# Buckeye American Legion College
# 1st Vice Workshop

*Mid - Winter Conference 2023*

## Discussion Topics

- Membership Goals
- Community Engagement through Programs
- Setting Membership Goals, Communication, Plan and Work Your Plan, Recognition
- Retention Recruiting Plan
- Is a Membership Team Concept Right For You?  What to look for in a membership team member
- Renewal Letters - Do you use them?
- Timelines - posting timelines and cut-off dates, listing members who still need to renew
- Share non-renewals with members at meetings
- Once you plan, stay out of the way - don't micromanage
- Encourage Commanders to promote membership
- Brand Awareness - newsletters, membership pamphlets, applications for ALA, AL, SAL
- Having a formal new member initiation or welcome during a meeting
- Find and mentor a replacement

## Notes