

POST MEMBERSHIP TEAM

This team is probably the most important key to the success of the department membership objective.

The Post Commander should identify the Post Membership Chair (normally the 1st Vice Commander) and appoint a membership team consisting of post members who served in various conflict eras. The number of team members should also be based on the post membership population. Smaller posts need a few team members; larger posts need more. The post commander may consider having the adjutant as a team member.

The team should focus their work on the following elements:

Retention: This should be the post's number 1 objective with membership. Every post in the Department must do its part in closing the back door. In essence do what the post can to keep current members engaged and on board. This process needs to begin on day one of the Department membership year. (July 1, 2025)

The post membership team should initiate the following:

- Obtain a current membership roster from the post adjutant.
- Have frequent membership team meetings.
- The team members should be provided with guidance/training on what to say to the members they contact. One example would be *"We appreciate your membership at your Post and through your participation we are able to meet our support to our local veterans and community, and we would like to continue having your support by renewing your membership today."*
- Divide the work. Each team member should be assigned the responsibility to contact and track the members assigned to them. Based on the size of the post membership, the roster should be broken down into manageable sections.
- Each team member should have written procedures on the renewal process to provide members desiring to renew.
- Members should be contacted by phone, text message or email. If this information is not available, a letter signed by the Post Commander should be sent to the members asking them to renew their importance to the post. Once contacted the member's updated contact information should be provided to the post adjutant.

- This process also will work with members who have let their membership expire. When contacting these members explain to them that their membership in the post is still important and encourage them to rejoin.

- The membership Team Chair should make sure the post membership knows what is happening by providing frequent reports to the membership on the status of the membership teams efforts.

Recruitment: Post Commanders should make membership growth a priority at each business meeting, stressing the importance of membership and that membership is every member's responsibility.

The Post must sell itself to potential members. How does that occur?:

-Be active in the Community. Do they know what you are doing and why? Be Visible!

- Advertise Post events in the local newspaper,

- Utilize social media,

- Establish a website or Facebook/Instagram page.

- Join the local Veteran's Owned Business Group

- Join the Chamber of Commerce

- Attend City/County meetings

- Conduct membership drives at local stores, or other venues. Make it a family event by including the Auxiliary, Sons, and Riders.

- participate in local community events, parades etc.

- Visit local colleges that have a Student Veteran Association

-Be involved in Legion programs: Here are some examples:

- Boys State

- Oratorical

- Junior Shooting

- School Awards

- High School JROTC

- Available resources and tools the Post Team should utilize

- Headquarters 345 listing

- Mylegion

- Expired Membership Lists

- Publish a Post newsletter and put it on Post web site

- Email or call potential members

- Think outside the box

Rewards: It is important for members to be recognized for their outstanding work with membership. Post Commanders should present membership awards at post general membership meetings to show thanks and to build excitement and success of the membership program.

Post Commanders should stress the following awards that can be earned by post members:

- National and Department Membership awards

- Texas Lone Star Recruiter hat pin

Along with these awards it is recommended that Posts recognize members at an annual event for their continuous years of service. Other members who have helped the post's membership growth should be presented with certificates of appreciation for their work on membership.