



American Legion Training Newsletter

National Headquarters Internal Affairs & Membership Division

Engage - Train - Empower

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Our renewed focus on membership



*Matthew Jabaut (ME)
National M&PA
Committee chairman*

My fellow Legionnaires! It is my privilege to serve you as the new National Membership & Post Activities Committee chairman.

I hope you all have a wonderful Veterans Day, spending it however you see fit. Whether that is by celebrating your military service, volunteering to help others, educating our communities about military service, or engaging current and potential members.

With our renewed focus on membership, we ask that you continue to engage veterans by making them aware of the value of being a Legionnaire. Continue to show them all the great work that we do at our posts and in our local communities.

Retention and engagement are key to membership success. There are many tools available on [legion.org](https://www.legion.org) to help you as a post, district or department leader be successful in meeting our goal of membership growth. One of those tools is our Buddy Check program. The holiday season can be difficult for many veterans, so it is important as their military brother or sister to let them know that they are not alone. As you conduct Buddy Checks, please reference our "Be the One" materials to help if a veteran you speak with is in crisis. We all need to Be the One to save the life of a veteran.

National Commander Vincent J. "Jim" Troiola is offering two incentives to encourage membership retention and growth. He will award his V.E.T.S (veterans, education, teamwork, sponsor) pin to any Legionnaire who reinstates five expired members for the 2023 membership year. And a "Be the One" membership incentive pin will be awarded for obtaining three new members who were not members in 2022. Learn more about these membership incentives and others at [legion.org/commander](https://www.legion.org/commander).

As we work toward our membership goals, I want us to remember why we are here. We are here to continue The American Legion's legacy of over 100 years of service to our communities, states and nation. They are all stronger and will continue to be through our service. Some of the important principles our organization believes in are not taught anywhere else. It is up to us to fulfill this commitment to continue to strengthen our nation through our programs and volunteer activities. We are Veterans Strengthening America, and we do that through the engagement and work of our members.

It's Buddy Check time!

Download the [Buddy Check Toolkit](#) to conduct a successful Buddy Check.

Remember to include your Buddy Check activities on the Consolidated Post Report that's available in MyLegion and share on [Legiontown](#).

Training your prospective replacements



*Michael D. Monserud (IA)
SAL Training &
Development chairman*

When we were in the military, one thing that seemed never to be in short supply was training. Some of it was good, while some the videos shared from 20 years prior probably did not have the desired effect that they once had. There is a generational shift every five years or so and if you are not adapting to the latest ideas and processes, you can't effectively train those that follow you.

Training must be adapted and changed to fit the needs of the next generation because they are the ones who will carry the programs forward. You need to be training and mentoring the person you want to replace you. If you don't and you continue to hold onto the position, interest will be lost and then you will have a situation where nobody is there to take over.

If you are training and mentoring, that person will have qualities instilled in them to be a great leader who will carry on the program's mission while

bringing new ideas and enthusiasm.

Why is training important? Albert Einstein stated that the definition of insanity is doing the same thing over and over again and expecting a different result. So why do we continue to do the same thing over and over and expect different results? When you are appointed to a position of leadership, you need to have an exit plan within three to five years and be training people around you to take over and take the program to the next level. That is how your success should be measured. It is how you trained the ones around you and how they are making the program successful.

Membership Impact Reports



The monthly Membership Impact Reports provide a summary of the various activities of American Legion members and programs that are making a difference in our communities, states and nation. These reports may be used to educate your members and potential members on how their participation helps our nation's veterans and their families.

[Membership Impact Reports | The American Legion](#)

About this newsletter

This periodic and Legionnaire-driven newsletter, produced by the Internal Affairs & Membership Division, is designed to address best practices, ideas and training that every Legionnaire needs to know to engage our membership through effective training now and into the future.

Highlighting new training ideas and resources becoming available, it will also feature essays from successful leaders and training ideas of posts, districts, departments and individuals throughout The American Legion.