

The American Legion



OFFICE OF THE
NATIONAL COMMANDER

★ NATIONAL HEADQUARTERS ★ P.O. BOX 1055 ★ INDIANAPOLIS, INDIANA 46206 ★
(317) 630-1200 ★ FAX (317) 630-1223 ★

November 28, 2018

Dear Commander,

We have a great opportunity to capitalize on our 100th anniversary as an organization and make The American Legion stronger at all levels. When the membership goals were set for this year, it was based on growth by gaining one member for each post in the department. With a little bit of work by recruiting, renewing and engaging past and current members, these goals are very attainable.

Recently, we created several incentive awards for the department and posts. If your department achieves 100% of their membership goal by May 8, 2019, a check in the amount of \$2,500 will be presented during the Spring National Executive Committee meeting of The American Legion. We don't want to stop there. We want to encourage all of our posts, districts and counties to keep on working. The department will earn an additional \$5,000 for attaining 105% or greater of your membership goal by the delegate strength date. And you as department commander will be recognized onstage at the 101st American Legion National Convention in Indianapolis.

To help your department reach this goal, we created an incentive for the posts as well. Posts will receive \$5 for every expired 2014, 2015 or 2016 member that renews in a traditional post, either their former or another, for 2019. This incentive starts now and ends on May 8th and once it has ended, a check will be disbursed to your department and we are asking the departments to send the checks to each post individually. Additionally, we are communicating to the post officers regarding how they can obtain the expired information from myLegion.org and we are making this information available at the district and department level portals as well.

Now is the time for us to have focus in on membership through retention and recruiting. It is critical that as leaders we provide the encouragement and direction for the posts and districts to follow. I am asking you as the leader of your department to lead by example and help The American Legion meet its membership goals at all levels. Together we can accomplish this and strengthen membership during the organization's centennial year.

Again, thank you for everything that you do for The American Legion. Let's proudly "celebrate our legacy" as we work to reach 100% in membership during our 100th anniversary. Thank you for being a member of Team 100.

Sincerely,

Brett P. Reistad
National Commander

Copy to: National Officers
Department Adjutants

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December 3, 2018

Dear Commander,

Thank you for your commitment as a dedicated leader in your district. I truly appreciate everything you do for this great organization. Being a district commander is one of the most important positions in The American Legion. You are a vital link between the posts in your district and the department. With dedicated leaders such as yourself, we can truly make a difference together.

Recently, we created several incentive awards for the department and posts. If the department achieves 100% of their membership goal by May 8, 2019, they will receive \$2,500. If the department can attain 105% by the delegate strength date, they can earn an additional \$5,000. Posts will receive \$5 for every expired 2014, 2015 or 2016 member that renews at their post for 2019. After this incentive ends on May 8th, a check will be disbursed to your department and they will send it to each post individually.

As you can see, there are some great opportunities that can set The American Legion up for success in 2019 and moving forward into our second century.

Here's where you as a district commander come in to play. I am asking you to help us achieve our membership goal by continuing to provide great leadership to your posts. Encourage them to go after the 2014, 2015 and 2016 expired Legionnaires. We are communicating to the post officers regarding how they can obtain this information from myLegion.org. Additionally, we are making this information available at the district level portal of myLegion.org. Look for follow-up emails and postings to the myLegion.org bulletin board on how District Commanders can obtain this information online.

By working with the posts in your district to recruit these expired members, it will help the department reach its membership goal. This can increase your chances for winning the Race-to-the-Top award as a top district commander as well. If your district is at or above 100% by March 31st, you will qualify for a paid trip to the national convention as a distinguished guest in Indianapolis this year.

Again, thank you for everything that you do for The American Legion. Let's proudly "celebrate our legacy" as we work to reach 100% in membership during our 100th anniversary. Thank you for being a member of Team 100.

Sincerely,

Brett P. Reistad
National Commander

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December 6, 2018

Dear Commander,

Thank you for all of your hard work. I truly appreciate everything you do for this great organization. With dedicated leaders such as yourself, we can truly make a difference in our membership. Together we can accomplish our goal, but we must work together.

Let me tell you about a new incentive that starts now and ends with the 100% target date on May 8, 2019. Your post will receive five dollars for every expired 2014, 2015 or 2016 member that renews at your post for 2019. After this incentive ends on May 8th, a check will be disbursed to your department and they will send it to each post individually. As you can see, this is a great opportunity to earn some money for your programs while growing membership in your post and department. It is truly a win-win situation for your post and The American Legion.

The expired members can be found by signing into myLegion and choosing "Reports/Labels" on the left-menu.

1. Open (double-click) the "Post Reports" folder.
2. Open the "Revitalization" folder.
3. There you will find three reports where you can select expired members for letters, labels and rosters ("Unrenewed_Letters", "Unrenewed_Labels", "Unrenewed_Roster")

If your post does not have access to myLegion, go to www.mylegion.org and click on "Authorization Form" at the bottom of the page and complete the registration process. If you need assistance you can call 1.800.433.3318 or send an email to mylegion@legion.org.

Once you and your membership team have contacted expired members and are ready to renew them back into your post, there are a few things to keep in mind. To receive credit for renewing a 2014, 2015 or 2016 Legionnaire, they must renew in your post and you have to use their current membership ID number. The ID number will be on the expired listing downloaded through myLegion or provided by your department. If the expired Legionnaire was not a member of your post, please transfer them into your post and then process their dues payment. I encourage you to not only go after past post members, but also DMS and headquarters post members.

Again, thank you for everything that you do for The American Legion. Let's proudly "celebrate our legacy" as we work to reach 100% in membership during our 100th anniversary. Thank you for being a member of Team 100.

Sincerely,

Brett P. Reistad
National Commander

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