteers. Assign specific responsibilities...divide up the work.
3. Write your plan – it is your road map to success – written plan elements are: who, how, what, where and when
 - a. Retain – close the back door
 - b. Renew – start fast & set aggressive deadlines
 - c. Recruit – DMS Roster, Expired members, Membership Drives, Recruiting events
4. Assign a sponsor to new members
 - a. Work the plan – review & adjust as necessary. Keep it fun, exciting & motivational – build on the positives
5. Support Legion Programs – Boys State, Oratorical, Boy Scouts
6. “Spread the word” – Public Relations...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
7. Educate yourself, committee members and the post membership...”2-minute drills”
 - a. Who is the American Legion?
 - i. The Nations largest and most influential network of U.S. wartime veterans. It was chartered by Congress in 1919 as a non-profit.
 - b. Why should I belong?
 - i. To help active duty, veterans and their families, educate our communities children, keep our community safe and lend a helping hand to those in need. We “continue to serve”
8. 1st Vice to report at each Post meeting on progress with supporting statements from Post Commander.