



Department 888 Member Engagement Program

Revised on 1 August 2020

Purpose

To empower Legionnaires who belong in the Department Post-888 by providing the member with an educational marketing guide of local American Legion Post in their area that they want to join.

To assist the local American Legion Post within The Department of Ohio in the recruitment of Post-888 Legionnaires with the creation of a cyclical system of 888 member engagement that is cost-free to the local post.

Target Goal

To successfully transfer **2,750** 888 members into the local post. *This goal is 50% of the active members in OH-Post 888 on 30 June 2020.

Life Cycle

Start: Pre-August, 2020

Target end-date: 1 June 2021

Phase 1

1 August – 1 November (92 Days)

- 1) Get post information and permission to transfer (via Post Selection Sheet)

Every post must submit their Post Selection Sheet to Department HQ by 1 November 2020.

This program will not be effective without a 100% response rate.

- 2) Separate post information into groups designated by zip codes and by district
- 3) Generate Cover Letter for each group

Phase 2

1 September – 1 December

- 1) Using Post Selection Information Page data, generate District Information Excel spreadsheets to send to national HQ to develop Post Selection Charts.
- 2) Calculate the quantities of total Active D99/Admin members by running Dept HQ and D99 by Zip – MDF Report SELECT ALL ZIPS (Revitalization folder – mylegion.org).
- 3) Order #10 Envelopes to go out and #9 Envelopes to come back (#9 fits inside #10)
 - a. Best Practice – ORDER 30% MORE THAN THE REPORT SAYS (More 888 members will arrive on the list in the 6-8 weeks it may take national to provide Post Selection Charts) Also, on the number #10 envelopes, print required bulk rate requirements on the letter with Department address on the upper left corner

THE AMERICAN LEGION DEPARTMENT OF



HIO

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Phase 2 (continued)

- 4) Print Cover Letters for each grouping.
 - a. Best Practice – ORDER 10% MORE THAN THE REPORT SAYS (More will come in during the time you are printing all the documents and you want extra for later.
- 5) Print Post Selection Charts. See 10% note above
 - a. Additional Best Practice – Have Post Selection Chart on different color paper than cover letter.

Phase 3 (1 week)

1 December – 7 December

- 1) Print Pre-Printed Member Data Form by running Dept HQ and D99 by Zip – MDF Report by selecting those zips in the grouping.
- 2) Print Excel Master Sheet by running Dept HQ and D99 by Zip Report)
- 3) Print Mailing Labels by running Find Members in My Area – by Zip – Labels Report by selecting those zips in the grouping.
- 4) BY GROUPING ONLY!!!! Insert into #10 Mailing Envelope:
 - Cover Letter for that grouping (District)
 - #9 Return Envelope (with Department Address in the center)
 - Member's Pre-printed Member Data Form
 - Post Selection Chart for that grouping (District)
 - Attach Member address Mailing Label on the outside
- 5) Mail

Phase 4 (3 months)

- 1) Receive and transfer returns
- 2) Generate a weekly list of those who paid/signed up over the week and contact the member by email, text, and by mail (those with physical addresses only).

The goal is to have the bulk of transfers completed by the end of March so that the local Post will receive the members' printed new year membership card and that the member receives the correct renewal-notice.