



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

File: 23:1

March 30, 2022

In Attendance:	Owen Parkhouse - Chair
	Valerie MacGregor - Vice-Chair
	Marion Fryday-Cook - Member
	Rosalind Larose - Member
	Duane MacEwen - Member
	Garry Pond - Member
	Rob Cutbush - MB NWO Prov Mem Chair
	Shirley Hodder - NFLD LAB Prov Mem Chair
	Lizz Lindsay - TVS Mem Chair
	Lorne MacDonald - NS NU Prov Mem Chair
	Derek Moore - ON 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:	Terry Campbell - Member
	Carolyn Braun - NB Prov Mem Chair
	Carol Pedersen - SK Prov Mem Chair
	Sandra Routledge - QC Prov Mem Chair

1. INTRODUCTORY REMARKS

The Membership Committee of The Whole convened via Zoom on March 30, 2022, at 14:00 hrs. The Chair welcomed all.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

No additional items added.

3. UPDATES

Previous Meeting Recommendations

As a result of the Committee of the Whole Meeting held on December 07, 2021, the following 2 recommendations will be made to DEC at the upcoming April meetings.

RECOMMENDATION #1:

That the current 1-year free membership for the Veterans Family Welcome Program be expanded to include parents and guardians of Veterans.

RECOMMENDATION #2:

That Silver Cross / Memorial Cross parents receive an honorary Life Membership from the Legion.

The recommendations contained within these minutes are subject to the approval of Dominion Executive Council or Dominion Convention as appropriate.

2022 Committee Targets

The Dominion Command Membership Committee has established the 2022 national targets for the 5 key performance indicator areas as defined within the Membership Strategic Plan. The Committee agreed to set the 2022 targets as follows:

Key Performance Indicator	2022 Objective
Membership Renewals	89%
Branch Rates	100%
Member Emails	60%
Branch Portal Processing	75%
Auto Renewals	15%

Digital Membership Card

The committee Assistant Coordinator updated the progress being made on the new digital card

- The launch has been delayed and is scheduled for later this Spring or early Summer
- Card downloadable to a mobile wallet
- Available for both new and renewing Legion members
- When ready to launch the card will launch with a stand-alone All Branch email to all Branches to communicate processes.
- Email address is a necessity to receive digital card

Outbound Calling Campaigns

The Email Collection Calling Campaign will end the last week of March and results to date are:

- 31,300 original calling files to be contacted
- 7,976 personal contacts as of March 25th
- 2,785 emails collected as of March 25th

A suggestion was made to distribute Posters to local Branches encouraging the collection of emails and possibly tie in with the new digital membership card. They could be and delivered with 2023 Renewal Sticker packages later this summer.

Beginning April 05, 2022, the Automated Renewal Calling Campaign will begin

- Canada Direct will once again run this automated campaign beginning April 5th
- Using Canada Direct technology and existing Member Services staffing resources, non renewed member phone numbers will be uploaded into predictive dialing software
- We have approximately 28,000 phone numbers of the current 53,000 unrenewed members. We will only be contacting Canadian phone numbers
- A pre-recorded message will be uploaded reminding members to renew their Legion membership (a recorded French message is available for French members)
- A member can transfer at any time to speak to one of our Agents and pay directly over the phone with a credit card. If the member is not home a message will be left on their answering machine encouraging them to renew.
- Campaign expected to last until early June

ACTION: COMMITTEE COORDINATOR

4. FRIENDS OF THE LEGION

For information: The Chair discussed an idea to help attract new people to the Legion who may support the Legion objectives but may not be interested in joining as a regular member.

An example of this opportunity may exist with individuals who donate regularly to the national Poppy Fund or purchase from the Supply Store (over 30,000 individuals in 2021). From a national perspective, these individuals do receive a solicitation offer to join but unfortunately new recruitment results are negligible.

The concept of appealing to these individuals with a more informal 'friends of the Legion' type of association was discussed, and the Membership Committee was in favour of further exploration and discussion.

The Committee Coordinator will report back to the Membership Committee on possible paths forward at the next Membership Committee meeting for further assessment and discussion.

ACTION: COMMITTEE COORDINATOR

5. ROUND TABLE DISCUSSION

- ON discussed a recent coffee with comrades event which had produced some feedback from younger veterans regarding a non-welcoming environment at some Legions
- Discussion about reinforcing internally that we are an organization built on camaraderie
- NS is planning a Join the Legion Day in September
- Discussion surrounding a united Legion week across Canada held at the same time and promoted nationally
- Discussion regarding the success of the Service Bureau and Service Officers across the country in assisting and delivering financial support to Veterans. The work the Service Bureau's are doing is outstanding and should be further highlighted to ensure

Veterans are hearing what the Legion is doing and why they need to join/support an organization which provides tremendous support to them

- Positive feedback on the Female presence within our Marketing promotions
- Discussion around Membership Categories and is now the time to consider reviewing to ensure the Legion continues to move forward
- Outstanding per capita tax amounts for Branches becoming a priority for Dominion Command to collect.
- Discussion around a 'Legion Champion' to assist in getting the positive messaging out.....social media influencers?

6. NEXT MEETING

The next meeting will take place near the end of the second quarter of 2022. Date TBD.

7. CLOSING

The Chair thanked all for their participation. The meeting concluded at 15:30 hours.

A handwritten signature in cursive script that reads "Owen Parkhouse" followed by a stylized monogram "OP".

Owen Parkhouse, Chair

A handwritten signature in cursive script that reads "Randy Hayley".

Randy Hayley, Coordinator