

**BE THE ONE**

 AMERICAN  
LEGION

# Recruitment & Retention Training 2023

# **OBJECTIVES:**

- 1) LEARN BASIC AMERICAN LEGION HISTORY
- 2) TOOLS TO USE FOR RECRUITING/RETAINING MEMBERS
- 3) HOW MEDIA CAN HELP GROW YOUR POST

**PLEASE SAVE ALL QUESTIONS FOR THE END OF THE SESSION – THANK YOU!**

---

# The Who, What When, & Where!

---

WHO: Every Legionnaire is a recruiter, young and old, new or long-time!

WHAT: Do **YOU** know what the Four Pillars are? Do **YOU** know what The American Legion does?

WHEN: Now and the Future!

WHERE: YOUR Post!

# A brief timeline of Legion history

---

1919: American Legion federally authorized to adopt a constitution and elect officers & First American Legion national convention.

1920: Auxiliary is formed by patriotic women at work across the nation.

1921: Birth of the Veterans Bureau Legion achieves consolidation of three federal agencies into one.

1925: Legion Baseball begins

1932: Sons of The American Legion is founded

1935: Boys State begins in Illinois

1938: The Oratorical Contest goes national

1954: Child Welfare Program – supports programs that help children in a large geographical area

1971: Creation of a senate committee on Veteran Affairs. Legionnaires fight for full-committee status.

1993: American Legion Riders is born

---

# Your Post Matters...

First Impressions are VERY important!

- Is the Post organized? Is it clean? Are the members proud to show it to the community?
- Does your Post work the Legion Programs? Are you active in the community?

If your Post disappears, will the community know you are gone? Will they miss your Post? Will it have an affect on the community?

# Have an Active Post!

---

Invite Post 200 members in your community! Showing them what kinds of activities, your post has may encourage them to transfer or renew in.

Host community events for veterans, their families and the community as a whole!

Run the Legion Programs:

- Oratorical
- Boys/Girls State
- State Police Youth Week
- Baseball
- Scholarships
- Legion School Awards

# Power of Community

---



## **The American Legion Family**

Each member should also have a general knowledge of Family activities throughout the year

Using monthly newsletters, emails, texts, Post website are all ways to get this information to members.

Remember, the events your Post hosts should include all family members, both Legion (if you have an Auxiliary, SAL or Riders) and the community.

# Retention is just as important as Recruitment!

---

- Connect with your members!
  - It is not just about dues! Your members are your neighbors and fellow Veterans.
  - The more connected they feel the more likely they are to renew membership.
- Keep members' names and addresses current and accurate it's the best sign of a caring organization.
- Keeping spouses and families active within the post helps ensure renewals!
- Buddy Checks!
  - HQ has seen posts where members have been deceased for years without notice.
  - Remember buddy checks are to see how the members are and how the American Legion and your post can best support them.



# Welcoming New Members

---

- Create a new member welcoming committee
  - When a new member joins ask someone who is already a member to call the new member.
  - Tell the new member what a good investment membership has been for them and congratulate the new member on making a great decision.
  - When a new member/potential member comes to a meeting, have another “experienced” member sit with them.
- Host a New Member Night
  - Talk more about the Legion and share about the expectations of the newer members.
- Offer volunteer opportunities for new members to get more involved.

---

# Any Questions?

Enthusiastic, well-trained and motivated Commanders, Membership committee members and post members making recruiting new members much easier and fun!

Most importantly:

**KEEP ALL YOUR MEMBERS INFORMED AND ENGAGED!**



# Media & Post Marketing

Public Relations

Media & Membership

Where to Begin?

Resources

# Public Relations = Community Relations

---

- “Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and the public.”
- Building a strong presence in the community is just as important as building a good image online.
- Using social media to promote your post and post activities can help bring in a new generation of veterans.
- Media is great way to connect beyond local Veterans, it offers the chance to connect with schools and other organizations.

# Key Steps To Be Successful Online

---

## ○ Visibility

- Where are you posting?
- Who are you connected to?
  - Local government officials, Local schools, Local organizations, etc.

## ○ Frequency

- How often are you posting?
- How often are you interacting with other people and pages

## ○ Advocacy

- What do you post on your page?

## First Steps...

- Create a Post Email! Simple set up on sites like Google or Yahoo.
- Use this email for MyLegion, post correspondence, and social media accounts.
- Create a Post Facebook using post email.
- Facebook is a user friendly and easy to follow platform used to communicate with members and the community.

# The Bulletin



- ❑ Department HQ puts out a monthly bulletin that includes post event information, department event information and more.
- ❑ Posts can replicate this with their own information and send out to members.
- ❑ Bulletins or Newsletters are a great way to keep members informed and engaged.

# Importance of Post Websites

---

- Websites are an easy way of sharing post information with both members and prospective members.
- Keeping your website up to date is important – this includes contact information, meeting times and locations as well as events!
- Make sure to include your website link on your Post Data Report so Department can put correct information on Department's website.



# Confusing and Cluttered Website

**The World's Worst Website Ever!**  
COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

Traffic Stats SELF SERVE  
THIS WEEK 999 9/10  
LAST WEEK 999 9/10  
DAILY RECORD 1.4058

>>>> You've found **The World's Worst Website Ever!**

TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable.  
[Click here](#) for an incomplete list of errors found on this site.

WATCH OUT! This site is under construction! =>

<-- send us email!

ЛИСТОВКИ WOLF ДРУКАРНЯ  
от 171 грн WOLF.UA ПЕЧАТАЙ ОНЛАЙН

MAIN MENU (and other bad links) "style"

NEW TO THE SITE ABOUT TWWWE VISIT KENTUCKY LAKE! SHOCKING PICTURES! AMAZING COLOURS SMOKY MOUNTAINS!

YAHOO NEWS WEATHER GOOGLE MAPS

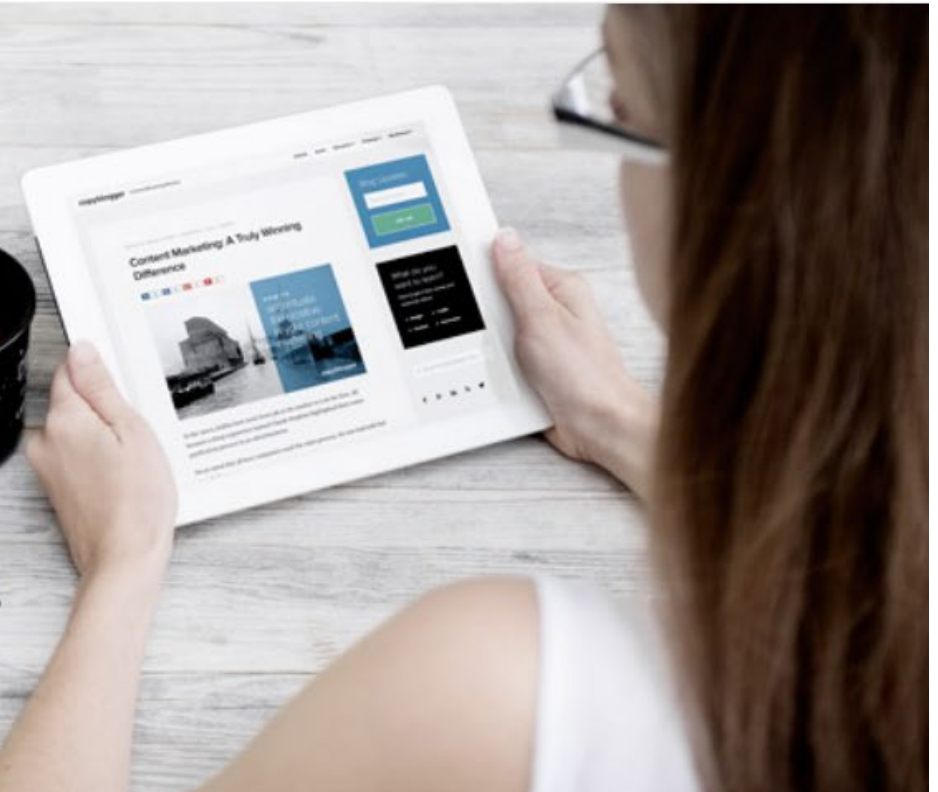
OHhh BOY!  
v 2.0  
of TWWWE coming SHORTLY!

# Better Website

**copyblogger** | Words That Work

[Blog](#) [Education](#) [Hire a Writer](#) [About](#) [My Account](#) ▼

**BUILD YOUR ONLINE AUTHORITY WITH**  
Powerfully Effective  
Content Marketing



Department HQ is Here to Help!

---

Contact Jessica at HQ at  
[admin@ctlegion.org](mailto:admin@ctlegion.org) or 860-436-9986

to schedule individualized training to  
develop or update websites, social  
media and more!