



**MINUTES OF THE DOMINION COMMAND  
MEMBERSHIP COMMITTEE MEETING**

**File:23:1**

**February 12, 2020**

<b>In Attendance:</b>	<b>Bruce Julian</b>	<b>-</b>	<b>Chair</b>
	<b>Valerie MacGregor</b>	<b>-</b>	<b>Vice-Chair</b>
	<b>Terry Campbell</b>	<b>-</b>	<b>Member</b>
	<b>David Flannigan</b>	<b>-</b>	<b>Member</b>
	<b>Marion Fryday-Cook</b>		<b>Member</b>
	<b>Duane MacEwen</b>	<b>-</b>	<b>Member</b>
	<b>Garry Pond</b>	<b>-</b>	<b>Member</b>
	<b>Randy Hayley</b>	<b>-</b>	<b>Committee Coordinator</b>
<b>Regrets:</b>	<b>Amanda Black</b>	<b>-</b>	<b>Asst. Committee Coordinator</b>

**1. OPENING**

The Membership Committee convened via teleconference on February 12, 2020 at 13:30 hrs. The Chair welcomed all.

**2. REQUEST FOR ADDITIONAL AGENDA ITEMS**

No additional items added.

**3. UPDATE ON CURRENT MEMBERSHIP NUMBERS/WEBSITE**

## **2019 YEAR-END RESULTS:**

- 257,304 Total Paid Membership - down 5,451 members or 2.1% year over year (a 5.0% improvement over 2018 when we were down 5,762 members)
- **Please Note:** This is our best loss improvement performance in the last 9 years (down 5,100 members in 2010 vs 2009) and our second best loss performance in the last 31 years of membership
- Renewal rates were 85.61% compared to 87.2% the year before
- 30,211 New/Reinstated Members were enrolled during 2019 – up 4,025 members or 15.3% year over year,. This included 3,486 Veteran Welcome Members
- 4,446 members were recorded as deceased during 2019 compared to 5,128 the year before. An decrease of 13.2% year over year
  
- A total of 36,544 members who had paid for 2018 were not processed/did not renew for 2019.
- Of these 36,544 members, 5,682 could not be renewed (deceased, cancelled, expelled etc.) leaving a remaining 30,862 members who could have renewed.
- Of these 30,862 members, 8,275 (26.8%) were new members (1 year of service)
- An additional 4,145 (13.4%) had 2 years of service
- In summary, a total of 12,420 (40.2%) were 'new' members , equal to the previous year for non-renewals.

## **2019 POSITIVES:**

- Continued progress with Branches using the membership portal. Up to 90% log on and 61% fully processing all members.
- 174,219 membership were processed online for 2019...68% of all memberships.
- 17,827 members renewed their membership online during the year.
- 42,776 members have created an online profile positioning themselves to renew online in the future
- We now have over 80,000 member email addresses allowing for both better organizational communications and renewal efforts moving forward.
- Continued improvement in 4 of our 5 key performance indicator areas (Branch Rates, Member Emails, Branch Portal Processing, Auto Renewals). Only total renewal %'s declined year over year.

#### **4. MEMBERSHIP COMMITTEE TARGETS FOR 2020**

The Committee reviewed the five Key Performance Indicators (KPI's) and concluded the 2020 targets would be:

Membership Renewals	89%
Branch Rates	100%
Member Emails	50%
Branch Portal Processing	75%
Auto Renewals	7%

The Committee Coordinator will distribute to Provincial Commands.

**ACTION: COMMITTEE COORDINATOR**

#### **5. DOMINION CONVENTION RESOLUTIONS**

The Committee reviewed the Membership Resolutions received to date and approved the comments with additional investigation to follow on our Privacy laws.

**ACTION: COMMITTEE COORDINATOR**

#### **6. NEW MEMBER ENROLLMENTS IN NOVEMBER – A 14 MONTH 1<sup>ST</sup> YEAR**

The Committee was asked to consider developing a national policy to offer an extended year (14-month) membership to new members joining between November 11<sup>th</sup> and December 31<sup>st</sup>.

This approach is already used 'unofficially' by many local Branches and is a contributing factor to why we began January 1<sup>st</sup> of 2020 with over 6,000 new members. The Committee Coordinator was asked to provide revenue numbers and renewal rates for new members currently enrolling on the 1/3 rate and to share on the next Committee call in order to fully understand the potential revenue risk of such a policy change.

**ACTION: COMMITTEE COORDINATOR**

## **7. DISCOUNTED MEMBERSHIPS FOR LEGION PARTNER ORGANIZATIONS**

As part of the membership strategic presentation to DEC one area of focus is increasing our corporate partnerships in an attempt to attract new Legion members.

The Commissionaires were used as an example as we are currently discussing offering their 6,000 Veteran employees a Veterans Welcome Membership but there is also a larger opportunity to communicate a membership offer to their remaining 16,000 employees who consist of relatives of Veterans.

The Committee discussed offering these potential members an online At-Large membership with a one-time offer of a 30% savings off the regular membership fee and agreed to make the recommendation to DEC.

### **DEC RECOMMENDATION #1:**

That The Legion create a new discounted Legion Partnership Membership Rate to be offered exclusively to new Legion members who are part of a pre-defined Legion Partner organization.

The offer of a 30% savings (\$34.99) for an online only membership rate would be limited to select Legion Partner organizations. This discounted rate would be applicable for the first membership year.

### **ACTION: COMMITTEE COORDINATOR**

## **8. NEXT STEPS IN JOINING THE LEGION**

As we enter the 4<sup>th</sup> year of the DEC approved Hearts and Minds Marketing plan, which includes a total investment of \$1.25 million to raise general public awareness of The Legion we want to ensure our investment, is maximized from a membership perspective. To assist we need to consider the following 'Next Steps' presented to DEC within the membership strategic plan which discussed the need to dramatically increase our volume of new members if we want to achieve the 2018 Dominion Convention Strategic Plan objective of 300,000 members by 2026.

The Committee identified the following to assist in attracting new members:

- a) The ability to have members join a local Branch directly online is a vital step in both attracting new members and retaining current members who have no interest in joining/supporting the Dominion At-Large Branch.
- b) A 'Supporting Donor/Friends of the Legion' offering is required to address those wishing to support The Legion but are not interested in participating in the current organizational set up and membership categories. This additional participation would allow us to grow our Legion community while increasing membership revenues. This group would then become a highly targeted list for future traditional Legion membership growth.

The Committee agreed to proceed with members joining local Branches online but deferred the second suggestion as the Committee did not view this as a membership category and asked for it to be shared with other Dominion Committees who may be able to present the concept in a different format.

The following recommendation will be presented to DEC.

**DEC RECOMMENDATION #2:**

That new members wishing to join The Royal Canadian Legion be offered the opportunity to join a local Branch directly online. An opt-out feature would exist for Branches not willing to participate.

**ACTION: COMMITTEE COORDINATOR**

**9. NEW BUSINESS**

Dominion Command has recently engaged with Venngo, a Canadian company providing member discount programs. This will allow Legion members the opportunity to save with 3,000 partners offering 15,000 discount locations across Canada.

The Legion Member Perks program is tentatively scheduled to launch late March 2020.

The Committee discussed creating an Ordinary Life member identification sticker for current membership cards. This would allow current Life members access to some US Legion Posts who require Ordinary status for entry. The Committee Coordinator stated he would investigate the cost and process for a new sticker and follow up at our next meeting.

**ACTION: COMMITTEE COORDINATOR**

**10. NEXT MEETING**

The next call will include the Provincial Membership Chairs and is scheduled for March 11<sup>th</sup> 1:30 EST.

The next Dominion Membership Committee call is scheduled for April 14<sup>th</sup> 2:30 EST

**11. CLOSING**

The Chair thanked all attendees and closed the meeting at 15:35 hrs.



Bruce Julian, Chair



Randy Hayley, Coordinator