



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

File: 23:1

May 25, 2022

In Attendance:	Owen Parkhouse	-	Chair
	Valerie MacGregor	-	Vice-Chair
	Rosalind Larose	-	Member
	Duane MacEwen	-	Member
	Garry Pond	-	Member
	Lorne MacDonald	-	Guest
	Randy Hayley	-	Committee Coordinator
	Amanda Black	-	Asst. Committee Coordinator
Regrets:	Terry Campbell	-	Member
	Marion Fryday-Cook		Member

1. INTRODUCTORY REMARKS

The Membership Committee convened via Zoom on May 25, 2022, at 14:00 hrs. The Chair welcomed all.

2. FRIENDS OF THE LEGION

The Committee Coordinator had distributed a discussion paper to Committee members prior to the meeting.

The discussion document focused on the objectives, pros, cons, expectations, execution plan and financial considerations for a Friends of the Legion program. The Committee discussed the program proposal extensively and agreed to present a Friends of The Legion program recommendation to DEC for approval based on the following:

- 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 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 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
- If approved, implementation planned for 2023

RECOMMENDATION TO DEC:

A Friends of the Legion Program be implemented to create a more formal association between non-member supporters and the Royal Canadian Legion. Implementation to require upwards of \$50k for a 1-time online development cost with an anticipated return on investment of slightly less than 1 year.

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

ACTION: COMMITTEE COORDINATOR

3. DIGITAL MEMBERSHIP CARD

The Assistant Coordinator provided an update as the digital card program nears the testing phase. The program has been delayed by unrelated technical issues impacting our testing database. We remain confident we will be able to launch in the coming months.

ACTION: COMMITTEE COORDINATOR

4. NEXT MEETING

The Committee will meet with the Committee of the Whole within the next few weeks. Date to be determined.

5. CLOSING

The Chair thanked all for their participation. The meeting concluded at 15:00 hours.

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

Owen Parkhouse, Chair

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

Randy Hayley, Coordinator