



2017-18 Membership Incentives

Special Early Bird Drawing – Win \$500

Renew by November 11th and become eligible to win one of two \$500 cash prizes! All members renewed for 2018 (including PUFL's) by Veterans Day – November 11th will have a chance to win. Log on to www.wilegion.org and renew on-line! Simply have your Legion Membership ID number and a credit card handy.

Commander Laurel wants you to “Get One” and win \$1,000.

To grow at the local level, each post needs to rely on their members being active recruiters. For the individual Legionnaire, membership recruiting can lead to a big reward! Legion members can simply sign up a new member, or renew any former member who has not paid for 2 years (since 2015) and their name will be entered in a drawing to win \$1,000 at the 2018 Midwinter Conference at the Ho-Chunk Hotel, Casino and Convention Center in the Wisconsin Dells. There is no limit to the number of times an individual can qualify – recruiters get one chance for every new member they recruit. Department will also award them the traditional “I Got 1” pin. Recruiters can show their pride by earning an “I Got 1” pin. The pins are larger and more visible than ever before. Anyone who recruits a new member qualifies!

Individual Membership Awards

Legionnaires can earn other individual membership recruiting awards.

1 - The traditional “I Got 1” pins are available for everyone who recruits a new member this year.

3 – National Commander Award – Recruit 3 new members and receive the National Commander's incentive award to be determined

3/5 – “Clewell's Commandos” Department Commander Laurel Clewell's Special Award

Join “Clewell's Commandos”! This special incentive award is available to all Legionnaires who take part in the first step in growing our membership - Recruit and Retain Legion members. Everyone is called to sign up our non-renewed members and add new Legionnaires to the fold. Start by recruiting 3 new members and then renew 2 members from 2017 and receive a special pin.

Join The Badger Big 10 – Receive a \$50 Gift Card

Sign up ten (10) new members and join the **Badger Big 10**. Every Legionnaire that recruits 10 new members (not current since 2015) will become part of this exclusive group of Legionnaires and receive a \$50 gift card from American Legion Emblem Sales! Badger Big 10 recruiters will also receive a special edition pin to wear with pride.

The National American Legion is also encouraging recruitment with the Silver Brigade (25 new members) and Gold Brigade (50 new members) awards for Legionnaires who recruit 25 and 50

new members respectively. Silver Brigade recruiters will receive a \$100 Gift card for Emblem Sales. Gold Brigade recruiters will receive a \$250 Gift card for Emblem Sales.

Post & County Commanders - Win a custom American Legion uniform shirt!

Department Commander Laurel Clewell has developed powerful incentives for 100% Post Commanders and 100% County Commanders. All Post Commanders that reach 100% of their 2018 membership goal by Patriot's Day on Monday, September 11th will receive will receive a personalized American Legion uniform shirt embroidered with their name and post number.

County Commanders that reach 100% of their membership goal by Veteran's Day – Saturday, November 11th will also receive a personalized American Legion uniform shirt embroidered with their name and county.

SPECIAL POST INCENTIVE PROGRAM

The Department is introducing an aggressive strategy to create **Prospect Lists** at the post level.

Post throughout the state have done a credible job in retention efforts but continue to face challenges in recruiting new members to step into our ranks to replace those who pass away each year.

The goal is for each local post to build and maintain a list of veterans in their community who are eligible to join The American Legion. While many Legion members may not be comfortable in the role of a “recruiter” most everyone knows other veterans within their circle of acquaintances. Members are encouraged to supply the names and contact information of eligible veterans to their post adjutant who will build and maintain a **Prospect List**. The **Prospect List** will also be augmented by the names of Holding Post 2930 and Expired members in the local community. The **Prospect List** will be made available to those Legionnaires who excel at recruiting new members. Members that simply supply 3 names to their post adjutant will receive a **Prospector Pin**. Posts that maintain a Prospect List will be entered in a drawing to win \$500 at the 2018 Department convention. Posts must submit a copy of their prospect list by March 1, 2018 to be eligible to win. To qualify, **Prospects Lists** must conform to a Department approved format that includes columns to indicate “how” and “when” individual prospective members have been contacted and reflect the results the post has achieved (renewals/new members).

Commander Clewell also knows that there is strength in numbers and is focused on growth for 2018. Every post's first goal should be last year's total membership PLUS 1. Each post that achieves growth and becomes eligible for the National Post Excellence Award in 2018 will be recognized for their accomplishment in the official newspaper of the Department of Wisconsin, the *Badger Legionnaire*.

If you have any questions contact Chris Schmidt at chris@wilegion.org or call (608) 745-1090.