



THE AMERICAN LEGION

# Membership and Retention Programs



# THE AMERICAN LEGION



Michele Steinmetz

Member Engagement Coordinator

Internal Affairs & Membership

[msteinmetz@legion.org](mailto:msteinmetz@legion.org)/317-630-1379



## Post Membership and Retention

- What are the goals of the *Membership and Retention* Programs?
- What can we do to retain members or transfer members into our Posts?
- How do we attract new veterans and “revitalize” our Posts today?
- What are *your* roles as leaders?



# THE AMERICAN LEGION

Membership Development  
The Retention Process



## Goals for Membership and Retention

- Train leaders and members
- Explore new avenues for membership
- Pull Retention Data from MyLegion
- Increase New Post Charters
  - New “Temporary Charters”
  - In most cases, much better to “Revitalize”
  - Work with the ALA , SAL and ALR!!!



## What Can We Do to Retain Our Members ?

- Members and their life in the post
  - The “get acquainted” Stage
    - Friendly Greeting / Sponsorship
    - Basic Human Needs
  - The “Legionnaire Development Stage”
    - Program development for and with member
    - Activities, Programs, Recognition, Involvement!
    - Buddy Check



## What Can We Do to Retain Our Members?

- Renewal Phase
  - Engagement
  - Programs and Activity assignments
  - Sponsor member project
  - Mentoring! Mentoring! Mentoring!
- Renewal Ceremonies
  - An important affirmation
  - Need not be big affairs
  - Initiation Ceremonies



## What Can We Do to Retain Our Members?

- Legionnaire Development Phase
  - Don't forget our current and longtime members
  - Include them with planning
  - Encourage their attendance at meetings
  - Ask for their help
  - Find ways to help them as well!





# THE AMERICAN LEGION

Questions?





## How Do We Attract New Veterans and “Revitalize”?

- Preamble to TAL Constitution.
  - Constitution, Maintain Law & Order, Americanism, Community, Devotion to Mutual Helpfulness, etc.
- Tackle the membership issue “head-on.”
  - Use common sense and develop plans.
  - Take advantage of local media.
  - Look into joining local Chamber of Commerce
  - Establish “Membership Teams.”
  - Tie Post’s activities and programs to the community.



## How Do We Attract New Veterans and “Revitalize”?

- Establish new programs according to member’s interests and strengths
- Contact “centers of influence”
- Use national and departmental resources
  - MyLegion.org (lots of stuff there!!)
  - Mailing lists
  - Materials
  - Flag Drawings



## How Do We Attract New Veterans and “Revitalize”?

- Legwork!
  - Set up tables in community
  - Schools
  - Armed Forces Recruiting Stations
  - Large businesses
  - Post offices, fire departments, police stations
  - Reserve Centers /NG Armories/Active Duty Installations  
(Think *Reconnect/Operation Outreach!*)



## How Do We Attract New Veterans and “Revitalize”?

- ALL members of the post should be considered “membership team members”
  - Reward members who sign up new Legionnaires
  - Form membership teams and recognize their efforts!
- Involve Post Membership Chairman in developing new post/community activities



THE AMERICAN LEGION

Above All--just Ask!



# THE AMERICAN LEGION

Questions?





## The Leader's Role

- Who is on the team?
  - National staff.
  - Regions.
  - Departments staff and volunteers
  - Districts (and Areas, Counties, etc.).
  - Posts





## The Leader's Role

- Post Commander
- Post Adjutant
- Post Vice Commanders
- Membership Chairs
- Volunteers



## The Leader's Role

- District Commander
- District/County Vice Commanders
- Department Commander
- Department Vice Commanders
- Department Membership Chairs
- Department Adjutants



## The Leader's Role

- National Vice Commanders
- National Officers
- National Membership
- National Volunteers (M&PA Committee)
- National Adjutant
- National Commander



## The Legionnaire's Role

- Become involved.
- Learn about The American Legion.
- Learn about The American Legion Family.
- Learn about the programs.
- Participate in meetings.
- Run for office and encourage others.
- And on, and on!



## The Leader's Role

- Are you successful?
- Are your programs successful?
- Does the community know you are there?
- Do your members participate?
- Are your Renewals at or near 100 percent?
- *Legionnaires will stay involved with successful posts and programs!*



THE AMERICAN LEGION

# Membership Programs

***No Fancy Footwork or  
Gimmicks—just  
Effective Leadership!***



# THE AMERICAN LEGION

Questions?



This institution is an equal opportunity provider.