



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

File:23:1

March 30, 2021

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

1. INTRODUCTORY REMARKS

The Membership Committee of The Whole convened via Zoom video conference on March 30, 2021 at 14:15 hrs. The Chair welcomed all attendees.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

No additional items added.

3. MEMBERSHIP NUMBER UPDATE

For 2021

To date we have processed 185,700 memberships (75% of last year's total). Membership is currently down 14.0% or 30,100 members year over year. We have processed 846 deceased members compared to 779 this time last year.

RENEWING MEMBERS:

2021 Renewals are 70.5% vs 76.9% at this time last year.

Since January 1st there have been 16,769 members renew their membership online.

Since Feb 22nd almost 1,500 members have renewed for 5-years to receive a Legion watch.

NEW MEMBERS:

We have processed 9,771 new members (including 1,009 free Veterans Welcome Program) down 41% to the same time last year.

Since January 1st 1,869 members have joined the Legion online

Since allowing members to join local Branches online (Oct 2020) we have had a total of 16,810 new members join The Legion.42% of new members (7,042) chose to join online while 58% joined in person at a local Branch. When we exclude the Veteran Welcome and Cadet programs, 85% of new members joining online are selecting a local Branch to join!

The March All Branch survey regarding the status of local Branches (299 Branch Respondents)..... 52.9% of Branches are basically still closed, with only 7.0 % fully open with regular operating hours.

4. MEMBERSHIP COMMITTEE TARGET REPORT

The updated report below was shared with discussion on the new 2021 Targets established by the Membership Committee.

2021 Membership Committee Targets

Command	Renewals	Branch Rates	Member Emails	Branch Portal Processing	Auto Renewals
01 RCL BC/YUKON COMMAND	67.6%	100.0%	53.1%	81.9%	9.1%
02 RCL ALBERTA/NWT COMMAND	67.4%	97.0%	49.4%	65.9%	9.7%
03 RCL SASKATCHEWAN COMMAND	80.6%	98.8%	40.3%	51.2%	6.4%
04 RCL MANITOBA/NWO COMMAND	66.2%	100.0%	38.4%	55.7%	8.4%
05 RCL ONTARIO COMMAND	72.4%	99.5%	45.8%	72.0%	8.2%
06 RCL QUEBEC COMMAND	68.1%	81.9%	48.9%	61.0%	7.6%
07 RCL NEW BRUNSWICK COMMAND	73.6%	100.0%	37.4%	54.9%	5.4%
08 RCL NOVA SCOTIA/NUNAVUT COMMAND	71.4%	100.0%	38.7%	76.7%	6.1%
09 RCL PEI COMMAND	72.3%	94.7%	31.8%	63.2%	4.2%
10 RCL NFLD/LABRADOR COMMAND	71.2%	87.0%	51.1%	60.9%	8.8%
Total	70.4%	97.4%	46.1%	66.3%	8.2%
2021 Membership Committee Targets	89%	100%	50%	75%	10%

5. ELECTRONIC MEMBERSHIP CARD

The Assistant Coordinator shared the recommendation to be made to DEC regarding an electronic membership card. If approved by DEC implementation would be the Fall of 2021.

The Coordinator mentioned an APP was discussed to deliver the electronic membership card to members, but it was determined the additional implementation costs were prohibitive for further consideration at this time.

6. ROUND TABLE

- Saskatchewan Command shared their \$500 incentive program for Branches achieving 100% renewals. Zone Commanders were also incented for achieving membership renewal targets.
- A suggestion was made to expand the current Veteran Welcome program to include Veterans immediate family members. As the consensus was strong for further consideration the Coordinator will research membership potential and any associated costs and report back to the Committee at the next meeting.
- Many Commands spoke of the membership challenges Branches face due to Covid-19 but there was also a widespread sense of optimism thanks to the resiliency of our local Legion Branches.
- Strong support for Marketing ads (TV included) currently running. Consensus was messaging was positioned well for Legion.
- Special mention was also given to the Member Services staff for consistently providing professional courteous service.

ACTION: COMMITTEE COORDINATOR

7. NEXT MEETING

Next meeting to be held at the call of the Chair. TBD.

8. CLOSING

The Chair thanked all attendees and closed the meeting at 15:45hrs.



Bruce Julian, Chair



Randy Hayley, Coordinator