



Department of Ohio American Legion

Post 1st Vice Commander

Mike Blackwell- 2019 National American Legion College Graduate

Learning Objectives

Students will understand the roles and responsibilities of a Post 1st Vice Commander in The American Legion. This also includes S.A.L. and the Auxliliary to some extent.

Requirements

- Positive Attitude
 - Initiative
 - Motivate/Motivated
 - Leader
-

Responsibilities

- Be fully involved in and responsible for all aspects of post membership
 - Knowledgeable of myLegion (Legion & S.A.L.)
 - Chairman of post membership committee
 - Makes a membership report at all meetings
 - Knowledgeable of the commander's duties
 - Performs other duties as needed
-



1st Vice Commander

Membership

Types of Memberships

- Regular Member
 - Paid up for Life (PUFL)
 - Honorary Life
 - Life *
-

5 Key Membership Processing Terms to Understand

1. Eligibility
 2. Direct Membership Solicitation (DMS)
 3. Renewal
 4. Cards
 5. Rosters
-

Eligibility-Who is Eligible

- The LEGION Act - Let Everyone Get Involved in Opportunities for National Service Act — also redefines The American Legion's membership eligibility dates. The eligibility now spans from Dec. 7, 1941, until a time when the U.S. is no longer at war, as determined by Congress.
 - Currently serving or have been honorably discharged
-

Eligibility-S.A.L.

- **All male descendants, adopted sons, and stepsons** of members of The American Legion, and such male descendants of veterans who died in service during the period of April 6, 1917, through November 11, 1918, or any time from December 7, 1941, to date, who served honorably, as set forth in Article IV, Section 1, of the National Constitution of The American Legion, or who died subsequent to their honorable discharge from such service, shall be eligible for membership in the Sons of The American Legion.
-



Eligibility-American Legion Auxiliary

- (1) **grandmothers, mothers, sisters, spouses, and direct and adopted female descendants** of members of The American Legion; and
 - (2) grandmothers, mothers, sisters, spouses, and direct and adopted female descendants of all men and women who served in either of the following periods: April 6, 1917, to November 11, 1918 and any time after December 7, 1941 who, being a citizen of the United States at the time of their entry therein served on active duty in the Armed Forces of any of the governments associated with the United States during either eligibility periods and died in the line of duty or after honorable discharge;
 - (3) grandmothers, mothers, sisters, spouses, and direct and adopted female descendants of all men and women who were in the Armed Forces of the United States during either of the following periods: April 6, 1917, to November 11, 1918; and any time after December 7, 1941 who served on active duty in the Armed Forces of the United States during either eligibility periods and died in the line of duty or after honorable discharge.
-

Eligibility Cont.

- There shall be no form or class of membership except an active membership card.
 - Dues shall be paid annually or for life.
 - No Legion member may be a member at any one time of more than one post.
-

Eligibility of National Guard & Reserve Components

- Must have served at least one day of federal active duty
 - Meet same guidelines as active duty Veterans
 - When determining if qualify, look on **authority line** of orders
 - It must say **Title 10**, subsection **672** or **12301**- which are official orders from the Sec. of Defense
-

Direct Membership Solicitation (DMS or 888's)

- In the Dept. of Ohio these are referred to as 888's
 - Signed up through National Headquarters and then placed into Dept. Headquarters Post 888
 - Excellent way to increase post membership
 - List can be found on the mylegion portal
-

DMS Cont.

- For the DMS program to be truly effective, it is imperative these new members are personally contacted and invited to transfer in to your post.
 - Ultimately, it is the responsibility of every post receiving a transfer to verify the members eligibility by using a DD214 or other official proof of honorable military service.
-

Member Data Form (MDF)

- Deceased Member
 - Address Change
 - Telephone Number
 - Email Address
 - Branch of Service
 - Continuous Years
 - 1st War Era Served
 - Date of Birth
 - Name Correction
 - Honorary Life Member
 - Post Transfer
-

Member Data Form (MDF)

- Must mail to Department or use the mylegion portal
 - Current paid year transfers still must mail to Department
-



Chairman of Post Membership Committee

- ***Renew***
 - ***Retain***
 - ***Recruit***
-

Renew

- “Open Your Mail”
 - Encourage your members to use myLegion
 - Get dues cards to your members immediately once they’ve paid
 - Have membership renewal incentives
-



MEMBERSHIP RETENTION

Retention Plan: Foster Loyalty and Increase Engagement

- Retention is just as important as recruiting – if not more so!
 - Having a **plan** to keep your Legionnaires engaged and active is the best way to keep them retained
 - This starts when they first sign up. It takes a little more effort, but it effectively **increases** your recruiting numbers because you're not losing members through attrition
-

Retention- Emphasize Programs, not your Bar

- The American Legion has enough programs to ensure that there is basically something for everyone.
 - However, if your post isn't providing and promoting programs, you're missing out on great opportunities. A list of programs can be found at: <https://www.legion.org/programs>
-

Recruiting

- Always be ready with a 2-3 minute 'elevator pitch' on the importance and benefits of Legion membership.
 - Keep a few membership applications handy.
 - Build and maintain a relationship with military installations
-

Recruiting

- Build and maintain a relationship with the person in charge of veteran admissions and/or veteran student organizations that may be on college campuses.
 - Network with first responders, civic and community organizations, as well as other veteran service organizations to expand your pool of potential members.
-

Recruiting Continued

- Send a localized version of the post's CPR or Post Impact Report to the media outlets in your area.
 - Make sure your post is actively participating in at least one program, and that it is done well.
 - Make sure your post is an asset to the community; inform them of your post's programs, participation in parades, service activities, etc.
-



mylegion Portal

- Processing membership
 - Member Data Changes
 - Revitalization
 - Reports
-

Buddy Checks

- The idea is to reconnect with veterans who may need assistance but don't know where to go or who to ask. These contacts may be made by a personal visit, phone or email, or a combination. The important part is to reach out to veterans in your community to let them know you care and can provide whatever assistance they may need. It's what we do for our battle buddies.
 - Buddy Checks will also assist in **Renewing, Retaining** and **Recruiting!**
-

Awards

- 50, 60, or 70 Year Certificates
 - Recruiter Cards
 - Annual Quota Awards
 - All Time High Awards
 - Gold and Silver Brigade Awards
-

Membership Target Dates

Mail - Mike Blackwell - Outlook x 89IA0520 Post Adjutants Manual x Q&A_Summary_myLegion_for_Pc x 2021-Department-Membership- x

← → ↻ ohiolegion.com/wp-content/uploads/2021-Department-Membership-Awards-Manual-rev-08.17.20.pdf 🔍 ☆ ⚙️ 👤 ⋮

Apps ASHI LEADS Public Websi... MyPaychex Hotmail City of Union, OH... JusticeWeb City of Union Help... Lawriter - ORC NIFRS » Other bookmarks

2021-Department-Membership-Awards-Manual-rev-08.17.20.pdf 13 / 20 44% + -

11

12

13

2020 - 2021 NATIONAL MEMBERSHIP TARGET DATES

EARLY BIRD/NEF KICKOFF	September 10, 2020	50%
FALL MEETINGS	October 15, 2020	55%
VETERANS DAY	November 12, 2020	65%
PEARL HARBOR DAY	December 9, 2020	75%
MID-WINTER	*January 21, 2021	80%
PRESIDENT'S DAY	February 10, 2021	85%
LEGION BIRTHDAY	March 10, 2021	90%
CHILDREN & YOUTH	April 14, 2021	95%
ARMED FORCES DAY	May 12, 2021	100%
DELEGATE STRENGTH	30 DAYS PRIOR TO NATIONAL CONVENTION	

Target dates fall on the second Wednesday of the month unless there is a holiday on that day or at the beginning of that week.

The November target date will be on the first Wednesday after Veterans Day.

*To maximize the December renewal notice, the January target date will be on the third Thursday of the month.

Revised: August 17th, 2020 Page | 13

89IA0520 Post Adj...pdf Q&A_Summary_m...pdf 1 BALC 1st Vice C...pptx Show all x

Type here to search

12:01 AM 2/24/2021

Other 1st Vice Responsibilities

- Be able to fill in for the Commander
 - Be familiar with Roberts Rules of Order
 - Know how to develop an agenda, run a meeting
 - Work and communicate with other post officers
-

Resources

- Current TAL Officer's Guide & Manuel of Ceremonies
 - Current TAL Post Adjutant's Manual
 - www.Legion.org
 - www.ohiolegion.com
 - Dept. Staff
 - District Officers
 - Current Department Membership Awards Manual
-

Questions



Mike Blackwell

EMAIL: mblackwell85@Hotmail.com