

DETACHMENT OF VT FALL CONFERENCE 10/15/2016 MEMBERSHIP  
MODULE

WE WILL LOOK AT MEMBERSHIP IN THREE ASPECTS:

1] WHO, 2] WHY, 3] HOW

1] RECRUIT - WHO WE ARE AS MEMBERS: DEFINITION - The state of belonging to or being a part of a group or an organization: The state of being a member

All the people or things that belong to or are part of an organization or a group

VERY IMPORTANT TO KNOW ABOUT WHAT WE BELONG TO  
IN OUR CASE THE GROUP IS THE AMERICAN LEGION FAMILY –  
WE ARE SONS OF THE AMERICAN LEGION, MALE DESCENDANTS  
OF VETERANS OF THE GREAT WARS  
WE ARE A PROGRAM OF THE AMERICAN LEGION

THERE IS A COMMON THREAD THAT HOLDS US TOGETHER  
WE HAVE MADE A CHOICE TO ASSOCIATE OURSELVES  
TOGETHER AND AGREED TO CERTAIN PRINCIPLES AS STATED IN  
OUR PREAMBLE

WE SHOULD ALWAYS BE PROUD TO BE PART OF THIS  
ORGANIZATION BECAUSE OF WHO WE REPRESENT  
WE ARE "PROUD POSSESSORS OF A PRICELESS HERITAGE"  
IF NOT FOR THE VETERANS WE WOULD NOT LIVE IN A FREE  
COUNTRY

REMEMBER THE PRICE SOMEONE PAID TO ALLOW US TO JOIN  
THIS GREAT ORGANIZATION

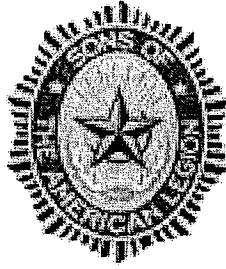
A MEMBER IS ALSO A PART OF A BODY – IF ONE MEMBER  
HURTS, THE WHOLE BODY HURTS – IF ONE MEMBER IS GOOD,  
THE WHOLE BODY BENEFITS

IT IS IMPORTANT TO KEEP THAT IN MIND – BE POSITIVE –  
REFUSE TO ALLOW NEGATIVITY TO TAKE OVER  
FAMILIES DON'T ALWAYS AGREE BUT THEY'RE STILL FAMILY

WE ARE MEMBERS OF THE LARGEST AND BEST VETERANS  
SUPPORT ORGANIZATION IN THIS COUNTRY  
I HAVE SOME COPIES OF A MINI LEGION COLLEGE THAT WAS  
HELD AT FALL CONFERENCE IN BARRE THREE YEARS AGO  
A GREAT SOURCE OF INFORMATION ABOUT OUR PARENT  
ORGANIZATION AND OURS AS WELL  
IF ANYONE WANTS A COPY PLEASE LET ME KNOW

WE ARE FIRST AND FOREMOST MEMBERS OF OUR OWN  
FAMILIES, AS WELL AS PEOPLE WHO HAVE JOBS AND ALSO  
VOLUNTEER WITH OTHER COMMUNITY GROUPS  
WE MUST REMEMBER THIS IS A VOLUNTEER ORGANIZATION  
WE ALWAYS WANT TO HAVE "FUN IN THE SONS"  
WE ARE "THE LIFEBLOOD" OF OUR ORGANIZATION – NOTHING  
HAPPENS WITHOUT US!

HOW WOULD YOU ANSWER IF SOMEONE ASKED YOU WHAT IS  
THE SONS OF THE AMERICAN LEGION ABOUT?



2] RENEW - WHY WE JOINED THE SONS OF THE AMERICAN LEGION:

WE ALL HAVE VARIOUS REASONS:

TO HONOR SOMEONE WHO SERVED OR COUNTRY IN THE ARMED  
FORCES DURING TIME OF CONFLICT

TO BE PART OF A GROUP THAT SERVES VETERANS AND THEIR  
COMMUNITY

TO FIND A GOOD WAY TO GIVE BACK WHERE YOU LIVE

A FAMILY MEMBER PAYS YOUR DUES

TO BE PART OF A SOCIAL ORGANIZATION AND GET INEXPENSIVE  
DRINKS

OFFICERS – GET TO KNOW YOUR MEMBERS, DISCUSS WHY THEY  
JOINED – LISTEN CLOSELY

DON'T QUESTION MOTIVES FOR JOINING - ENCOURAGE PARTICIPATION  
BASED ON ANSWERS

DEPENDING ON HOW YOU INTERACT, YOU MAY BE ABLE TO HELP  
SOMEONE WHO IS ONLY A "CHEAP DRINK" MEMBER TO GET  
INVOLVED, EVEN IF FOR ONLY ONE EVENT

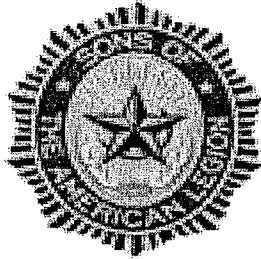
ALWAYS THANK THE MEMBERS FOR JOINING – THIS IS A VOLUNTEER  
ORGANIZATION

ASK YOURSELF WHY YOU JOINED – GOOD TO REVIEW REGULARLY

LISTEN TO PEOPLE AROUND YOU – WORK, SCHOOL, SPORTS, OR  
OTHER PLACES TO HEAR WHY THEY MAY BE ELIGIBLE OR  
INTERESTED IN JOINING

REMIND MEMBERS OF WHY THEY JOINED AND BENEFITS AVAILABLE  
TO THEM WHEN ASKING THEM TO RENEW THEIR MEMBERSHIP

WHAT WORKS OR DOESN'T WORK FOR YOU?



3] RETAIN - HOW WE MAKE IT ALL WORK:

COMMUNICATION, COMMUNICATION, COMMUNICATION!

NEWSLETTERS VERY IMPORTANT – HARD COPY AND EMAIL

SOCIAL MEDIA – FACEBOOK, WEBSITES, OTHER

PHONE LIST – SHARE AMONG OFFICERS TO SOLICIT HELP

PUT CONSOLIDATED REPORT TOTALS ON THE BULLETIN BOARD IN  
THE POST – SHOWS OUR ACCOMPLISHMENTS!

DON'T BE AFRAID TO BRAG A LITTLE – WE DO A LOT! ESTABLISH A  
PUBLIC RELATIONS PROGRAM

GIVE ASSIGNMENTS TO OFFICERS, MEMBERS – CONTACT “GROUP”  
THEY KNOW WELL TO RENEW

STRESS OCT. 20 NATIONAL RENEWAL DUE DATE, NOT DEC. 31!

USE EVENTS LIKE “EARLY BIRD” DINNERS

BE CREATIVE – ONE SQUADRON HOLDS A RAFFLE AND MEMBERS  
WHO WIN HAVE THEIR YEARLY DUES PAID

ASK MEMBERS FOR INPUT, NEW IDEAS, WHAT DO THEY LIKE TO DO –  
GOAL TO GET THEM INVOLVED

PAY YOUR OFFICERS DUES IF THEY HOLD OFFICE FOR A YEAR

DO SOMETHING SPECIAL FOR MEMBERS – A “THANK YOU” EVENT

FIND WAYS TO INCLUDE FAMILIES, JR MEMBERS

COMMANDERS ESPECIALLY – DELEGATE!