



**THE AMERICAN LEGION
DEPARTMENT OF VIRGINIA, INC.**

1708 Commonwealth Avenue, Richmond, Virginia 23230
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Dear Post Commander and Post Adjutant:

You have the opportunity, as the Commander/Adjutant of your Post, to provide the leadership to achieve 100% of your membership goal. The key to that achievement is to retain your current members and reinstate former members.

Our great organization, The American Legion, will celebrate our 100th anniversary in 2019. We hope to achieve an all-time high in membership when we celebrate our centurion birthday. You can keep Virginia on that path by achieving your goal this year – and the key to membership growth is retention.

The achievement of the Department of Virginia is dependent on the achievement of every Post and every District. Everything our great organization accomplishes; begins at the Post level. I am requesting that you make personal contact with every legionnaire, current and former, in your Post that has not renewed for “2015”,

This may not be an easy task; and will require work, dedication and commitment, but I know you are capable of achieving the goals established for your Post.

The Department of Virginia is depending on you to organize your membership team, create and implement a plan to make personal contact and renew every Legionnaire.

The often used quote regarding recruitment is “Just Ask”. This is just as true when talking about retention. You do not know the reason a Legionnaire has not renewed until you make that personal contact and “Just Ask”. You then have the opportunity to re-enforce the values of membership and the great things we do through the four pillars on which our organization was founded and continue to support.

For God and Country

Gerald L. Rhoads
Department Commander
The American Legion
Department of Virginia