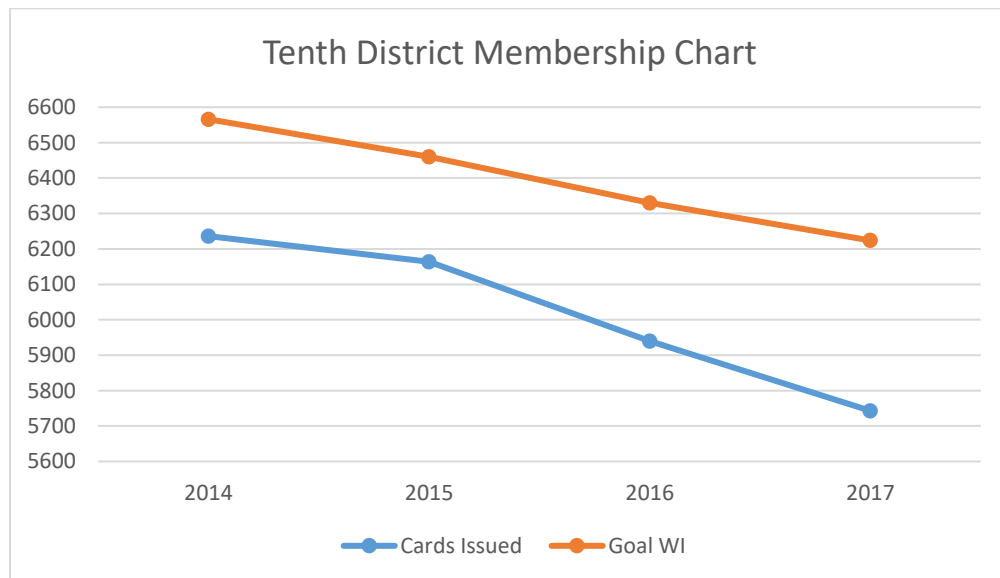


10th District Membership Strategic Plan

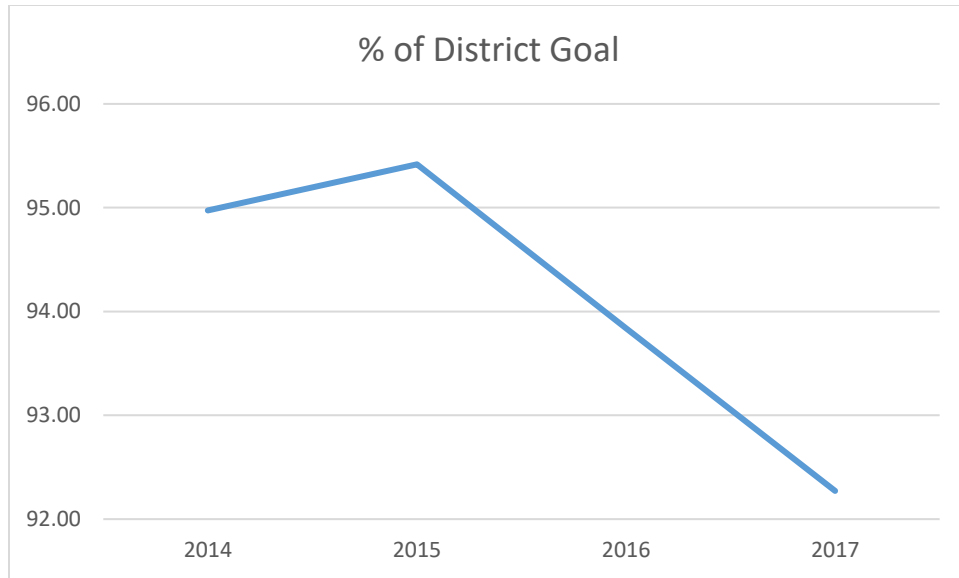
It seems we are always asked to increase our membership and no matter what programs we begin discussing, we always come back to membership.

The reason for this is obvious -- “membership is the lifeblood of The American Legion.” Without members, there would be no Legion programs. Without members, we would have no voice on Capitol Hill. Without members, there would be no accomplishment in assistance and support to veterans, their families, the community, state and nation.

District Membership Analysis: Since 2014 this district has decreased its membership by 7.91%. Within the District the number of 100% Posts is down by 35.71%. Also National and Department Membership goals have decreased by 8.56% adding to the problem of a steady decline. Decline goals do nothing to increase membership, it only results in declining membership. If the decline in membership continues at the current pace, membership will be cut in half by 2023.



10th District Membership Strategic Plan



How we change the declining trend?

This Strategic Membership Plan addresses these main areas to increase membership within the district, county and post levels: Resources, Training, Goals, Implementation and Validation.

Resources:

- Form a District Membership Committee
 - Chairperson: 1st Vice Commander
 - Minimum of 4, but no greater than 8 committee members.
 - Members will be appointed by the District Commander.
- Apply effective manpower to County and Post Membership Committees.
- Apply Boots to Ground Approach.
- Membership is the responsibility of each member at all levels.
- Effective Public Relations: See and be seen in the community

Training:

- Being prepared
 - Confidence builder for you and the person with whom you are talking. Be educated and prepared ahead of time.
- District Training web site links
- American Legion Extension Institute (ALEI) or American Legion Basic Course (ALBC)

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- Graduation from Wisconsin American Legion College (Basic, Intermediate and Advanced)
- Conduct Membership Training within the district.
- Membership Training by Computer Based Training DVD
- Include ALA, SAL and Legion Riders

Goals:

- Establish effective membership teams at every level within the 10th District.
 - Small post may team up with other post.
 - Complete within 3 months
- Membership Committee leaders and members, at all levels within the District, have a minimum ALEI/ALBC course graduate certificate
 - Complete task within 2 years.
- Establish Post, County and District Membership Goals at 10% greater than Department Goals.
 - Complete task within 3 months
- Post, County and District Membership Goals are met no later than December 31
- 100% of Posts and Counties have mylegion.org accounts within three months of implementation of this plan.
 - Posts that do not have the capability for internet access, County council may provide information to the post.
- 100% participation of ALA, SAL and Legion Riders, unit/squadrons, in recruiting efforts. Family approach!

Implementation:

- Post develop and implement a Membership Plan
- All Legion members are recruiters
 - Carry an application in your wallet or shirt pocket
- All levels in the District Get out in the public. Promote! Promote! Promote!
 - Include ALA, SAL and Legion Riders
- Look Sharp; Keep Calm; Stay Focused. You don't get a second chance at a good first impression
- Remember what the American Legion stands for; The Four Pillars/Legion Programs
- Document, Document, Document (Prospect List)
 - Who are they
 - New members
 - Expired
 - Holding Post

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- Where they live
- How to contact them (phone, text, Email, ect)
- Who Contacted them
- Submit your recruiters for membership incentives both at national, department and local levels, as needed
- Follow up on all leads. Boots on ground. Shake hands.
- Thank the veteran and their spouses, even if they do not join
- Post Adjutants, County Commanders create and use mylegion.org accounts
- Recognition of successful Membership Programs at the District level

Validation:

- Review effectiveness of membership plans at the post and county level
 - Post level review monthly and include in meeting minutes
 - County level review quarterly. Submit reports to District during Spring and Fall Conferences
 - District review assigned counties annually (June)
 - District 1st Vice Commander accomplish Membership analysis and brief findings during district conferences
- Review of Department Membership Reports at all levels monthly, as a minimum
 - Document during monthly meetings
- Post analysis conducted Semi-annually or more frequent if needed
 - Document during meetings
- Review documentation of membership incentive submissions
 - Document during meetings
- Increase of the number 100% membership at Post, Counties and District levels by 2019
- The byproduct of this plan should show up in the membership recruiting of ALA, SAL and Legion Riders.
 - Increase in membership in ALA, SAL and Legion Riders.
 - 100% membership is expected to be met or exceeded by 2019

This plan requires a documented initial review and a documented review annually by the District Membership Committee Chairperson and District Commander. District Commander may increase the frequency of the review process, if necessary. Unless otherwise stated, all quarterly reviews are required to be completed before end of these months: March, June, September and December. Semiannual reviews are required to be completed before the end of June and December.