

NO MORE EXCUSES- "PAGE 2"

I don't know how many times I've heard "membership is not my responsibility", too many I'm sure. If you are a member of the Sons of The American Legion "MEMBERSHIP IS YOUR RESPONSIBILITY". Each and every one of us can and should be working to secure renewals, recruit new members, and spread the word about our organization. Commanders, if your Squadron or Detachment has a membership committee or just a membership person have you had personal contact with that individual and explained your goals and the importance of getting renewals processed in a timely manner? If not, why not? Membership chairmen, have you contacted your Squadrons or members and started collecting dues or are you waiting for a "better time" to take care of business? Do you send out renewal notices on a regular basis until ALL members have renewed? Do you include any type of newsletter or information with those renewal request explaining member benefits and accomplishments of your Squadron or Detachment? Do you send out the membership card in an envelope or hand the member their card, or do you take the time to thank them for renewing their membership and explain all of the good that we do as an organization? Do you include a membership application with the renewal request mailing and ask all members to recruit a new member? Do you make your members feel like they belong and are an important part of this organization? Think about how you handle your membership, whether it's renewals, recruitment or retention. Our members only belong to this organization if we make them feel like they belong.

Once we have collected renewals and signed up new members how long do you "SIT" on those memberships before you finish the process and send them through to Detachment or National? The membership procedure is not complete until those memberships end up at National Headquarters and are processed. If you are the individual that is responsible for processing membership get them turned in, they do no one any good sitting in a desk drawer or filed away waiting to be sent in. The thing is that once we have taken care of securing our renewals we can concentrate our efforts on the programs of The American Legion.

The time has come gentlemen to start being LEADERS in this organization. Let's get going, if not you then who? If you are having problems contact me and we will get you the assistance you need.

Danny Smith

National Membership Committee

Midwest Area