



Department of New Hampshire The American Legion

Membership Program and Awards Manual (Revised *FINAL* December 2020)

YOUR GUIDE TO SUCCESS & REWARDS

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**Department of New Hampshire
The American Legion
Membership Committee members**

Department Commander

District Cdrs & Sr Vice:

Vice Commanders:

District 1

District 2

**National Executive
Committeeman**

District 3

District 4

District 5

**Alternate National Exec.
Committeeman**

District 6

District 7

**Department Office –
Adjutant**

District 8

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adjutantnh@legionnh.org
nhsect@legionnh.org

**Membership Committee
Chairman**

**Membership Committee
Vice-Chairman**

Leadership for membership teams

POST:

At the Post level, the Commander and Membership Chairperson shall establish a Membership Team whose responsibility is the Post membership program. The team shall divide the Post's membership into equal parts making each member of the team responsible for contacting and renewing their Post membership. The more team members working in a Post, the smaller the member's share. If an individual team member has too many members to contact, the job probably won't get done! The team member shall contact members on their list during the membership campaign. Even though a member may have already paid their dues, contact from Post members, merely making follow-up calls to the member will have a long-range impact on that individual member's retention.

The Post Commander shall receive a status report from each member of their Membership Team indicating how many members were contacted and which ones have renewed. The Post Commander will share this information with the District Commander on a monthly basis.

DISTRICT:

District Commanders are to use the District Sr. Vice Commanders to help maintain contact with each of the Post Commanders in their District every month during the campaign. The District Commanders shall communicate the progress in the membership program from each of their Posts to their respective Department Vice Commander on a monthly basis.

DEPARTMENT:

The Department Vice Commanders shall look at any weak spots in their assigned Districts and report this to the Department Membership Chairman by the end of each month. Personal contact on a monthly basis with the District Commander will make this team strong and keep information flowing throughout the Department.

Weak spots are to be immediately identified and assistance rendered early-on by the Department Membership Team to keep Posts or Districts from getting behind. The Department Membership Chairman shall make contact with the Department Commander, Department Vice Commanders and District Commanders on a regular basis.

The Department Commander shall make contact with the Department Membership Chairman and have strategy sessions with the Department Membership Team to resolve problems and work towards meeting the Department membership goals.

Department of New Hampshire Membership

COMMITMENT - The annual membership goal was researched, evaluated and determined to best comply with the requirements of the National Organization and the required growth of our Department.

National Target Dates

NEF Kickoff	mid-September	50%	Fall Meetings	mid-October	55%
Veterans Day	mid-November	65%	Pearl Harbor Day	mid-December	75%
Mid-Winter	mid-January	80%	President's Day	mid-February	85%
TAL Birthday	mid-March	90%	Children & Youth	mid-April	95%
Armed Forces Day	early-May	100%			

National begins mailing the renewal notices 1 July. The 2nd notice will be mailed on 1 October. The 3rd notice will be mailed 12 December, and a 4th notice will be mailed by 4 March. **However, all posts are encouraged to send out their own renewal notices and/or personally contact those members who have failed to renew by 1 April.** National will mail a final notice 8 May.

There are five important avenues that must be covered for a successful membership year in each Post.

ATTITUDE: The most important aspect of any program! Find members within your Post with a **POSITIVE ATTITUDE**, get them on your team, train them, have fun and you will be successful in any endeavor that you undertake.

RETENTION/RENEWAL: The Post Membership Team shall commit to obtaining a 100% retention/renewal rate.

NEW MEMBER ENROLLMENT: The Post Membership Team will obtain a commitment from every member to enroll all eligible veterans into this great organization.

TRANSFER OF DIRECT MAIL SOLICITATION (DMS) MEMBERS AND POST 200

MEMBERS: The Post shall institute a plan with a coordinated team effort in transferring these members into local Posts. (Let's commit to a 100% effort on this.)

EXPIRED LEGION MEMBERS: Previous Legion members, who were not on the membership rolls for the current membership year, or prior to that, are considered "expired" members. These individuals are treated as new members for the purpose of the awards program. Renewing these members should be done by phoning or visiting each expired member at their home. Posts can acquire an expired list upon request to the Department Headquarters or use myLegion.org.

Membership Promotion Activities

The annual membership drive for Department awards will run until **April 1** (unless otherwise noted). It is imperative that we promote membership throughout the Department as often as possible. Posts shall be encouraged to have a major membership turn-in at the Department target dates. Department will give special recognition to those Posts who meet or exceed the target date percentage.

In Department newsletters, newspaper, etc., monthly recognition shall be given to Post and District Commanders as well as Post Adjutants upon meeting or exceeding membership targets. District Commanders are to be recognized for communication with the Post Commanders within their District.

To keep the New Hampshire membership teams heading in the right direction, each Post shall encourage its Membership Team and measure its progress with some sort of competition.

When Department is notified, individual Post membership recruiters should be recognized often. Pictures in the New Hampshire ***Legionnaire*** newspaper, Post newsletters or other special recognition should be awarded monthly. The membership drive should be fun and exciting. Membership should be encouraged and talked about at **every** meeting.

MEMBERSHIP AWARDS

Every member of the Post should be encouraged to participate in the awards program. Each award can be received only once at each level. It is the responsibility for all **Post** and **District Adjutants** to verify their level of responsibility and **submit a request through the Department Adjutant** to the Department Membership Chairman requesting the award for each level. A request can be forwarded at any time and will contain a copy of **your Post "master form"** of New\Expired members along with their membership number to earn the awards or, even better, use myLegion.org for the latest information. **All awards under this program are non-transferable and require a completed form.**

INDIVIDUAL Level ***RECOGNITION & ACHIEVEMENT AWARDS:***

New/Expired Membership:

1 Department \ Level 1 --- 3 members = National Commanders' pin and a Recruiter Tack

1 Department \ Level 2 --- 6 members = National Commanders' pin and a Recruiter Tack

1 Department \ Level 3 ---12 members = National Commanders' pin and a Recruiter Tack

1 Department \ *GRAND PRIZE:*

1st Place: Special Membership Team Gift certificate to the individual member who **signs up the most** (20 or more) members into local Posts by **1 April** (ties broken by date or drawing).

2nd Place: Appropriate Membership Certificate and Recruiter Tack.

1 National \ Level 4 ----- 25 members = **SILVER Brigade Award**

1 National \ Level 5 ----- 50 members = **GOLD Brigade Award**

1 National Department Recruiter of the Year Certificate

1 National National Recruiter of the Year Award: All expense paid trip to the National Convention --- Cash Awards for the next 26 highest individuals

MEMBERSHIP AWARDS (cont.)

POST Level

RECOGNITION & ACHIEVEMENT AWARDS:

100% Membership:

GOLD Level –

National GOLD Honor ribbon, GOLD Membership star pin, Membership Team tack (Commander, Adjutant and Top recruiter) and Department GOLD certificate for each Post that reaches 100% as of 31 December of the previous calendar year.

SILVER Level –

National SILVER Membership star pin, Membership Team tack (Commander, Adjutant and Top recruiter) and Department SILVER certificate for each Post that reaches 100% on 1 January till 30 days prior to Department Convention.

BRONZE Level –

National BRONZE membership star pin, Membership Team tack (Commander, Adjutant and Top recruiter) and Department BRONZE certificate for each Post that reaches 100% following the end of the Department Convention through the remainder of the membership calendar year.

Department Membership Quota Award Certificate:

Awarded to each Post that meets its' assigned membership quota on or before September 16th each year.

MEMBERSHIP AWARDS (cont.)

POST Level

RECOGNITION & ACHIEVEMENT AWARDS (continued):

*****Note *****A copy of the Consolidated Post Report (CPR) will be required for each of the following awards.

The John H. McLin Memorial Award Certificate:

Certificate awarded annually to the Post who shall obtain the greatest percentage of membership for the current year as compared with its **estimated potential membership**. For the purpose of this award, the words "estimated potential membership" shall mean the figure that is ten percent (10%) of the population of the city or town in which the Post is located. Population figures to be those compiled by the latest United States Census Bureau. Posts must maintain annual membership of not less than fifteen (15) for award eligibility. Contest closes **1 April**.

The General Charles F. Bowmen Membership Award Certificate:

Certificate awarded to a Post situated in a city or town whose membership is less than four hundred (400) which shall obtain the **greatest percentage increase in membership of the current year as compared with the average membership for the preceding four years**. Posts must maintain annual membership of not less than fifteen (15) for award eligibility. Contest closes **1 April**.

The Benjamin F. Adams Membership Award Certificate:

Certificate awarded annually to a Post of less than four hundred (400) members who shall on or before December 31st have the **largest percentage of membership enrollment in advance of the calendar membership year as compared with the total membership of the preceding year**. Total membership of the preceding year shall be calculated as of **31 December**.

Reverend William H. Sweeney Memorial Membership Award Certificate:

Certificate awarded annually to a Post of four hundred (400) members or more that shall have on or before December 31st the **largest percentage of membership enrollment in advance of the calendar membership year as compared with the total membership of the preceding year**. Total membership of the preceding year shall be calculated as of **31 December**.

Fredonwarell Membership Award Certificate:

Certificate awarded annually to the Post who has the highest percentage of membership on **1 April**.

MEMBERSHIP AWARDS (cont.)

POST Level

RECOGNITION & ACHIEVEMENT AWARDS (continued):

Big-Ten Membership Award Certificate:

Certificate awarded to the first ten (10) Posts that on **1 October** have the greatest percentage of their membership enrolled for the year, as compared to the membership quota.

Intra-District Membership Award Certificates:

One certificate awarded to the Post within **each** of the eight (8) Districts, that by **1 April** has the greatest percentage of membership enrolled as compared with the Department membership quota. No Post shall be considered eligible for this award whose membership within the preceding year dropped to fifty percent (50%) of the second preceding year. To be eligible to compete for this award, Posts must maintain annual membership of not less than fifteen (15).

Meritorious Service Membership Citation Certificate:

Awarded to those Posts having a current enrolled membership, equal to, or greater than, their **all time membership high** by **31 December**.

Department Membership Excellence Award Certificate:

Certificate to be awarded annually to a Post situated in a city or town with a total membership of four hundred (400) or more, who shall show the greatest percentage increase in membership of the current year as compared with the average membership for the **preceding four (4) years**. Contest closes **1 April**.

Honore D. Ouellette Memorial Membership Award Certificate:

Certificate awarded to a Post, who has been established for at least one year, with the greatest number of **new** members for the current membership year as of thirty (30) days prior to the Department Convention.

National –

American Legion Family Honor Ribbon - for all Family Colors (Post and/or Auxiliary and/or SAL and/or ALR) with the Post/Auxiliary/SAL achieving 100% membership by **end of May**.

National Post Excellence Award Certificate of Recognition- for Posts that are certified by their District and Department in fulfilling four specified criteria of Membership, Youth activities, Community service and Service to troops or veterans.

MEMBERSHIP AWARDS (cont.)

DISTRICT

RECOGNITION & ACHIEVEMENT AWARDS:

Department: Membership certificate award to the three (3) Districts with the most consecutive goals met throughout the membership year. 1st, 2nd, 3rd place certificates awarded according to highest percentages.

Department: Gold & Silver Gavels, respectively, will be presented to the two (2) District Commanders who have the highest membership **over 100%** by **1 April**.

Department: The 1st place District to reach 100% prior to **1 April** will receive a monetary membership gift certificate for the District.

The 2nd place District will receive a smaller monetary membership gift certificate for the District.

National: District Commander "**RACE-TO-THE-TOP (RTTT)**" competition will be divided into categories based on the membership of the District without regard to geographic locations. District Commanders will compete in each of the five (5) categories based on the final membership year totals. A top District Commander for the National Award will be selected from each of the five categories. 2nd and 3rd place awards will also be presented in each category.

(Department membership incentive awards subject to change)

Note to all POST ADJUTANTS for Membership Awards Forms:

- a. Copy one “master form” for each member as required.
 - b. Keep this master on file in your Post.
 - c. Submit a copy of your “Master” to Department, and your Post member will receive their award for that level.
 - d. Just keep adding new names and numbers to your Master and submit a copy to Department for all further sequential awards to be given out.
- * There is also a GRAND PRIZE for the most (over 20) **New/Expired** signed up members for the membership year.
- * Keep your files updated and turn them in to Department before **1 April**.

Department of NH Membership Award Form

New/Expired – (page 1 of 2)

Name of recruiter: _____ Post #: _____
Post Adjutant: _____ Phone number: _____

DEPARTMENT LEVEL

Member name:

Card #

1 _____
2 _____
3 _____

Level 1 - ATTAINED DEPARTMENT LEVEL

4 _____
5 _____
6 _____

Level 2 - ATTAINED DEPARTMENT LEVEL

7 _____
8 _____
9 _____
10 _____
11 _____
12 _____

Level 3 - ATTAINED DEPARTMENT LEVEL

13 _____
14 _____
15 _____
16 _____
17 _____
18 _____
19 _____
20 _____

******** Above qualifies for Department GRAND PRIZE contest ********

Department of NH Membership Award Form

New/Expired – (page 1 of 2)

NATIONAL LEVEL

21	_____	_____
22	_____	_____
23	_____	_____
24	_____	_____
25	_____	_____

Level 4 - ATTAINED NATIONAL LEVEL (SILVER BRIGADE)

26	_____	_____
27	_____	_____
28	_____	_____
29	_____	_____
30	_____	_____
31	_____	_____
32	_____	_____
33	_____	_____
34	_____	_____
35	_____	_____
36	_____	_____
37	_____	_____
38	_____	_____
39	_____	_____
40	_____	_____
41	_____	_____
42	_____	_____
43	_____	_____
44	_____	_____
45	_____	_____
46	_____	_____
47	_____	_____
48	_____	_____
49	_____	_____
50	_____	_____

Level 5 - ATTAINED NATIONAL LEVEL (GOLD BRIGADE)