

**MINUTES OF THE  
MEMBERSHIP COMMITTEE  
October 15, 2018**

**File:23-1**

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**MINUTES OF THE DOMINION COMMAND  
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<b>In Attendance:</b>	<b>Bruce Julian</b>	-	<b>Chairman</b>
	<b>Valerie MacGregor</b>	-	<b>Vice-Chairman</b>
	<b>Terry Campbell</b>	-	<b>Member</b>
	<b>Duane MacEwen</b>	-	<b>Member</b>
	<b>Garry Pond</b>	-	<b>Member</b>
	<b>Randy Hayley</b>	-	<b>Committee Secretary</b>
<b>Regrets:</b>	<b>Jay Tofflemire</b>	-	<b>Member</b>
	<b>Danny Martin</b>	-	<b>Asst. Committee Secretary</b>

**1. OPENING REMARKS**

The Membership Committee convened on Monday October 15, 2018 at 13:00 hrs via conference call. The Chairman opened by welcoming all.

**2. REQUEST FOR ADDITIONAL AGENDA ITEMS**

No additional items were added to the agenda.

**3. DOMINION CONVENTION FOLLOW UP ITEMS**

Outside the submitted resolutions, the following discussions/votes took place on the Convention floor.

- a) ***Membership Application Form*** – remove the bolding of the phrase ‘Congratulations you are now a member of the Royal Canadian Legion’
  - i. Committee agreed to amend the phrase by unbolding it and removing brackets on remainder of sentence
- b) ***Adding a member signature line to the next run of membership cards***
  - i. Committee did not see the value of adding the signature line, but agreed to bring it forward to the upcoming DEC meeting for their thoughts.
- c) ***Reinstating the term ‘Life Membership’***

- i. Committee agreed to follow up on changing the wording where required
- d) **Offering 1-year complementary membership to all CF personnel / Veterans as defined by the RCL with an e-edition of Legion Magazine** – The concept was to provide Legion Magazine at no cost. Unfortunately, the e-edition has an associated cost of \$6.99 U.S. per edition, which is almost equal to the cost of providing the printed version. As a result:
  - i. Committee agreed to move ahead with hard copy of Legion Magazine for all 1-year free memberships to CF personnel /Veterans as defined by the RCL
- e) **Posting of the Weekly Member Services Report online**
  - i. Committee agreed to adjust the report and make it available online.
- f) **Clearly stating member email lists are not sold to third parties**
  - i. Committee discussed that email lists are not sold and discussed making this point more prominent in our communications moving forward.

**ACTION: COMMITTEE SECRETARY**

**4. UPDATE ON CURRENT MEMBERSHIP NUMBERS**

- To date we have processed 255,687 2018 memberships or 95% of last years total.
- Overall Renewal rate is at 86%. Remember our survey indicated 33% of new members (1 or 2 yrs. of service) do not renew
- To date we have received 23,107 new/reinstated members up 3.5% over the same time last year
- Total 2018 Membership is down 2.1% or just under 6,000 members when compared to the same time last year.

**5. UPDATE ON MEMBERSHIP WEBSITE**

- Since launch, almost 150,000 members have been processed through the processing website
  - 21,000 members have now registered their memberships online (providing us with their email addresses and phone numbers). We now have 57,000 member addresses.
  - 1,202 Branches (86%) have logged on to the membership website.
  - 664 Branches (47%) are fully processing members on the portal.
  - 1,066 Branches (76%) have provided their branch rate allowing their members to renew online.

## **6. BRANCH RATES AND MEMBER EMAIL ADDRESSES**

As revealed by our non-renewing member survey conducted in 2017 two of the most important things our organization can do to improve member retention rates is to remind all members it is time to renew and ensure all members have the opportunity to renew online. 40% of respondents did not receive a renewal notice/call and 41% stated they would renew if they could do so online.

We require a better plan for:

- 1) Obtaining the remaining 300 branch rates
- 2) Obtaining more member email addresses (currently have 57,000 or 22%)

Although some Commands already have an action plan the committee agreed to work closer with the Provincial Chairman on obtaining the remaining branch rates and further discuss the gathering of member emails at our face-to-face meeting in November.

## **7. BRANCH EMAIL COMMUNICATIONS**

A significant issue facing our organization is our inability to communicate effectively with our branches and members.

Currently each branch has 2 email addresses on their profile page within the membership website.

- 1) The branch email they have provided
- 2) The standardized email provided by Dominion Command when the portal was launched last year. This email is used when any transaction occurs on the membership website...i.e. a member renews online.

Current Results:

- 1) For the Branch email the branches have provided – only 57% of branches open the Legion Dispatch (All Branch) email distributed monthly by Dominion Command
- 2) For the standardized email – only 35% of branches access this email

The Committee agreed to further discuss this issue during our face-to-face November meeting.

## **8. TERMS OF REFERENCE / MEMBERSHIP STRATEGIC PLAN**

The Chairman reminded the committee members of the mandate memo we received from the Dominion President and reviewed the Terms of Reference for the Committee. The committee accepted the Terms of Reference as presented.

The Secretary shared the strategic plan developed and presented by the previous Membership Committee to DEC and it will be reviewed at our next face-to-face meeting in November.

## **9. PROVINCIAL MEMBERSHIP CHAIR MEETINGS**

The Chairman will continue with the calls as outlined in the Dominion President Mandate memo and asked all committee members to attend our first scheduled call on Wednesday October 17, 2018.

## **10. CODE OF ETHICS**

The Secretary will distribute the code of ethics for those committee members who have not already signed. Signed copies can be returned to the Secretary.

**ACTION: COMMITTEE SECRETARY**

## **11. NEW BUSINESS**

The Chairman shared a request from Rabbi Bulka to help in the membership drive and offered his services. The committee will review and discuss during the November 2018 meeting.

The Chairman also discussed the President mandate to create a sub-committee focussing specifically on member retention but it was agreed to continue working with the entire committee on this important membership initiative.

## **12. NEXT MEETING DATE**

November 24, 2018 8:00 a.m. until Noon at Legion House in Ottawa. Dress is Legion uniform.

### **13.CLOSING REMARKS**

The Chairman thanked all for their participation. The meeting conclude at 14:25 hrs.



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Bruce Julian, Chairman



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Randy Hayley, Secretary

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### **DISTRIBUTION LIST**

DEC

Membership Committee

Provincial Executive Directors

Provincial Command Membership Representatives

Dominion Past Presidents

Committee Secretaries

Directors

