

**2020-2021 CA Department Strategic Plan for Membership Growth**

**MEMBERSHIP COMMITTEE MISSION:**

Retain and Increase Membership

**MEMBERSHIP COMMITTEE VISION:**

We envision retaining and increasing our membership by providing:

* + information to leaders on membership best practices
  + information to enhance member engagement
  + information to enhance community engagement
  + resources to enhance membership retention
  + resources to enhance membership recruitment
  + resources to market The American Legion
  + Promoting The American Legion programs

**KEY PERFORMANCE INDICATORS:**

**Membership Percentage**

* Department Goal is determined by National and Post Goals by Department
* National determines Department Goal by adding the previous year total and 60% of the encumbered members of Post 1000-AD
* Department determines Post Goals by adding one to the previous year total

**New Traditional Members**

* Years ago, we typically got 5,000-6,000 new traditional (non-transfer) members
* Lately, that number is typically 3,500-4,000 members per year

**Membership Retention**

* National commander is asking for 90% Membership Retention (Last Year CA - 88%)

**Market Penetration**

* Percentage of eligible members in the state compared to American Legion members
* National Department Average is 11% (Last Year CA – 7.45%)
* CA has approximately 1.6 million eligible veterans (11% = 176,000)

**Operational Functionality**

* Functional post operations directly impact member satisfaction (retention)
* It is typical for 20-40% of CA posts to be on probation (missing reports, etc.)

**KEY PERFORMANCE INDICATOR GOALS:**

**Membership Percentage**

* Attain at least 100% of Membership Goal

Evaluation Level: **Post; District; Area; Department**

Evaluation Tool: **Department Membership Report**

**New Traditional Members**

* At least 5% of total members are new traditional (not renewed or transferred)
* 1 new member out of every 20 members (5 new members out of every 100 members)
* This equates to around 4,400 new members (an increase of 400-900 from current)

Evaluation Level: **Post; District; Area; Department**

Evaluation Tool: **Department Membership Report**

**Membership Retention**

* At least 90% Membership Retention (not counting deaths/transfers out)

Evaluation Level: **Post; District; Area; Department**

Evaluation Tool: **Department Member Retention Report**

**Market Penetration**

* Increase market penetration by .25% yearly (4,000 increase in total membership)

Evaluation Level: **Department**

Evaluation Tool: **National Department Statistics Report**

**Operational Functionality**

* Less than 10% of posts on probation

Evaluation Level: **Post; District; Area; Department**

Evaluation Tool: **Department Administrative Report**

**TACTICS:**

1. COMMUNICATION

* Area Membership Committee representatives are expected to present information at all district and area meetings to promote member engagement; membership best practices/tactics; and overall post functionality
* Area Membership Committee representatives should assist in tactics noted below
* Department will develop and distribute reports on a weekly basis to help track progress and identify potential issues occurring at post/district level

1. DISTRICT NEW MEMBER RECRUITMENT EVENTS

* Districts are expected to plan, coordinate, and conduct at least two (2) new member recruitment events this next year to help grow the membership in the district posts
* Department will provide resources for these events upon request

1. DISTRICT POST LEADER TRAINING EVENTS

* Districts are expected to identify training needs for their posts and plan, coordinate, and conduct at least one (1) training event this next year to help post leaders
* Department will provide training facilitators and training upon request

1. POST EVALUATION AND DEVELOPMENT

* Districts should evaluate posts to identify those that are struggling and develop and implement plans to resolve the issues through mentorship and revitalization
* Districts should evaluate areas in need of post consolidation or new post development