

DEPARTMENT OF MICHIGAN
MEMBERSHIP COMMITTEE MEETING

FEBUARY 17, 2018

HELD AT CONFERSENCE "C"
MARRIOTT ANN ARBOR - YPSILANTIE
EAGLE CREST CONFERENCE RESORT

1275 South Huron St, Ypsilanti, MI

Meeting opened @ 1002 hrs by Director Jerry Andrus

Committee Members Present: Jerry Andrus, Director
Carl Morrison, U.P. Director
Neal Horning, Asst Director
Ernest Berry, DMS

Attending: 50 members, 2 Guests.

Previous Minutes Read: It was moved by Carl Morrison and supported by E. Barry.
Minutes approved.

OLD BUSINESS: Al Ford Award – The committee reviewed the participation and paperwork submitted by Districts and Posts. No one has submitted to Department Al Ford Award forms to Director Andrus. He stated Districts must have a Membership Team as well as each Post. The Team would composed of one responsible for 225 membership recruiting, one for membership renewal, one for delinquent membership, one for new membership recruitment.
(4 Legionaires)

NEW BUSINESS: Director Jerry Andrus spoke about 29 Post's who have reached 100%. They include: Post 20, 55, 70, 88, 107, 118, 120, 126, 156, 178, 196, 202, 218, 229, 256, 257, 266, 268, 270, 285, 293, 303, 335, 392, 451, 468, 478, 504, all reached the 100% Membership goal by December 31.

The Director spoke about Women Veterans and their large population in our State. We need to find ways to kindle their interest actively recruite Women Veterans.

JUST ASK – If you see someone wearing a Veterans hat or shirt, we need to JUST ASK if they belong to the American Legion and if not just tell them our story, maybe invite them to your next meeting to check us out.
Ask about their family members, they also would be eligible in the Sons or Auxillary.

We must communicate to our Communities by Media Outlets, Newspaper, Radio, TV, Social Media – Facebook, Web Sites, or any other source to Promote the American Legion Family.

Meeting interrupted by our NEC Ray Moore, who introduced the National Vice Commander Flannigan of Department of Illinois. He shared that he was on a fact finding visit to our Membership Committee to see what Michigan is doing for Membership. Thanked us for our efforts and our hospitality.

There were many great ideas shared at the meeting by the attendees:

Using Social Media is something we need to capitalize on.

Using MyLegion.org. To assist in membership data to assist in reconnecting with non-current members.

Use "Why should You Join" Brochure to hand out to prospective members, its complete with an application on the last page.

Use Social Media to communicate with such groups as Iraq-Afgan Vets of America, or any other Veteran groups that you find. If nothing else, tell them our story so they know we are really doing things for Vets.

A suggested project says we need to get our records up to date on our membership, Correct address, phone number, and e-mail. Probably, get that done during renewal process.

Commander Holt and Director Andrus working on New Promotional Programs. Plans not finished yet.

Past Department Commander Wallace stated Ohio has a 3 and 5 year dues programs You can pay your dues in advance.

American Post with membership under 15 must be visited and a determination made by the District and Zone Commanders. The following Posts have membership under 15: 333, 455, 272, 140, 133, 436, 540, 75, 319, 388, 306, 199.

American Legion Post responsibility to reach out to our schools and speak to our students about Patriotism, our Flag, the Veterans roll in War and Peace. Use materials supplied by the American Legion to assist you, such as, Comic Books, Dictionaries, DVD's, Oratorical, Boys State, Girls State, Scholarship Programs. This will help get the word out to our communities parents who may be eligible.

There being no further business to come before this committee, it was moved by Carl Moririson and supprted by Neal Horning that the meeting be adjourned at 1125 hrs.

Respectfully submitted by
Neal Horning

A handwritten signature in black ink, appearing to be 'NH', is written over the printed name 'Neal Horning'.