

2018 Membership Newsletter

October 2017

Let me give you the great information now. The Department already has 7 posts at 100% or better. District 6 seems to be off and running in the District level but District 8 is really close in their percentage. District 3 already has 3 posts of the seven 100% posts!

Now, you would think that I would address the others that aren't performing as well. Not really, because there are many posts working on their membership. I only say that keep up the good work as each renewal or new member counts.

Each District has those posts that do not seem to care about renewals or new members and those are the ones that need assistance from leadership. Department Commander Dave Meaney is really concerned, as he should be, about the National standing of the Department as compared to the other Departments. There are Departments with much more membership renewed than New Hampshire. The Posts within the Department need to do their part in assisting the NH Department from being near the bottom of the National Membership list.

At the recent Department Legion College course, Barrington Post 114 Commander Paul Silver gave a presentation on public relations (PR). You may ask yourself - How does this relate to membership?. In his presentation he spoke of the radio station that many potential new members are listening to. That station is **WIIFM** with many potential members asking - "What's In It For Me? **WIIFM**". This is the perfect opportunity for you to inform them of why they should belong and what we do. Don't "fire hose" them with all the great programs we have, but, let them know what programs and activities may interest them or their family members. We are a great organization with so much to offer. You, yourself, should learn as much about the Post and what they do for your community. Get a copy of the annual Consolidated Post Report (CPR) to refer to when speaking of what your post provides to your community, youth, and veterans. You're going to need someone to fill your shoes to keep the organization alive and providing those wonderful benefits. This is your opportunity to bring in that one or two renewals, new members or reconnected members.

Along with the knowledge that you have done your part are the awards and rewards for membership. There are many levels of awards for just letting qualified veterans know about The American Legion. You should be able to answer the question "Why should I belong?" with ease and confidence. The Department, with your help, can achieve this years' membership goal. It only takes a few moments with some follow-up to get your post membership above 100%. Please do your part.

Emil Ouellette, Membership Chair 2017-2018
emoilet@aol.com

Renew – Recruit - Reconnect