

Successful Post Revitalization Program

by Walter Geraghty, Post No. 336 – 2012

O.C.S. Opportunity Challenge = Success “Blueprint for success”
Think outside the box Outside “The building.”

We are the architects of the future of The American Legion. You need a willingness to work. It will take plenty of time and effort. Also your American Legion Post will have a very positive impact on your community. Our goal is 3,326,657 members by 2019. We can accept the challenge and opportunity through revitalization. “Have a vision, a dream and membership goal for the future.

- 1.) Build relationships within your community with city officials, American Legion District & State Officials and news media. You must have a positive attitude.
- 2.) Establish an identity for your post. Be sure to certify your Post Legion Officers early to be recognized. Use the Post Consolidated Report to identify programs of the American Legion.
- 3.) Try to form a Color Guard Unit, Legion Riders group, Ladies Auxiliary and a Sons of the Legion squadron.
- 4.) Buy a large banner (3’ x 15’) for parades, also the 18”, 24” American Legion discs and post them at your city limits. Participate in parades, festivals, celebrations, city council meetings, PTA meetings, and call press conferences.
- 5.) Get a credit card machine for memberships and renewals. Sell American Legion caps and name tags to all members. Try to make your goal early before Dec. 20, of each year. Have 3 or 4 initiations per year and give out certificates of initiations.
- 6.) Start a flag education program at elementary schools.
- 7.) Attend Veterans Day Programs at elementary schools.
- 8.) Establish a fundraising committee and sell Christmas wreaths, popcorn, and candy.
- 9.) Share your revitalization success with your members and community.

- 10.) At general meetings have all current members shake hands with all new members and visitors.
- 11.) All members should have applications with them and at meetings. Award \$1.00 to each member if they have an application.
- 12.) Submit memberships about every 4 or 5 days.
- 13.) Send out monthly post cards or Email post cards to announce meetings and events.
- 14.) Establish an active WEB Site. Contact previous not renewed members. Contact Post No. 345 members.
- 15.) Set up membership booths at area businesses.
- 16.) Offer a free prepaid 2014 membership at the Sept., Oct., and Nov. meetings, open to early bird members only.
- 17.) In May offer current year membership at a reduced rate if they pay next years dues at the same time.
- 18.) Encourage members to become a Paid Up For Life member and take the American Legion Extension Institute Course.
- 19.) Enjoy yourself, have fun, and go to sporting events, casinos, community events with your new American Legion members.

Remember, successful Post revitalization is the only option, and you may be the person who signs up a future American Legion National Commander.