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**CALIFORNIA LEGION MEMBER  
OPINION & ATTITUDE RESEARCH**

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**360  
FUNDRAISING**

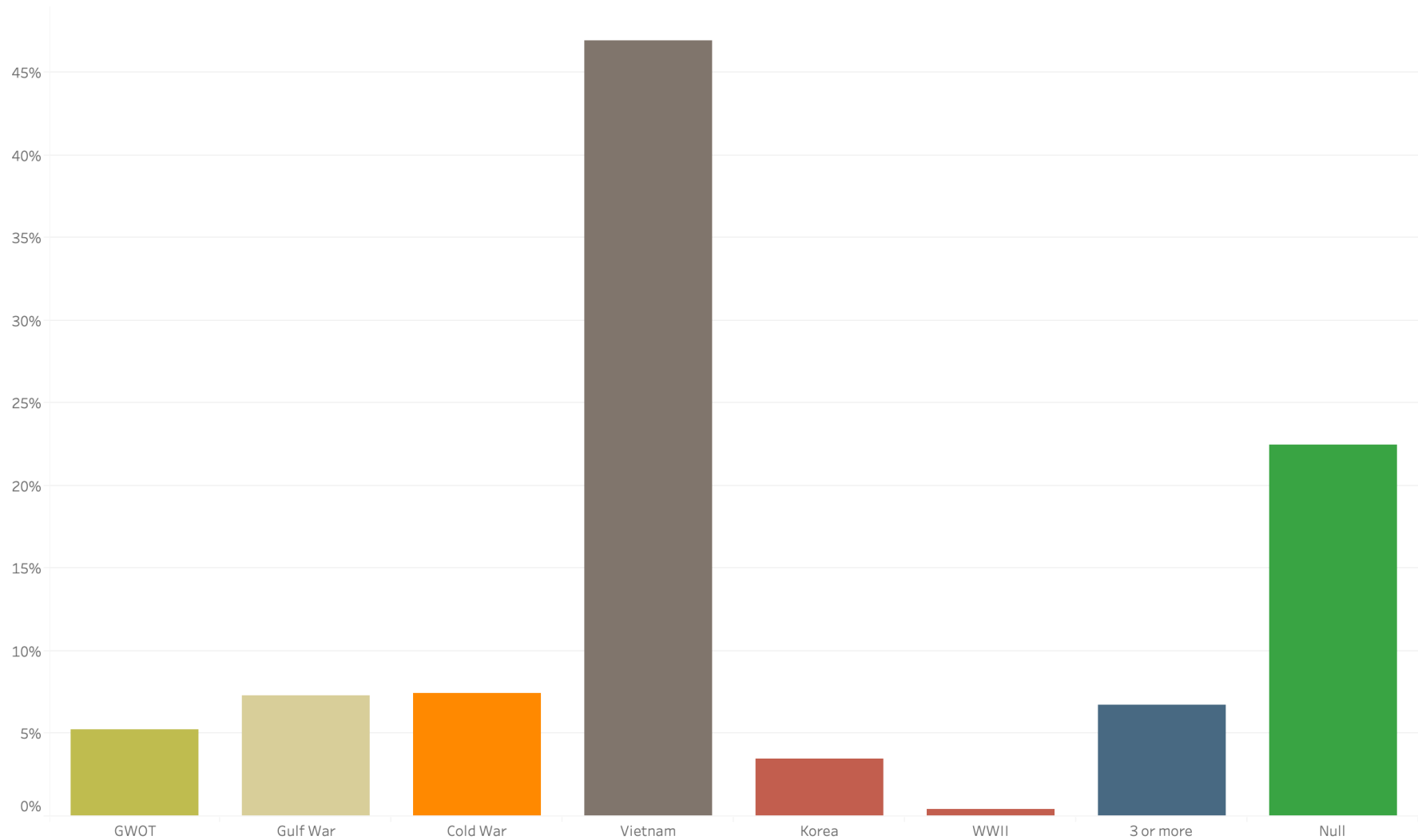
## EXECUTIVE SUMMARY



- More than 1400 Department of California members responded to the electronic survey (p.3)
- Using Net Promoter Scores for a baseline of comparison to other non-profits, The American Legion membership scores lower than average in member satisfaction (p.4-5)
  - The NPS average for responders was 16... non-profit average nationally is 32
  - 48% of responders can be considered Promoters (offering a score of 9 or 10 on likelihood to recommend The American Legion)
  - 16% are strong detractors, offering a score of 0,1 or 2 in likelihood to recommend The American Legion
- Member satisfaction is higher when members are more engaged at the Post level (p.5)
- Patriotism is the most commonly used word to describe The American Legion (p. 10-13)
- Members don't particularly feel valued with only 1 of every 3 responders saying they are "very valued" (p.8)
- Members don't feel The Legion is having enough direct impact on them, their families and their communities (p.9)
- Members seek more leadership to deliver patriotism in their communities and more family-focused fun events (p. 14-15)
- Member satisfaction is higher when members are more engaged at the Post level (p.5)

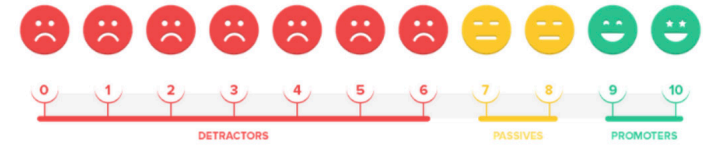
## WHO RESPONDED

More than 1400 Department of California members responded to the survey. This provides a high level of confidence in the results (+/- 2.7%).



# NET PROMOTER SCORE

How likely are you to recommend The American Legion to a peer?



NET PROMOTER SCORE = % PROMOTORS - % DETRACTORS

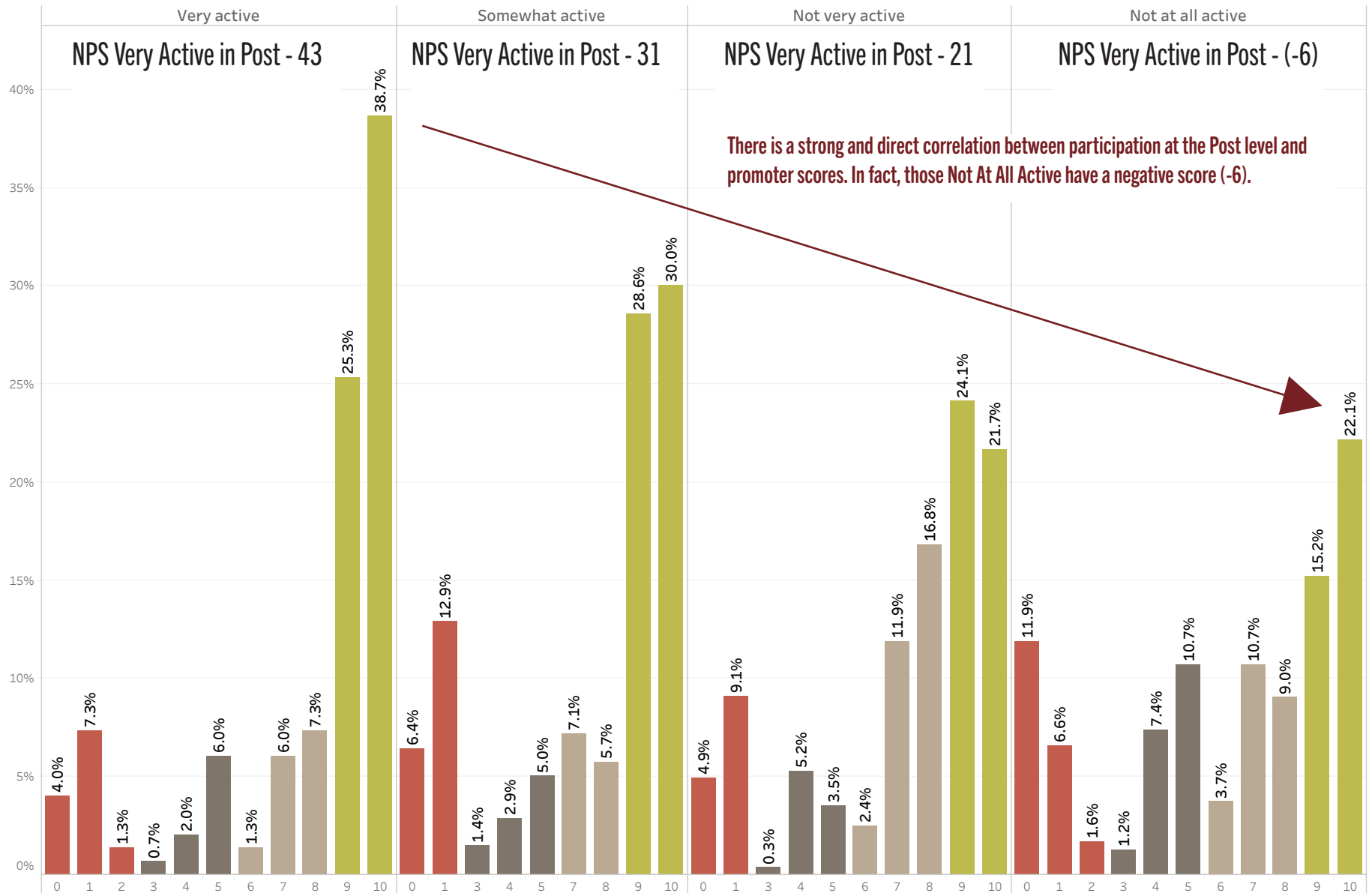
Net promoter scores are a common way businesses evaluate the strength of their relationship with customers.

48% of Legion members are promoters - meaning they are highly engaged, loyal, and vocally supportive.



# NET PROMOTER SCORE & POST PARTICIPATION

How likely are you to recommend The American Legion to a peer?

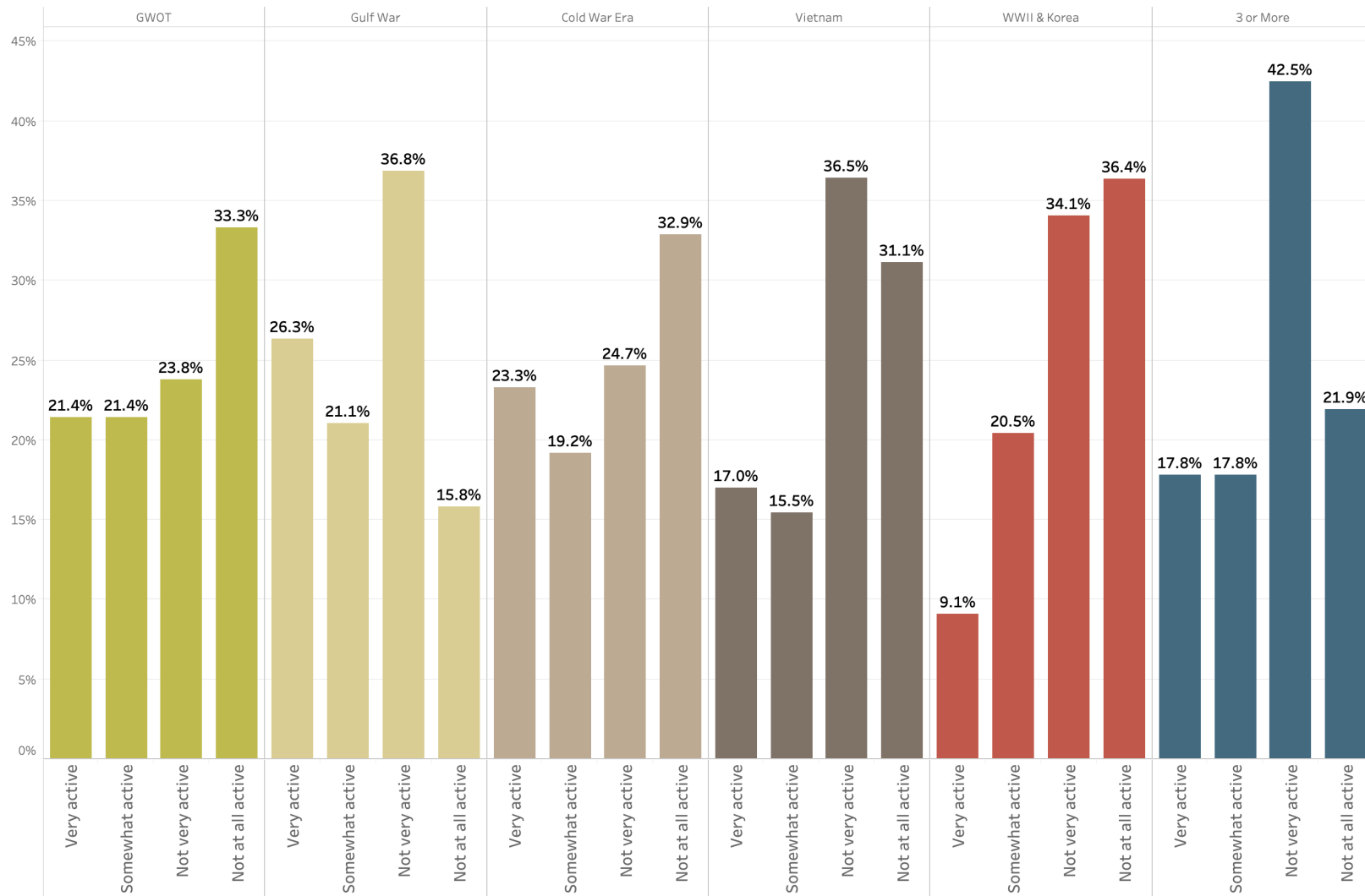


# POST PARTICIPATION



Somewhat surprisingly, there are not significant differences between younger generations of veterans and Vietnam veterans in participation at the Post level.

This is important as it suggests that local involvement (as identified on previous page) is critical among all generations of members.

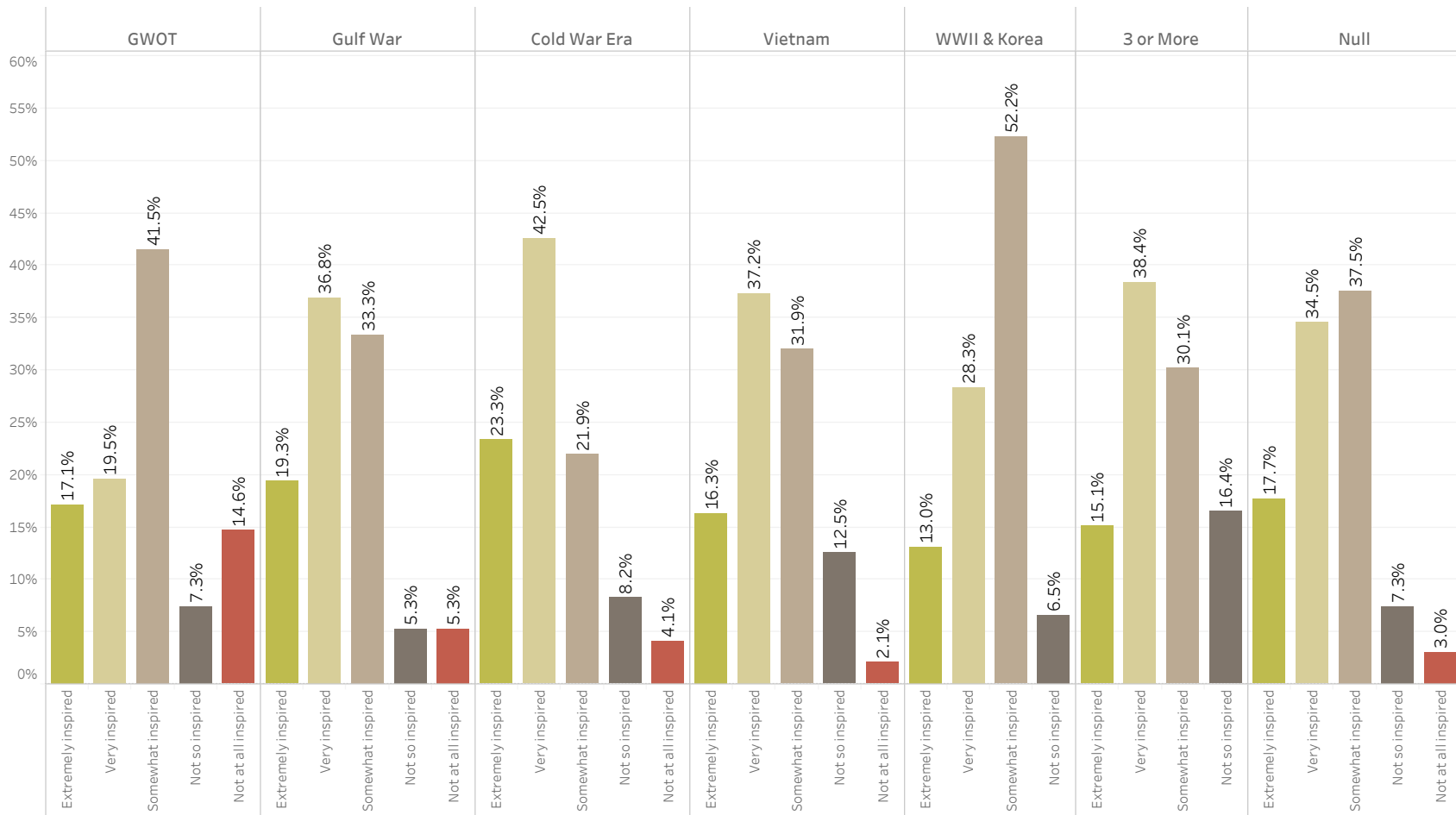


# LEGION MOTTO



“Veterans Serving America” does not appear to be an inspirationally moving motto to respondents. While scores for the motto are good, less than 20% are extremely inspired by it.

Nearly as many GWOT veterans are “not at all inspired” as are “extremely inspired,” suggesting this alone will not capture the attention of this audience.

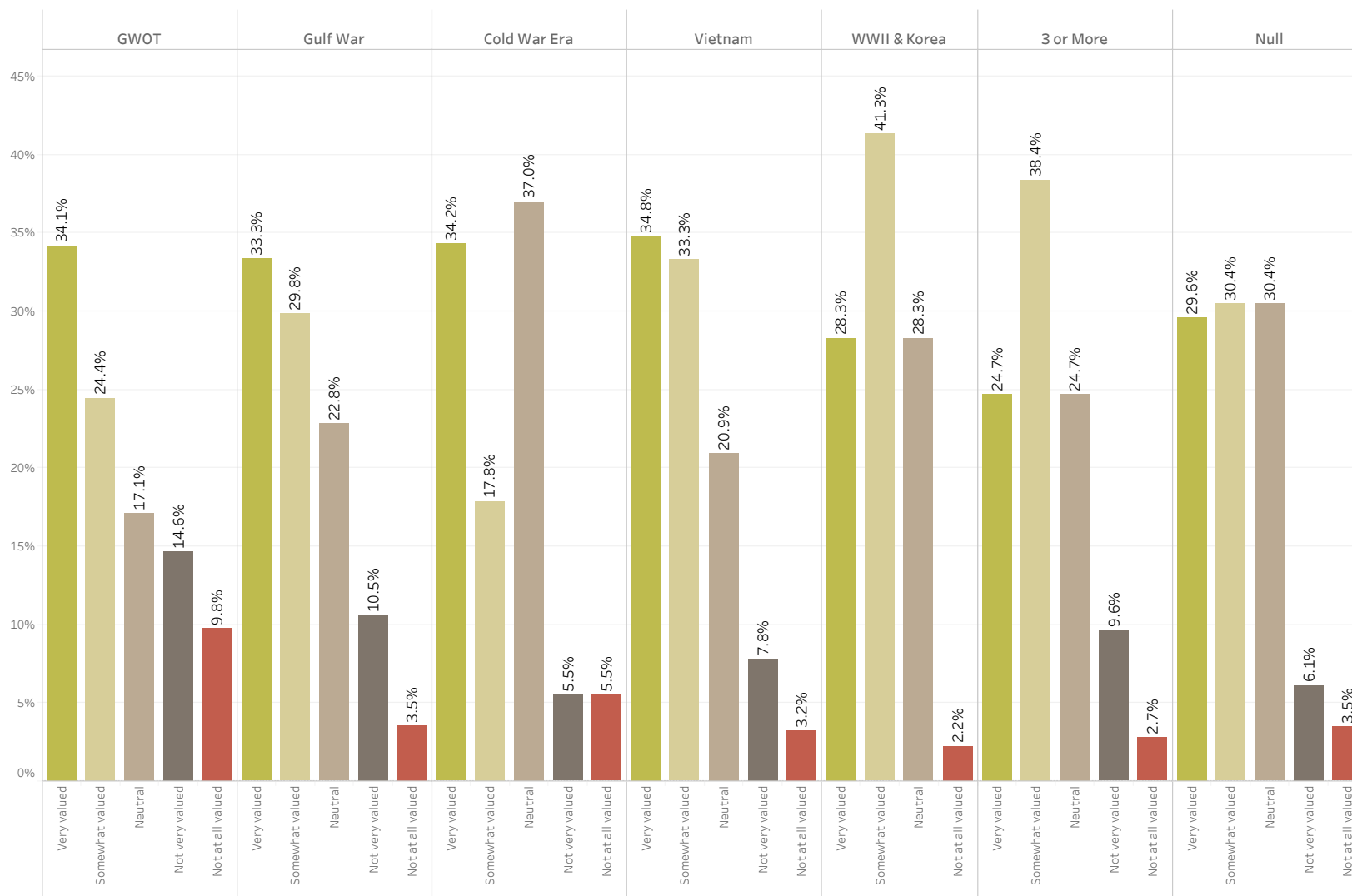


# FEELING VALUED



When asked how valued respondent feel by The Legion, about 1 in 3 feel “Very Valued.”

GWOT are more than twice as likely to feel un-valued.

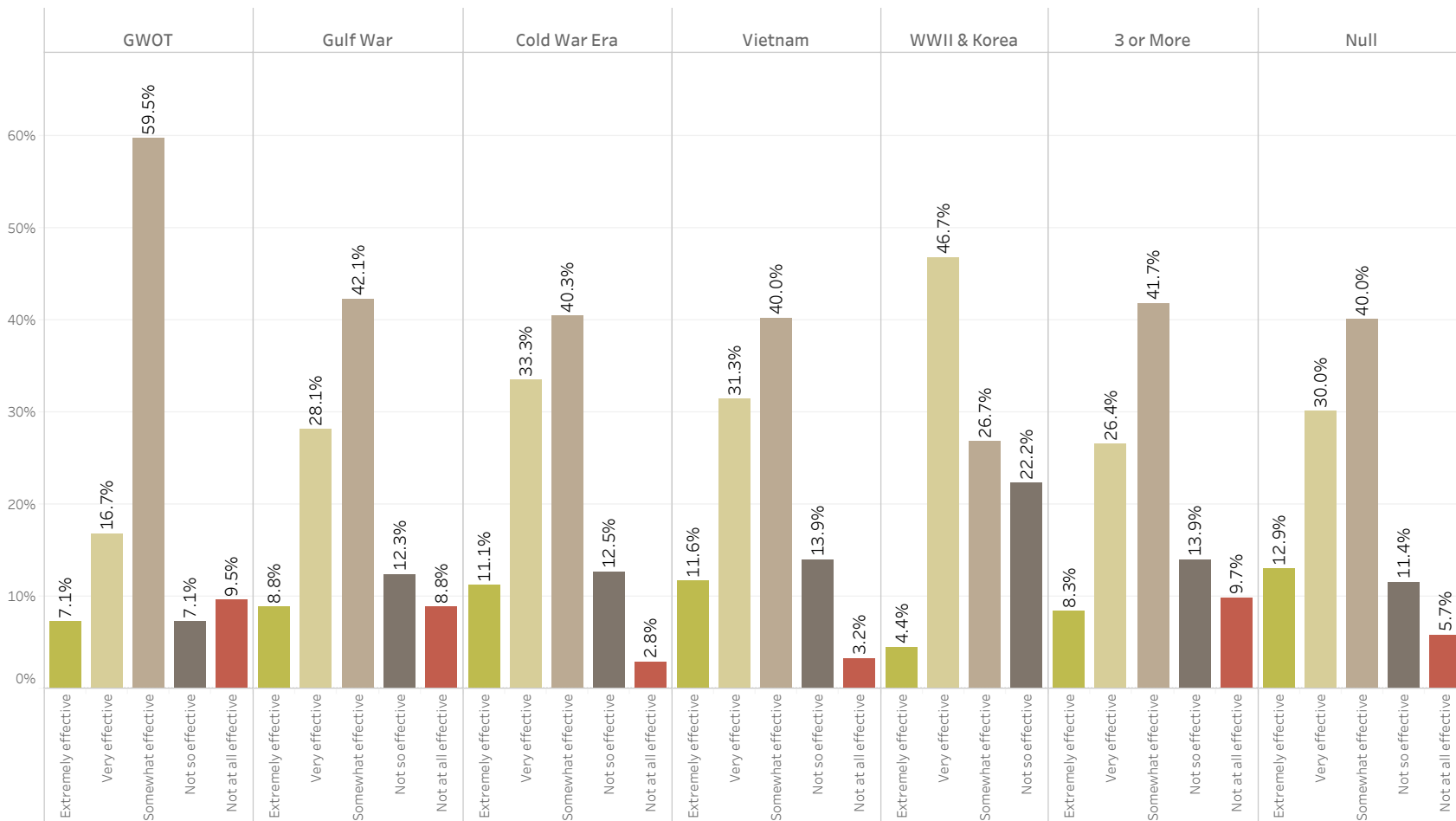




# IMPACT ON ME AND MY FAMILY

Responses suggest that the Legion’s impact on issues that affect respondents and families, with as much as 77% of GWOT era veterans stating The American Legion is no more than somewhat effective on these issues.

Only WWII/Korea veterans were more likely to reply that the organization is Very Effective vs Somewhat Effective or less.



## “ONE WORD” WORD CLOUD - PROMOTERS (9 & 10)

The most common words used by “Promoters” were Patriotic, Camaraderie, and Service (the larger the word appears, the more frequently it was used).

Friendly

Committed

Camaraderie

Fraternity  
Friendship  
Community

United  
Honor

Outstanding  
Caring

Dedication

Team  
Brotherhood

Proud  
Excellent

Informative

Veteran

Reliability  
Steadfast

Understanding  
Caring

Freedom

Home  
Necessary

Great

American

Together

Great

Freedom

Home  
Necessary

Great

American

Together

Great

American

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Home  
Necessary

Great

American

Together

Great

American

Together

Great

Home  
Necessary

Great

American

Together

Great

American

Together

Great

Helpful

Family

Good

Service

Strength

Consistent

Sacrifice

Professional

Strength

Consistent

Sacrifice

Professional

Strength

Consistent

Sacrifice

Professional

Strength

Consistent

Sacrifice

Professional

Pride

Support

Awesome

Dependable

Good

Service

Dependable

Good

Service

Dependable

Good

Service

Dependable

Good

Service

Old

Support

Old

Support

Old

Support

Old

Support

Old

Support

Purpose

Loyal

Loyal

Loyal

Loyal

Welcoming

There

There

There

There









## WOULD YOU USE THESE WORDS TO DESCRIBE THE AMERICAN LEGION?

Responders are most likely to use “Honest” as a term to describe The American Legion, while they are least likely to use the term “Fun”.

War on Terror members are most likely to give low scores to these terms, generating the lowest scores on 6 of the 8 terms (Passionate and Impactful are scored worse by Cold War era members).

ALL RESPONDERS								
	Honest	Passionate	Focused	Disciplined	Fun	Purposeful	Impactful	Authentic
GWOT	2.1	2.1	2.4	2.5	2.6	2.0	2.1	2.2
Gulf War	1.7	1.8	2.1	2.1	2.1	1.8	1.9	1.8
Vietnam	1.8	2.0	2.0	2.1	2.3	1.9	2.1	1.9
Cold War	2.0	2.1	2.3	2.3	2.4	1.9	2.2	2.1
Korea	1.6	2.0	1.8	1.9	2.2	1.6	1.8	1.5
WWII	1.4	2.0	1.6	1.4	2.5	1.6	2.0	1.4
3 or more	1.8	1.9	2.1	2.2	2.4	1.9	2.0	1.9
Null	1.8	2.0	2.0	2.0	2.2	1.8	2.1	1.9
Grand Total	1.8	2.0	2.0	2.1	2.3	1.9	2.1	1.9

The lower the score, the more likely the audience is to use the term to describe The American Legion.

Red colors indicate lower scores compared to other War Eras on the same term, yellow and orange more average, green are better scores compared to the average.



## HOW VALUABLE WOULD THESE SERVICES/CHANGES BE TO YOU?

Responders indicated that seminars, events and community leadership are all valuable to them, with each receiving average scores between 2.0 and 2.3, which is good.

War on Terror and Gulf War members strongly support more family events, but at the same time community leadership on patriotism. This combination ties in nicely to ideas like California Legion Games and offer Posts a litany of ways to connect to these audiences in their communities.

Somewhat surprisingly, shorter meetings were less of a concern, perhaps a reflection of responders who are not in Legion leadership positions.

	Seminars at the Posts	Family Focused Events	Fewer/Shorter Meetings	Leadership on Patriotism, etc.
GWOT	2.3	2.0	2.6	2.0
Gulf War	2.0	2.0	2.7	2.0
Cold War	2.2	2.1	2.8	2.0
Vietnam	2.3	2.3	2.8	2.1
Korea	2.3	2.3	2.7	1.7
WWII	2.2	2.2	2.5	1.4
3 or more	2.3	2.1	2.7	1.9
Null	2.2	2.0	2.7	1.8
Grand Total	2.3	2.2	2.8	2.0

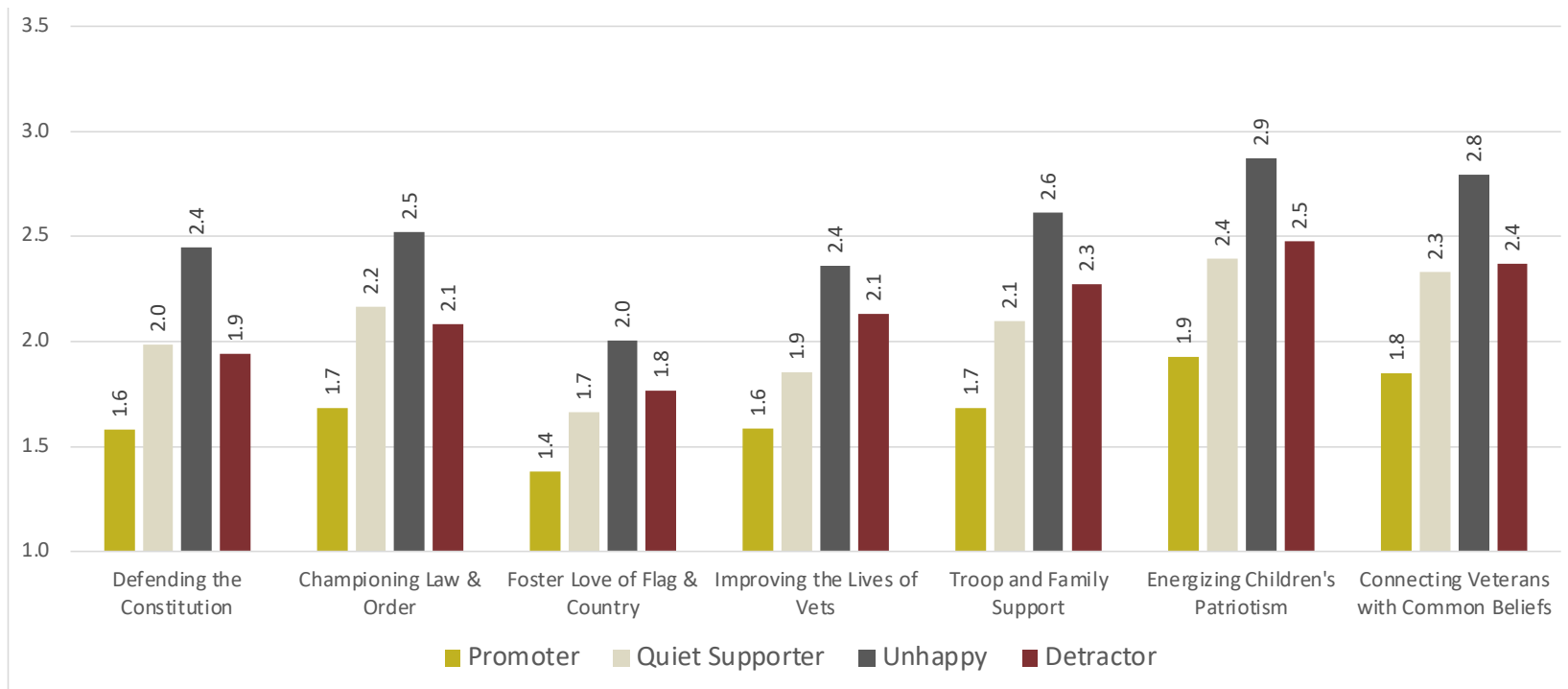
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## HOW IS THE LEGION DOING IN THESE KEY CATEGORIES?

As expected, promoters give the best ratings in every category to The Legion in these defining areas, while “unhappy” members offer the lowest scores in each category.

Scores suggest an opportunity to do more in the areas of children’s patriotism and connecting veterans for the good of their communities.



The lower the score, the more positive the response.





## PROGRAM RANKINGS

Department Veteran Service Officers are clearly the highest rated value of the six highlighted programs presented to responders. It was the highest rated among all war eras.

Traditional children’s welfare and leadership programs scored the lowest.

	GWOT	Gulf War	Cold War	Vietnam	Korea	WWII	3 or more	Null	Grand Total
Department Veteran Service Officers	1.9	2.0	2.1	2.1	2.4	2.6	2.1	2.3	2.1
Lobbying	2.7	2.9	3.0	3.0	2.5	4.8	2.8	3.9	3.0
Troop and Family Support	3.1	3.1	3.0	3.1	3.3	3.3	3.4	4.1	3.2
Boys State	4.0	3.9	3.8	3.6	3.9	2.6	3.4	3.0	3.6
Oratorical Contest	4.4	4.2	4.4	4.2	4.3	3.0	4.4	3.2	4.2
Legion Baseball	5.0	4.7	4.7	4.5	3.9	3.8	4.7	4.1	4.6

The lower the score, the higher it was ranked by the respondents

Red colors indicate lower scores compared to other War Eras on the same term, yellow and orange more average, green are better scores compared to the average.