61st Annual National Membership Workshop
Sheraton Indianapolis City Centre Hotel

Indianapolis, Indiana
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Membership & Post Activities Committee
21st Century Strategic Plan

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Membership Engagement and Training Coordinator

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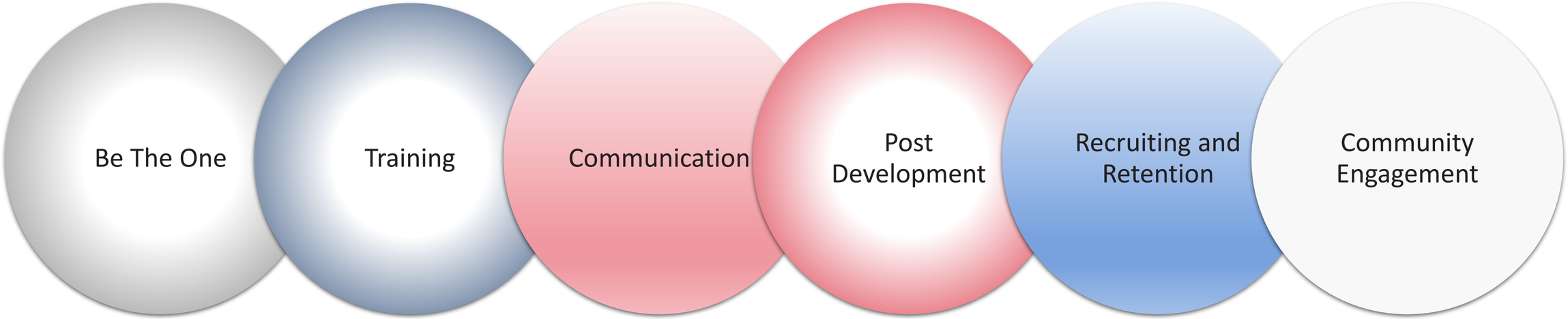
OBJECTIVE

Our mission is to increase membership and post development by fostering a culture of growth and community involvement, aiming for progressive membership growth over the next five years through strategic initiatives.



PRIORITY ONE

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PRIORITY TWO

TRAINING

To engage, educate, and empower future Legion members, we must train and mentor new generations. Without this investment, there will be no Legion family. Improving knowledge of The American Legion through educational tools and encouraging leadership development at all levels is crucial. This commitment ensures our future, as we cannot afford to neglect the growth and development of our organization.

- Modernize Training Methods
- Schedule Training Sessions
- Facilitate Mentorship
- Coordinated Approach
- Encourage Participation
- Ensure Training Consistency

PRIORITY THREE

COMMUNICATION

Disseminate accurate and essential information to all members and the public.

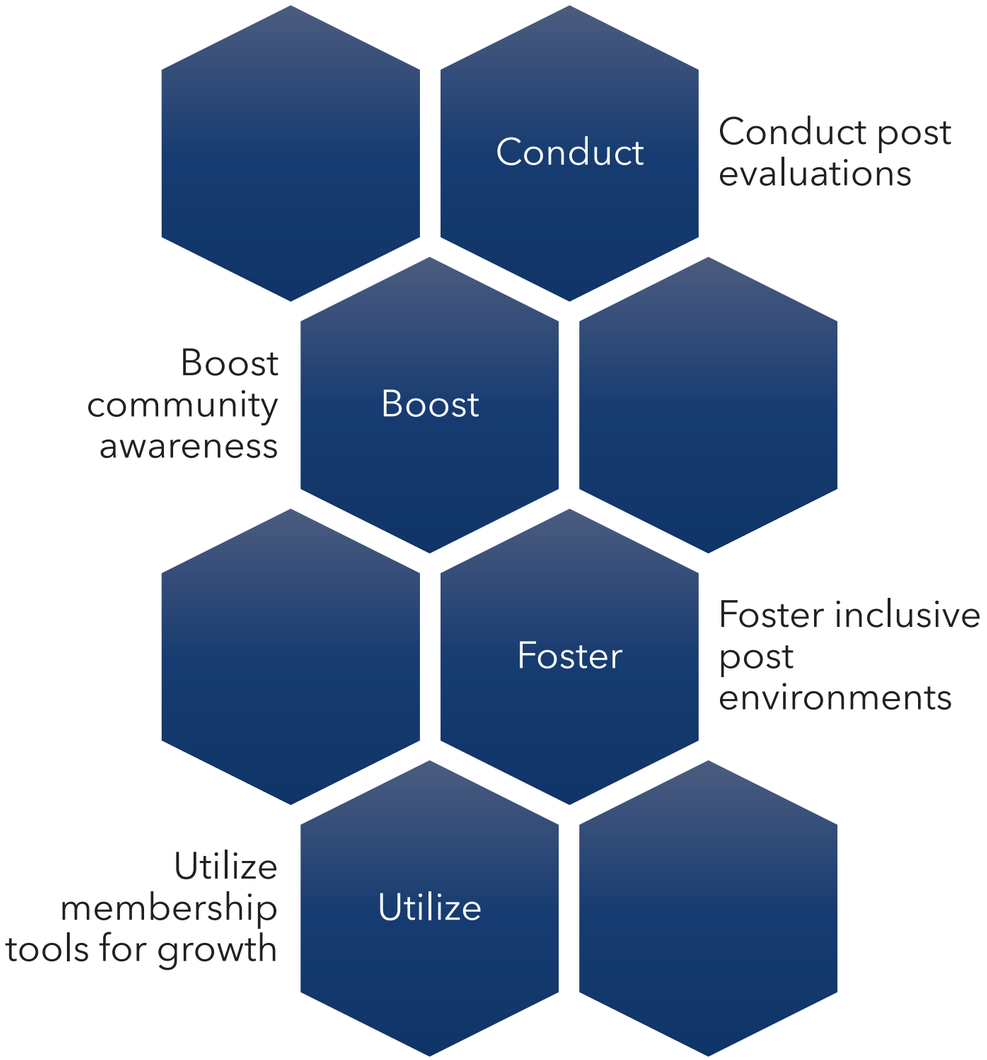
PRIORITY THREE

Outreach through social media

Media relations team development

Outreach through social media

PRIORITY FOUR



REVITALIZATION:

Enhance post development and revitalization efforts to foster growth within The American Legion, focusing on revitalizing existing posts, forming new ones, and improving community engagement.

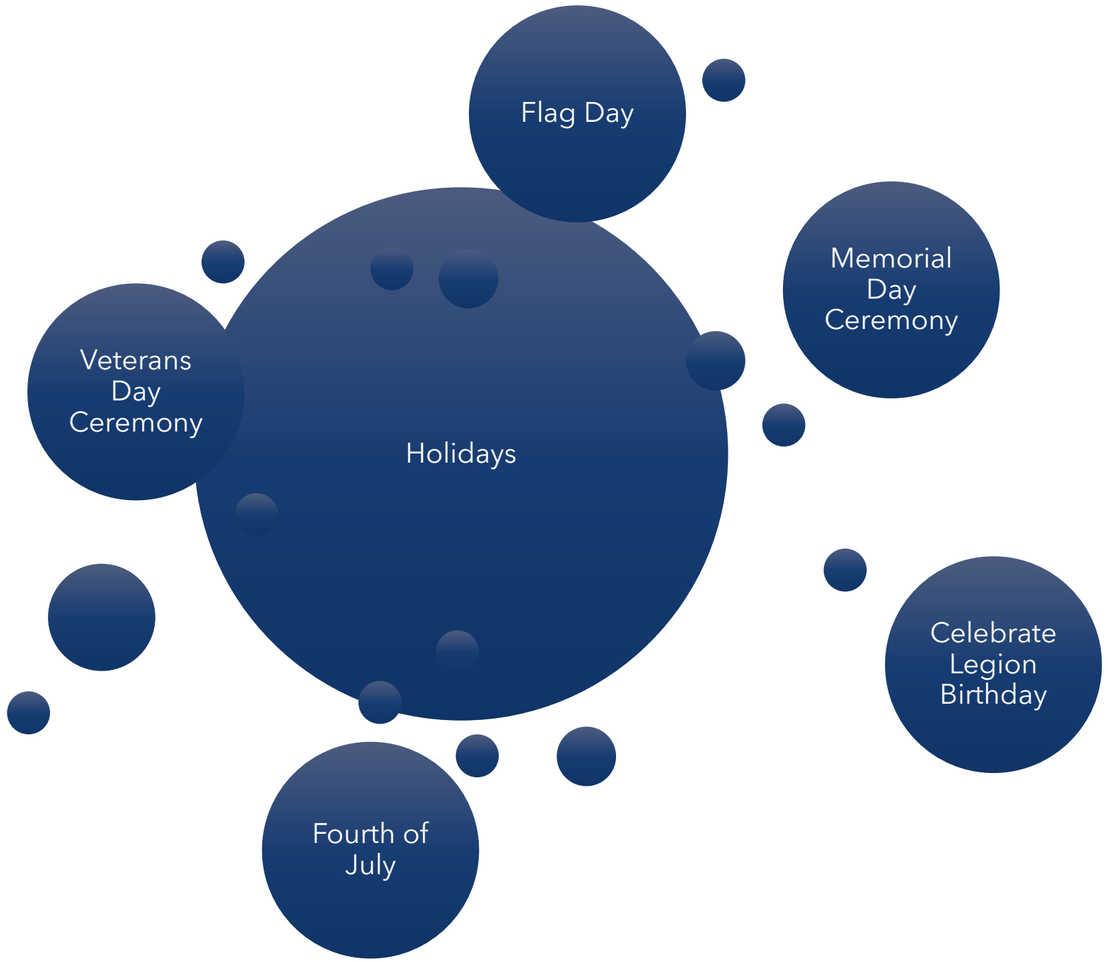
PRIORITY FIVE

- Establish membership teams
- Prioritize retention strategies
- Develop transfer strategies
- Emphasize traditional recruitment at post level
- Evaluate reward and incentive programs
- Foster relationships with military senior leaders and VA
- Enhance membership renewal process
- Invite veterans through VA claims process
- Promote support through Legion Family membership
- Encourage MyLegion account setup
- Utilize MyLegion at the Post level
- Promote multi-year membership
- Encourage PUFL

MEMBERSHIP RECRUITING AND RETENTION

Enhance membership recruiting and retention through a strategic approach aimed at establishing membership teams, prioritizing retention, and expanding traditional recruitment efforts.

PRIORITY SIX



COMMUNITY ENGAGEMENT
To inculcate a sense of individual obligation to the community, state, and nation.

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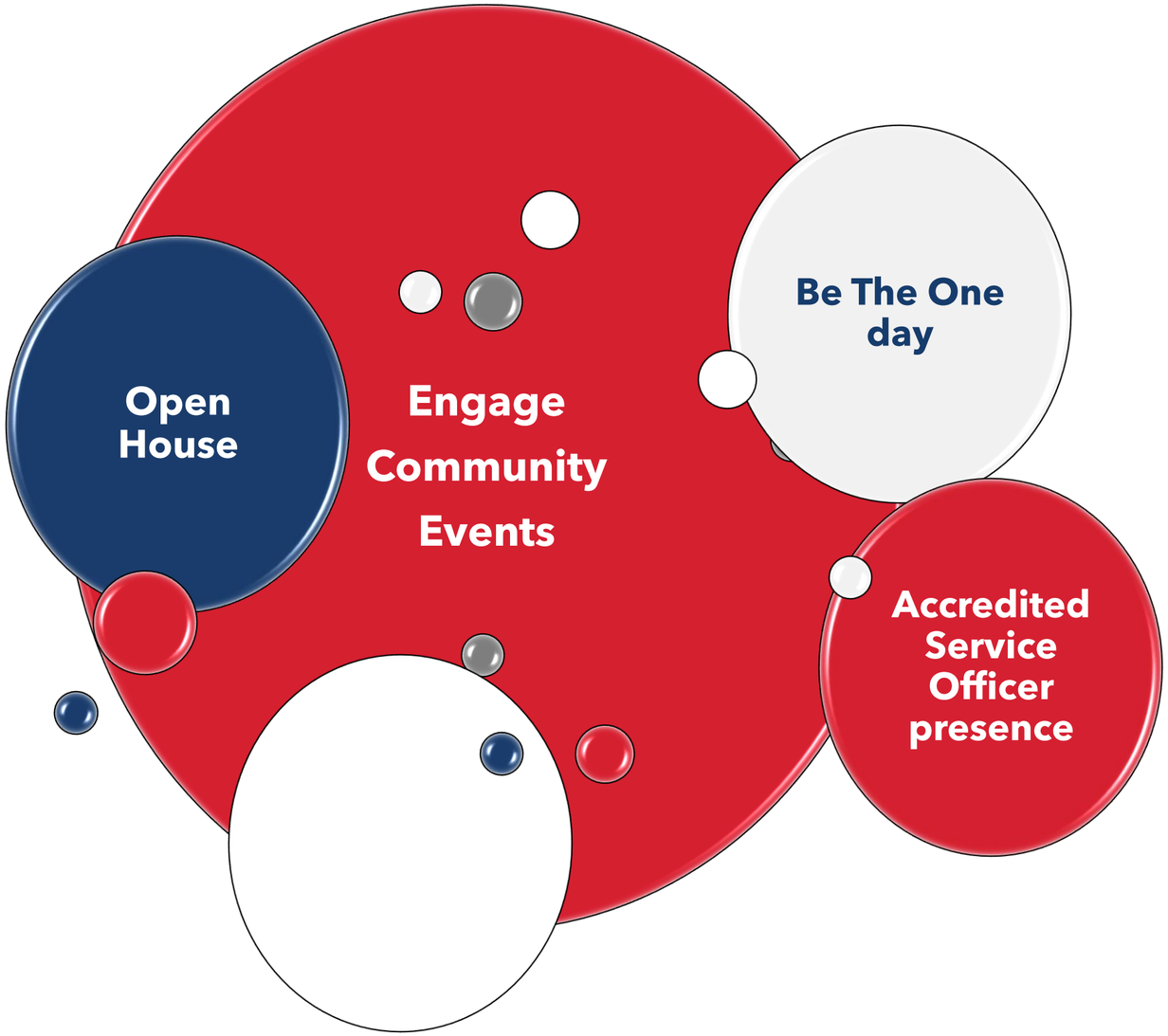

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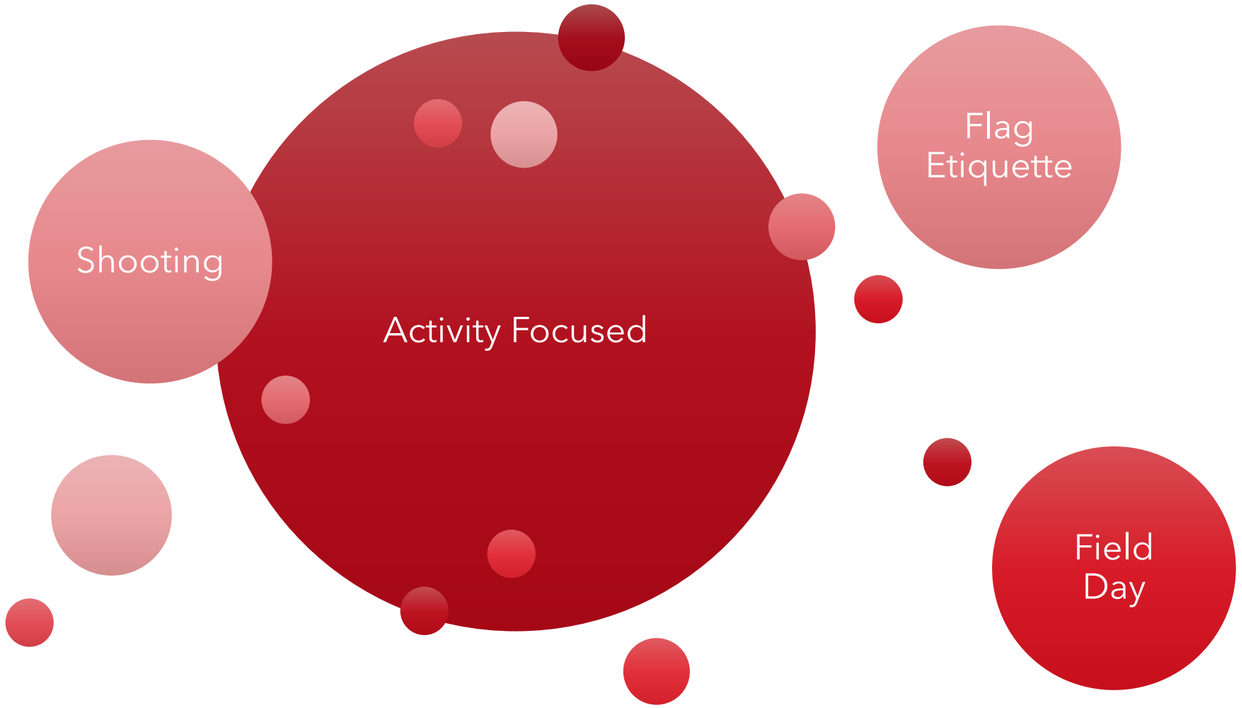

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QUESTIONS?