



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

File:23:1

March 11, 2020

In Attendance:	Bruce Julian	-	Chair
	Valerie MacGregor	-	Vice-Chair
	Terry Campbell	-	Member
	Rob Cutbush	-	MB/NWO Prov Mem Chair
	David Flannigan	-	Member
	Marion Fryday-Cook	-	Member
	Shirley Hodder	-	NFLD/LAB Prov Mem Chair
	Roz Larose	-	AB/NWT Prov Mem Chair
	Lorne MacDonald	-	NS/NU Prov Mem Chair
	Duane MacEwen	-	Member
	Derek Moore	-	ON Prov Mem Chair
	Owen Parkhouse	-	PEI President
	Carol Pedersen	-	SK Prov Mem Chair
	Garry Pond	-	Member
	John Scott	-	BC/YK Prov Mem Chair
	Randy Hayley	-	Committee Coordinator
	Amanda Black	-	Asst. Committee Coordinator
Regrets:	Sandra Routledge	-	QC Prov Mem Chair
	Carolyn Braun	-	NB Prov Mem Chair

1. OPENING

The Membership Committee convened via teleconference on March 11, 2020 at 13:30 hrs. The Chair welcomed all and had all attendees introduce themselves.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

No additional items added.

3. UPDATE ON CURRENT MEMBERSHIP NUMBERS/WEBSITE

- To date we have processed 209,564 memberships (81% of last year's total). Membership is currently up 3.0% year over year.
- 2020 Renewals are at 74.9% vs 71.6% at this time last year.....**DID YOU KNOW?:** We have already emailed 300,000 renewal reminders and mailed 60,000 renewal reminders for the 2020 membership year! Note impact to 2020 Renewal rates.
- We have processed 15,338 new members (including the free Veterans Welcome Program) up 15.8% to the same time last year
- We have processed 1,790 new 1-year free memberships as part of our Veterans Welcome Program compared to 1,210 at the same time last year. **DID YOU KNOW?** Expiring free memberships currently have a 39% renewal rate.
- We have processed 779 deceased members vs 740 at this time last year.

PROCESSING WEBSITE UPDATE

- 44,544 members have now created an online profile (allowing them to renew online).
- We currently have 34.3% of all active member email addresses.
- 1,261 Branches (90%) have logged on to the membership website.
- 92.4% of Branches have supplied their Branch rate allowing their members to renew online
- 62.4% of Branches are fully processing members on the portal

4. 2020 MEMBERSHIP COMMITTEE TARGETS

The Committee reviewed the 2020 targets for the five Key Performance Indicators (KPI's).

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

The Committee recognized the aggressiveness of the targets for Membership Renewals and Member Emails but fully supported the need to meet these targets in order to positively influence total membership. All call participants were supportive of the 2020 goals.

The Committee Target report is shared on a monthly basis.

ACTION: COMMITTEE COORDINATOR

5. UPCOMING DEC RECOMMENDATIONS

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.

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.

All call participants were supportive of the two recommendations.

ACTION: COMMITTEE COORDINATOR

6. MEMBER PERKS PROGRAM

In an effort to increase new members, retain current members and add additional value to the overall Legion membership experience Dominion Command has recently engaged with Venngo, a Canadian company providing member discount programs.

This will allow all Legion members the opportunity to save with 3,000 partners offering 15,000 discount locations across Canada. Members will be able to access a website to view all discounts available. The program is also available on a mobile App.

The program is supported by a bilingual contact centre for any questions regarding discount redemption.

The program will also allow local Branches the opportunity to sign up local partners to assist in further localizing and enhancing the member discount experience.

The Legion Member Perks program will launch with communication to Branches and members within the next few weeks.

In addition, the program will be part of a workshop at the 2020 Dominion Convention.

7. ROUND TABLE

The Chair asked each Provincial Membership Chair for an update within their Commands.

Comrade Owen shared a Business Card Idea – along with a ‘14 cent per day’ (\$50 membership) sales pitch idea. The Co-ordinator shared the business card with all participants.

Comrade Dave re-enforced the idea of ensuring we are encouraging all branches to form a membership committee in order to share the local responsibility of positively influencing membership results.

8. NEXT MEETING

The Chair stated the next call would occur after the April DEC meetings.

The following timing was discussed:

Membership committee will meet the week of May 4

The Committee of The Whole will meet the week of May 11

ACTION: COMMITTEE COORDINATOR

9. CLOSING

The Chair thanked all attendees for all their efforts and closed the meeting at 14:45 hrs.



Bruce Julian, Chair



Randy Hayley, Coordinator