



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

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June 25, 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>Marion Fryday-Cook</b>	<b>-</b>	<b>Member</b>
	<b>Duane MacEwen</b>	<b>-</b>	<b>Member</b>
	<b>Garry Pond</b>	<b>-</b>	<b>Member</b>
	<b>Wayne Baker</b>	<b>-</b>	<b>MB NWO Vice Pres</b>
	<b>Shirley Hodder</b>	<b>-</b>	<b>NFLD LAB Prov Mem Chair</b>
	<b>Roz Larose</b>	<b>-</b>	<b>AB NWT Prov Mem Chair</b>
	<b>Derek Moore</b>	<b>-</b>	<b>ON Prov Mem Chair</b>
	<b>Owen Parkhouse</b>	<b>-</b>	<b>PEI Prov Mem Chair</b>
	<b>Carol Pedersen</b>	<b>-</b>	<b>SK Prov Mem Chair</b>
	<b>Sandra Routledge</b>	<b>-</b>	<b>QC Prov Mem Chair</b>
	<b>John Scott</b>	<b>-</b>	<b>BC YK Prov Mem Chair</b>
	<b>Randy Hayley</b>	<b>-</b>	<b>Committee Coordinator</b>
	<b>Amanda Black</b>	<b>-</b>	<b>Asst. Committee Coordinator</b>
<b>Regrets:</b>	<b>Carolyn Braun</b>	<b>-</b>	<b>NB Prov Mem Chair</b>
	<b>Rob Cutbush</b>	<b>-</b>	<b>MB NWO Prov Mem Chair</b>
	<b>David Flannigan</b>	<b>-</b>	<b>Member</b>
	<b>Lorne MacDonald</b>	<b>-</b>	<b>NS NU Prov Mem Chair</b>

**1. INTRODUCTORY REMARKS**

The Membership Committee of The Whole convened via Zoom video conference on June 25, 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**

#### **For 2020:**

- To date we have processed 222,580 memberships (86% of last year's total). Membership is currently down 6.2% year over year.
- 2020 Renewals are 79.1% vs 81.9% at this time last year.
- We have processed 18,059 new members (including the free Veterans Welcome Program) down 13.2% to the same time last year
- We have processed 2,078 new 1-year free memberships as part of our Veterans Welcome Program
- We have processed 1,403 deceased members vs 1,680 at this time last year.
- As of June 24<sup>th</sup>, 3,319 members had registered for MemberPerks

#### **Portal Anniversary**

This week 3 years ago, we launched the membership website (portal) for Branches and members.

The website has become a vital part of our day-to-day membership business with over 90% of the Branches accessing the system on a regular basis and 60% of the Branches fully processing on the system.

This ecommerce success continues to grow and to date has yielded:

- 460,000 memberships being processed
- \$16 million in per capita tax processed
- 71,000 individual processing transactions have occurred
- 31,000 members have renewed online

The Committee Target Report was discussed primarily focussing on member emails, as this is one area not experiencing improvement recently. Member emails resulting in improved communications are critical to our future success.

## 2020 Membership Committee Targets

Command	Renewals	Branch Rates	Member Emails	Branch Portal Processing	Auto Renewals
01 RCL BC/YUKON COMMAND	75.1%	100.0%	43.4%	80.4%	3.2%
02 RCL ALBERTA/NWT COMMAND	76.0%	80.8%	37.4%	62.3%	3.2%
03 RCL SASKATCHEWAN COMMAND	84.1%	95.8%	33.4%	46.7%	2.9%
04 RCL MANITOBA/NWO COMMAND	80.2%	100.0%	27.4%	55.0%	3.1%
05 RCL ONTARIO COMMAND	82.7%	99.0%	34.2%	69.6%	2.6%
06 RCL QUEBEC COMMAND	79.3%	70.8%	38.6%	52.8%	2.0%
07 RCL NEW BRUNSWICK COMMAND	80.0%	100.0%	29.7%	49.3%	2.2%
08 RCL NOVA SCOTIA/NUNAVUT COMMAND	76.7%	100.0%	29.5%	75.7%	2.6%
09 RCL PEI COMMAND	81.0%	94.7%	25.2%	52.6%	1.5%
10 RCL NFLD/LABRADOR COMMAND	77.9%	87.0%	42.6%	58.7%	3.5%
<b>Total</b>	<b>79.4%</b>	<b>94.0%</b>	<b>35.5%</b>	<b>63.1%</b>	<b>2.8%</b>
<b>2020 Membership Committee Targets</b>	<b>89%</b>	<b>100%</b>	<b>50%</b>	<b>75%</b>	<b>7%</b>

### **4. JOINING LOCAL BRANCHES ONLINE**

Allowing new members to join local Branches directly online was approved at the June DEC meetings. As a result, the Committee reviewed the communication and execution plan for Branches. This plan will be communicated via an All Branch email in early July supported by a hard copy distributed with the 2021 renewal stickers in late August.

### **Communication Piece**

We are excited to announce the next phase in modernizing the Legion membership experience!

During the June 2020 Dominion Executive Council (DEC) meetings elected officials from all Commands unanimously supported the Membership Committee's recommendation to allow new Legion members the opportunity to join a local Branch online.

As part of this approval, DEC members requested all Branches participate as the Branch closures during Covid-19 exposed our membership shortcomings in our ability to maintain membership levels and sign up new members. With Branches closed to the public our members commendably continued to provide support to both Veterans and their communities, however, the lifeline of our organization, our membership, was negatively impacted.

It has become clear that the Legion needs to evolve to allow online registration at the branch level. This will greatly assist the growth of new members in local Branches while reinforcing our National objective to have members belong and actively participate at the local Branch level.

This is a large step forward for our organization and is an important pillar in our National strategic plan to grow membership to 300,000 members by 2026 as supported by delegates at the 2018 Dominion Convention in Winnipeg. Here are the administrative details:

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**LAUNCH DATE: OCTOBER 01, 2020**

**ACCEPTANCE OF NEW ONLINE MEMBERS:**

Branches will still be required to accept new online members (subject to Branch internal policies).

**BRANCH NOTIFICATION:**

Branches to be notified of new members via email and a new New Online Member Report to be found on the membership web

**MEMBERSHIP CARDS:**

Membership cards to be delivered directly to the local Branch

**REMITTANCE OF BRANCH FEES:**

Similar to the online member renewal process the Branch portion of the fees collected online will be remitted directly to the Branches monthly. These members will be identified on the report you receive with your cheque. Did you know direct deposits from Dominion Command are now available? Please see sign up form on the membership website.

**NEW ONLINE MEMBERS NOT ACCEPTED BY THE BRANCH:**

- 1) Branch to notify Dominion Command within 30 days of the member joining online that the member is not accepted

- 2) Notification can be sent to Dominion Command via phone, email or by the using the Data Change form within the membership website. A reason for the membership refusal is required.
- 3) Upon notification, the Member will be transferred to the Dominion Branch 13-013 (after considering the Branch refusal reason provided).
- 4) Member Services will notify the member they were not accepted at the local Branch level and have been transferred to the Dominion Branch
- 5) If the member is not willing to transfer to the Dominion Branch, the member will be refunded their membership dues

### **BRANCH REQUIREMENTS**

- 1) Please ensure you are reaching out to the new member as soon as possible to welcome them to you Branch.
- 2) Please ensure your Branch rates are up-to-date within the membership website
- 3) Please continue to welcome all new members with exceptional hospitality. Please review the Branch Hospitality Program on the membership website.

Your Member Services Team is here to help your Branch with any questions or assistance. Contact us at 1-855-330-3344 or [membership@legion.ca](mailto:membership@legion.ca)

### **ACTION: COMMITTEE COORDINATOR**

### **5. MEMBERPERKS**

MemberPerks launched mid June with an email sent to all Branches and to over 60,000 members.

This program offers members the opportunity to save on goods and services at thousands of locations throughout Canada.

Within the first 2 weeks over 3,300 members have registered to take advantage of the saving opportunities.

The program will be heavily promoted this Fall including the 2-part renewal sticker cards to be delivered to Branches in late August.

### **ACTION: COMMITTEE COORDINATOR**

## **6. UPDATES TO ONLINE JOIN, RENEW AND AUTO RENEW PROCESS**

Member Services continues to work on improving the online member experience as it relates to joining the Legion, renewing your membership and signing up for membership auto renewal.

The focus is to create a more user-friendly experience resulting in greater member engagement in the critical pillars of our membership business.

The updates are scheduled to be in place by September 1<sup>st</sup> and begin showing immediately results in improving our ecommerce performance.

### **ACTION: COMMITTEE COORDINATOR**

## **7. MARKETING POST PANDEMIC MEMBERSHIP CAMPAIGN**

At the June DEC meetings an additional \$140k was approved for Marketing to assist in the post pandemic push to grow membership

- Extra renewal mailer (\$44K)
- Increase online media buys to promote joining (\$40K)
- Increase social media promotion of Legion store and joining the Legion (\$40K)
- Legion magazine advertising to promote renewals and MemberPerks (\$16K)

## **8. ROUND TABLE**

The Chair asked all to provide an update on their respective commands.

Branches are beginning to open slowly across the country and there was discussion on how some commands were further assisting Branches with some of their financial challenges.

Ontario command will have some Branches co-locating together to share overhead costs, maintain membership levels and avoid closing.

Consensus was positive on the upcoming modernizations for membership.

**9. NEXT MEETING**

The next call will include the Provincial Membership Chairs and is scheduled for mid to late September following the Membership Committee meeting. Date and time TBA

**10. CLOSING**

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



Bruce Julian, Chair



Randy Hayley, Coordinator