



Department Membership Chairman Don Swan

I wish to congratulate everyone that has assumed a new office this year from Post Officers to Department Officers. This year I want to help empower all of you turn around our membership losses over the past several years. I did say “our” problem because it is all of our responsibilities to be a part of the membership team.

Recently, I attended the membership workshop in Indianapolis. Commander Etezel and I had a meeting with incoming National Commander Denise Rohan. We had to propose how we in Iowa are planning to increase membership over the next year and for years into the future.

For the answer to that question we take an abbreviated look at “The Iowa Membership, Leadership and Image Growth Plan.”

Marketing/Public Relations – Encourage every Post to prepare a summary of accomplishments for distribution to the members and community. Encourage information flow to both members and non-members through social media and the internet.

Post Revitalization/Reinvigoration - Districts should take the lead with Department support a goal of at least one Post reinvigoration per District per year. The District should help the target Post recruit new members and/or leadership to reinvigorate the Posts that are stagnant and in need of redirection or refocus.

Membership Recruitment and Retention – The Department needs to develop methods of recognizing excellence in membership retention at the posts. Make sure membership materials are available at Guard Family Readiness offices. Headquarters post members (729) will be available for transfer to local posts. Membership Rallies shall be held at least every fall and spring to enhance membership transmittals from posts.

Training - At the Post level, MyLegion.Org training should be provided on a regular basis. Additional training should be also provided to focus on leadership and job expectations for District and Department Officers. District leadership schools will also be encouraged and supported on selected topics through instructors and materials.

To summarize what we reported to Commander Rohan, growth is our goal. We need to retain and grow our membership as a direct result of training at the Post, County and District level. We need to be vigilant with membership at posts by concentrating on face to face contact with members that haven’t renewed after the first mailing.

Department is planning on at least three revitalizations this year and we will be asking National for help with revitalizations on an as needed basis. While at revitalizations we will be allotting time for membership training to form District teams to take this training to the posts to help to energize them as well. We plan to apply our efforts to train and educate legionnaires on leadership development and membership growth. Plans are being developed to offer membership training at the fall and spring conferences and at District revitalizations. These will be conducted by the membership chairman and/or co-chairman. Emphasis will be on techniques to identify potential members. There is also a plan to wear branch specific apparel at recruiting opportunities to initiate conversations with potential members

As you can see we have a lot to do this year to show National that we have what it takes to grow Iowa again by focusing on techniques to enhance our chances to be successful. I challenge each of you to do your part to revitalize our Posts and reenergize the focus of our Posts to draw in new members and bring back members that have left us.

My team will do everything in our power to get you the tools you need to be successful in reaching your membership goals, remember to just ask if you need help.

For God and Country . . . Don Swan

Marcia’s Membership Memos

Here we are at the beginning of another membership year.

There are some items that I need to refresh all of you on that are processing membership.

First, we have provided you with a very informative tool and that is the Membership Processing Manual. If you will take the time to go through it you will find the answers to almost any membership question that you may have, but if it doesn’t, then I am just a phone call away so call and ask if you are not sure. It is easier to get the answer to do it correctly the first time and not have me calling you because it is incorrect.

Second, there are some of you that are still sending in the cards for online renews. Any cards for members that pay online need to be kept at the post and when we send you the information showing that a member has paid online you can connect the card to the sheet that we send you for your records.

DO NOT SEND CARDS TO DEPARTMENT FOR MEMBERS THAT HAVE PAID ONLINE!

Third, the new cards have changed and I know they are a pain because they don’t fit in an envelope as well as the old ones, but you can fold them on the perforation between the two parts of the card and they will fit fine or you can use larger envelopes. **Do not fold in the middle of the card portions.** You can now make address changes on the card itself and update other information like phone numbers, date of birth and email if there is one. If you make any changes be sure to mark the Update record changes as noted box. **If this box is not marked, the changes will not be done** as the scanner is set to detect changes by the box being marked.

I am working diligently to get the membership that has come in processed as soon as possible so if you don’t see the membership report reflecting the amount that you have submitted, be patient for a few days and watch for the next report. There is no need to call the office because each call just takes time away from getting it done.

Let’s have a great year and make the goals happen.

Post Membership Awards . . .

TARGET STARS

Three per Post. Sent to Post Adjutant when Post reaches target. Commander and Adjutant will also receive 100% pins.

POST GROWTH AWARD

Awarded to any Post that has had one or more members than the last year for 10 years or more. Figured 30 days prior to Department Convention.

ROAD-RUNNER PLAQUE

Awarded to Post that reaches 105% of target. Awarded at Spring Conference. (June 30)

POST HONOR RIBBON

Awarded to Post whose current year membership matches or exceeds their membership on June 30, by December 31. Awarded at Spring Conference.

ALL-TIME HIGH RIBBON

Awarded to Post that exceeds previous all time high membership, awarded at Spring Conference.

CERTIFICATE OF MERITORIOUS SERVICE

Awarded to Post that exceeds previous all time high membership by December 31. Awarded at Spring Conference.

5-YEAR ALL-TIME HIGH AWARD

Awarded to Post that has achieved five or more consecutive years of all time high membership. Figured 30 days prior to Department Convention. Awarded at Department Convention.

Join, renew your membership online!

Prospective members can sign up online. Visit www.legion.org/join and follow the easy prompts from there. This information will be processed by National Headquarters. Once processed, a membership card will be sent to the member, along with other new-member materials.

Once a member, you also can save time, effort and postage by renewing your membership online, and you may choose to take advantage of the Automatic Renewal Program now available nationwide.

Members can simply go to www.legion.org/renew and click “Renew Now” to safely and conveniently pay their dues. Once a member enters the information requested, he or she can set the account for automatic annual renewal, as well as select the option to receive e-mail renewal notices instead of notices through the mail.

If the membership is current, he or she may still choose to sign up for automatic annual renewal and/or to receive renewal notices by e-mail only. Automatic renewal can also be set up by calling the toll-free American Legion customer service line at (800) 433-3318.



2017-2018 Renewal Notice Schedules

CUT-OFF DATE

September 20, 2017
October 25, 2017
December 18, 2017
February 18, 2018
April 18, 2018

RENEWAL DATE

October 10, 2017
November 17, 2017
January 5, 2018
February 28, 2018
April 27, 2018

Renewal notices reflect the cut-off date on which dues must arrive at National. Transmittals must arrive at Department two (2) working days prior to the cut-off date. Having all your renewals transmitted by the cut-off date prevents members from receiving an unnecessary renewal notice.

2017-2018 Membership Incentives

Percentage	Date	Award
District 60%	October 1	\$ 100
District 80%	PDC Rally	\$ 150
District 90%	December 31	\$ 250
OR		
District 100%	December 31	\$1,500
District 100%	May 1	\$ 500

For a District to receive a higher award, it **MUST HAVE** achieved the previous Growth Goal or Growth Goals. If a District achieves all four Growth Goals, it will receive \$1,500 or \$1,750. A District is still eligible for the May incentive even if they missed any of the earlier Growth Goals.

District Membership Standings

Standing	District	2018 Growth Goal	Current Membership	Percentage
First	2nd	6,998	2,984	42.64%
Second	6th	5,391	2,063	38.27%
Third	3rd	5,831	2,190	37.56%
Fourth	1st	4,413	1,627	36.87%
Fifth	7th	3,898	1,340	34.38%
Sixth	9th	5,863	1,901	32.42%
Seventh	8th	5,350	1,405	32.30%
Eighth	5th	3,210	1,032	32.15%
Ninth	4th	4,507	1,276	28.31%
Headquarters		539	360	
Department Total		45,000	16,178	35.95%