The American Legion
District/County/Metro
Area Revitalization
Procedures
Timeline/
Schedule of Events

• District Cmdr. or Vice works with Department to determine need. Department invites National Staff – dates are set for event 6-8 weeks out.

• Primary point of contact is District Commander or Vice

• Home Base location identified for 2 – 4 day event.
Timeline/
Schedule of Events

• Ensure availability of service officer during event.
• Department/District to ensure all posts in area made aware of event and volunteers from each post should participate and that they will allow phone transfers.
• National staff member request listings/data of Expired, DMS Expired, HQ Post and DMS-Admin info from Legion IT.
• National staff to prepare postcards to mail to all names prior to event.
Resolution No. 14: Affirmative Consent For Transfer
Origin: Internal Affairs Commission
Submitted by: Internal Affairs Commission
WHEREAS, The American Legion since 1919 has been an organization of volunteers tied together by four pillars of service; and
WHEREAS, The American Legion since 1919 is an organization where members are required to sign volunteer consent for membership; and
WHEREAS, The American Legion is a grass roots community based organization with a focus on veteran’s service on a voluntary basis; and
WHEREAS, The American Legion encourages individuals to become members of the post that they desire and that can best serve both that individual’s preference and the overall goals and objectives of The American Legion; and
WHEREAS, The current, long standing policy of The American Legion is that an individual member has the right of affirmative consent concerning his or her membership affiliation with their American Legion post; and
WHEREAS, The strength of The American Legion lies with its individual members and their dedication and devotion to their selected American Legion post; now, therefore, be it
RESOLVED, By the National Executive Committee of The American Legion in regular meetings assembled in Indianapolis, Indiana, on October 13-14, 2010, That before a membership transfer occurs there must be a Member Data Form 30-001 (attached) provided to National Headquarters, signed by a member or certified by a post commander or post adjutant, where member has given his or her oral permission to be transferred.
### Member Listings

#### Sample Listing

<table>
<thead>
<tr>
<th>ID#</th>
<th>LAST DEPT/POST</th>
<th>LAST PDRY</th>
<th>F NAME</th>
<th>M I</th>
<th>L NAME</th>
<th>ADDRESS</th>
<th>CITY</th>
<th>ST</th>
<th>ZIP</th>
<th>ZIP4</th>
<th>PHONER</th>
<th>BOS</th>
<th>WAR ERA</th>
<th>CTYR</th>
<th>UN</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>204185338</td>
<td>LA POST 0401</td>
<td>2014</td>
<td>Ernest</td>
<td>G</td>
<td>Chachere</td>
<td>938 Franklin Ave.</td>
<td>Gretna</td>
<td>LA</td>
<td>70053</td>
<td>224</td>
<td>504-362-9129</td>
<td>US Navy</td>
<td>WWII</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*203443271</td>
<td>LA POST 0401</td>
<td>2014</td>
<td>Joseph</td>
<td>F</td>
<td>Falcon</td>
<td>125 Willow Dr.</td>
<td>Gretna</td>
<td>LA</td>
<td>70053</td>
<td>504-324-4747</td>
<td>US Army</td>
<td>Vietnam</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*203420047</td>
<td>LA POST 0401</td>
<td>2014</td>
<td>John</td>
<td></td>
<td>Jones</td>
<td>32 Willow Dr.</td>
<td>Gretna</td>
<td>LA</td>
<td>70053</td>
<td>4859</td>
<td>504-361-0398</td>
<td>US Navy</td>
<td>Vietnam</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*101562856</td>
<td>LA POST 0401</td>
<td>2014</td>
<td>Wilfred</td>
<td></td>
<td>Wilson</td>
<td>419 Amelia St.</td>
<td>Gretna</td>
<td>LA</td>
<td>70053</td>
<td>5324</td>
<td></td>
<td>Unknown Branch of Svc</td>
<td>Korea</td>
<td>30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Postcard Mailed Prior to Event
COMMUNITY SERVICE TO VETERANS EVENT

- Art Semro Post 28
- 276 8th Avenue, NW
- Ephrata, WA 98823
- Service Officer available to answer VA claims questions:
  - June 2nd & 3rd, 10 am – 5 pm
  - June 4th, Noon – 5 pm
- Contact: Mike Montaney
  - 509-989-4417/mmontaney@gmail.com
Dear Wendell King,

Military veterans in and around Wewoka are invited next week for a special service session at American Legion Post 122, located at 209 N. Wewoka Avenue; Wewoka.

State Headquarters staff and local members from The American Legion will be in town to discuss veteran’s benefits and service to the community.

All wartime veterans in these areas are invited to American Legion Post 122 to learn more about The American Legion and veteran benefits. Membership and veteran information staff will be available on Thursday, May 26th through Friday, May 27th from 9am-5:00pm along with members of local American Legion Posts in the Fourth District to kick off this community and veteran service campaign.

A Veteran Service Officer will be on hand to assist any veteran with benefit questions, grant information, and VA registration.

Contact: Donald Kuntze at 405-823-8979 or sr.vice@coxinet.net
FOR IMMEDIATE RELEASE

American Legion Posts to Help Central Washington State Communities

INDIANAPOLIS (May 22, 2017) – Military veterans in and around this region are invited for a special service session at the Art Semro American Legion Post 28 located at 276 8th Avenue, NW, in Ephrata, WA 98823. National and state teams along with local post members from The American Legion will be in town to discuss veterans’ benefits and service and kick off this community and veteran service campaign within the community.

All wartime veterans in this area are invited to Post 28 to learn more about The American Legion and veteran benefits. Membership and veteran information staff will be available on June 2nd and 3rd from 10 am to 5 pm and on June 4th from Noon to 5 pm. A county veteran service officer will be available on all three days to assist all area veterans with claims or other veteran benefit related questions during these times.

In keeping with the 98-year tradition of The American Legion, the rejuvenated American Legion posts in this area will focus on community service and assistance to veterans. The scope and nature of the posts’ community service will be determined by its members and inputs from local civic and community officials.

Since its inception in 1919, The American Legion has been a key advocate for veterans’ benefits, patriotic American values, instilling values in young people through numerous programs and a strong national defense with focus on quality-of-life issues for those serving in today’s armed forces.

Contact: Mike Montaney, 509-989-4417, mmontaney@gmail.com
Timeline/
Schedule of Events

• National staff to prepare Press Release to have Media & Communications disseminate to all media outlets in event area.

• National staff ships membership materials, specifically Member Data Forms, and other recruiting material.

• Once on site, training is conducted the evening before or day of event.
Timeline/
Schedule of Events

• If phone numbers were not looked up previously, have phone books or Wi-Fi on hand to do so. (anywho.com/411.com)

• Ensure callers have cell phones AND chargers.

• Provide DMS Transfer Phone Script with listings to volunteers.

• Ensure volunteers know how to fill out Member Data Form in its entirety.

• Provide door knocking teams with expired listings and MapPoint directions.
Member Data Form
(Transfer Form)
Phone Script

“Hello, I’m _____________ from American Legion (Post, District, Department, etc.) here in the area. We are contacting members of our department (State) Headquarters Post who live in this area.

“Are you ____________________________________________________________________________________________? You should have received a postcard (and an e-mail if there’s an asterisk in left hand column) about a week ago that we would be in the area working membership. The reason we are contacting you as a Headquarters Post member is to see if you would be interested in transferring your membership into an active post in your community. This way, the dues you pay next year and beyond will stay and help support the community in which you live.”

“We can make the transfer verbally over the phone; all we need is your approval to do so.”

If the member is interested in transferring, complete the Member Data Form, confirming their mailing address, branch of service and war era. If possible, capture their birth date and e-mail address.

In the Member Signature block, print: Verbal approval as per member.

National Staff member or Department, District or Post officer will sign all MDF’s upon completion. Give all MDF’s to National Staff Member before you leave each day. Originals will go back to National to process.

If our data tells us they’re not paid for 2018 yet, ask them if they recently sent in their 2018 membership dues. If not, tell them what their dues amount will be when they renew for 2018 and that they should mail to their new post, not Indianapolis or Department. Provide them with that mailing address. Some dues may be less than HQ dues amount, which is a good selling point.

Advise member that they will need to provide their eligibility paperwork (DD-214 or discharge papers) as soon as possible to the post they are transferring into. If they need help with obtaining their paperwork, have them contact a Department Service Officer (DSO).

Give the member the address for the post, the meeting time and date and point of contact.

Remind the member of the DSO availability on all three days this week to work on any VA issues they may have, including starting claims. Thank member for his/her time and cooperation.
TYPICAL CODES FOR PHONE CALLS/DOOR-TO-DOOR VISITS

LVM = Left voice message
LMP = Left message person
TFR = Transfer and Post #
NA = No Answer/No Machine
NI = Not Interested
WN = Wrong Number (cross out number on list)
DEC = Deceased
CB = Call Back (make sure you indicate WHEN to call back)
LP = Left Packet (at door – NEVER in mail box—illegal)
WA= Wrong address

There will be other situations that we don’t have a code for. Just put as much info as you can pertaining to the phone call in right hand column.
Timeline/
Schedule of Events

• National Staff will be able to do transfers at the event. New cards will be generated every Thursday.
• Door-to-door knocking to expired members, if able to.
• Ensure local authorities know we are going to contact our members.
• MapPoint or plot on map addresses in conjunction with using GPS for best practices.
• Military Outreach with any component if there’s an opportunity.
• Build packets for leave behind:
  – Why You Should Belong
  – This Is The American Legion
  – Membership Applications
  – Member Data Forms
  – Post/Department newsletter
After the Event

- NHQ: Will finish processing transfers, send new card and send follow-up letter indicating transfer has been processed and information about their new post. If necessary, info detailing follow-up event will be included in this letter.

- Departments & Districts to ensure Posts reach out to these newly obtained members immediately!

- DMS members will count on the National Membership Report.
Follow-up Timeline

• Messages will be left and calls will be returned. Ensure they are handled just as at the event. However, transfers are to be processed normally through DHQ.

• Continue to work listings left with posts and/or districts.
Recognition and Awards

• Who to recognize? Volunteers!
• Why do we recognize?
• How to recognize?
• Do certificates of appreciation upon return from event.
Post Membership Success

Develop a Post Membership Committee/Team

– Divide up the work…assign specific responsibilities

– Involve the entire membership and make membership a continuous American Legion Family project

- The American Legion
- Auxiliary Legion Auxiliary
- Sons of The American Legion
- American Legion Riders
• Post Officers must commit to meeting expectations
• Organize a *motivated* committee
• Have a *written Action Plan*
• Align post goals with Plan for Sustained Growth
• Engage to Retain
• Reward successes
QUESTIONS?

American Legion
Membership Division
PO Box 1055
Indianapolis, IN 46206
317-630-1321
membership@legion.org