



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

File: 23:1

June 22, 2022

<b>In Attendance:</b>	<b>Owen Parkhouse - Chair</b>
	<b>Valerie MacGregor - Vice-Chair</b>
	<b>Terry Campbell - Member</b>
	<b>Rosalind Larose - Member</b>
	<b>Duane MacEwen - Member</b>
	<b>Raymond Harding - NB Prov Mem Chair</b>
	<b>Lizz Lindsay - TVS Mem Chair</b>
	<b>Carol Pedersen - SK Prov Mem Chair</b>
	<b>Darren Reid - OSI Mem Chair</b>
	<b>Mark Rogers - ON Prov Mem Chair</b>
	<b>Dave Velichko - AB NWT Prov Mem Chair</b>
	<b>Barry Young - BC YK Prov Mem Chair</b>
	<b>Joan Wright - MB NWO Prov Mem Chair</b>
	<b>Randy Hayley - Committee Coordinator</b>
	<b>Amanda Black - Asst. Committee Coordinator</b>
<b>Regrets:</b>	<b>Marion Fryday-Cook - Member</b>
	<b>Shirley Hodder - NFLD LAB Prov Mem Chair</b>
	<b>Lorne MacDonald - NS NU Prov Mem Chair</b>
	<b>Garry Pond - Member</b>
	<b>Sandra Routledge - QC Prov Mem Chair</b>

**1. INTRODUCTORY REMARKS**

The Membership Committee of The Whole convened via Zoom on June 22, 2022, at 14:00 hrs. The Chair welcomed all attendees highlighting the new provincial members joining our meeting for the first time.

### **3. FRIENDS OF THE LEGION**

The Committee Chair discussed the background information behind the Friends of The Legion program.

The Coordinator reviewed the main points of the program to be presented to DEC.

- Friends of the Legion is not a new Legion Membership Category
- Friends of the Legion is a more formal association between the Legion and non-member supporters of the Legion
- It is being recommended to complement our overall Legion growth strategy
- The objectives are to:
  - 1) Formally grow the Royal Canadian Legion base of supporters who are currently not interested in a traditional Legion membership
  - 2) Communicate regularly with a greater audience regarding Legion news/updates
  - 3) Create a highly targeted non-member list for future considerations
  - 4) Introduce a new revenue stream
- Initially Friends of the Legion will be highly targeted and only be offered online directly to non-members who donate online to the National Poppy Fund or purchase online through the Supply Store.
- Friends of the Legion will not receive any of the benefits of a regular Legion membership (no membership card, Legion Magazine, entry to local Branches, access to MemberPerks or Member Benefit Partners). A lapel pin to be explored to see if cost effective.
- Pricing to be set at \$19.99 per year
- Friends of the Legion to be renewed annually
- Friends of the Legion only available to non-Legion members
- Return on Investment of less than 1 year
- If approved by DEC in November, implementation planned for Fall 2023

The program will be presented to DEC at the November meetings.

**ACTION: COMMITTEE COORDINATOR**

### **4. MiSC UPDATES**

The Assistant Coordinator updated the group on the following administrative items.

- The 2023 renewal stickers will be mailed to all Branches the last week of August via Canada Post. The Branch will receive a 2023 sticker for all members processed in the membership system for 2022 up to the end of July 2022.
- Notifications are being sent to Branches regarding outstanding Branch per capita tax amounts
- The Digital Membership Card will be launched this Fall
- All 2022 Branch rates have been copied over to 2023 allowing members to continue joining and renewing online for their local Branch

## **5. ROUND TABLE DISCUSSION**

- If seeking Legion volunteers, consider students as they are required to complete community service hours for high school graduation.
- Investigating additional PR for one of the first awards of an Honorary Life Membership to a Silver Cross spouse or parent recipient
- Dominion Membership creating user guide videos for portal processing - completed this Fall
- Consideration for a National Legion Week to be brought to DEC – to be discussed further as a tool for Nationally coordinated membership drives
- Some Commands looking to develop youth membership program

## **6. NEXT MEETING**

The next meeting will take place late September or early October. Date TBD.

## **7. CLOSING**

The Chair thanked all for their participation. The meeting concluded at 15:20 hours.



Owen Parkhouse, Chair



Randy Hayley, Coordinator