**THE AMERICAN LEGION**

**DEPARTMENT OF CALIFORNIA**

**1601 7TH STREET, SANGER, CA 93657-280**

**103rd Annual Department Convention, Visalia, California**

**June 23-26, 2022**

**Department Resolution No. \_2022-018\_\_**

# Subject: Creation of Membership Recruitment Goals Study Committee

# RESOLUTION

WHEREAS, The American Legion is the largest organization in the United States representing veterans; and

WHEREAS, The American Legion’s predominance, its ability to advocate fully on veterans’ behalf and its value to its members directly depends not only on the Legion’s membership breadth, but also on its membership being widely participating and active; and

WHEREAS, the Legion membership size is an ever changing dynamic with the need to constantly encourage new members not only to replace those who move to Post Everlasting, but also to bring new Legion breath and vitality; and

WHEREAS, in recognition of this need each year the Department of California determines at its highest governance levels each Area, District and Post membership recruitment goals; and

WHEREAS, such goals are always for a membership increase notwithstanding any external factors that might affect the membership market; and

WHEREAS, such goals are determined without any input from the Areas, Districts or Posts and, it is believed, according to a fixed Department wide formula that is a strict percentage with no consideration of factors such as needs, abilities, relative sizes, population and local mores, or of the need to gain not just numbers but active participating members; and

WHEREAS, such an arbitrary practice is contrary to best business practices and acts as a disincentive to goal achievement; and

WHEREAS, while the need to constantly feed the Legion with new members is accepted as a guiding principle, it must be balanced with good governance judgment and policies that will encourage and not discourage goal achievement; now therefore, be it

RESOLVED, **that at The American Legion Department of California Convention assembled in Visalia, California, on June 24 – 26, 2022 a Membership Recruitment Goals Study Committee be created with the charge of studying the Department’s policies and practices in establishing membership recruitment goals with due consideration to National’s policies, the Department’s historical recruitment policies and practices, the Department’s present and projected needs, the present and projected factors that might affect membership recruitment and best business practices, and make a recommendation for Department policy for future determination of membership recruitment goals with such study to be completed and the report rendered to the Executive Committee within two years from the Committee’s establishment.**

This is to certify that the above resolution was adopted by Post, District, Department

\_\_\_James Cragg\_\_\_\_\_\_\_\_\_6/18/2022\_\_\_\_ \_\_Clayton Niles\_\_\_\_\_\_\_\_6/18/2022\_\_

Post Commander Date Post Adjutant Date

\_\_\_Jennifer Campbell\_\_\_\_\_\_\_\_\_5/23/2022\_\_ \_\_Benjamin Gibson\_\_\_\_\_\_\_5/23/2022\_

District Commander Date District Adjutant Date

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Department Commander Date Department Adjutant Date