



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

File: 23:1

June 23, 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
	Randy Hayley	-	Committee Coordinator
	Amanda Black	-	Asst. Committee Coordinator

1. INTRODUCTORY REMARKS

The Membership Committee convened via Zoom video conference on June 23, 2021 at 14:00 hrs. The Chair welcomed all.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

No additional items added.

3. AUTOMATED TELEMARKETING CAMPAIGN UPDATE

The Coordinator updated the committee on the results as of June 20th:

- 13,300 calls have been attempted to date (30,000 to be called)
- Over 600 members have transferred directly to one of our staff members and renewed over the phone
- 2,900 reminder messages have been left on answering machines
- 12% of our phone numbers are invalid

We have continued to run the test 3-days a week and the results have been very encouraging. The program is extremely cost effective thanks to using our existing Member Services staff resources to take the direct transferred calls.

Very few issues have been raised by members who have received the recorded calls.

As we only have 50% of member phone numbers in our national database the committee will continue to encourage branches to collect and share this information, along with email addresses, within the membership website.

4. DIGITAL ELECTRONIC MEMBERSHIP CARD - UPDATE

The committee Coordinator updated the progress being made on the new digital card. Launch date remains the Fall of 2021.

- Membership card provided electronically directly to the member
- Card downloadable to a mobile wallet
- Available for both new and renewing Legion members
- More details to follow as progress continues

ACTION: COMMITTEE COORDINATOR

5. EXPANDING THE VETERANS WELCOME PROGRAM

On the last Committee of The Whole call the Provincial Membership Chairs suggested an

expansion of the Veterans Welcome Program to include immediate family members. Based on the success of our current program we could estimate an additional 2,000 new members per year at an additional cost of \$20,000 per year for the delivery of Legion Magazine. At a 50% renewal rate, the return on investment would be just under 2 years for each new member added.

The Committee will make the following recommendation to DEC at the August meeting:

RECOMMENDATION TO DEC:

To expand the current Veterans Welcome Program to include immediate family members of Veterans. This would include spouses and immediate children and offer them a 1-year free Legion membership. Available to new Legion members only.

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

6. GIFT OR CORPORATE MEMBERSHIPS

As the Legion continues to grow its national and local corporate partners more requests are being made for additional ways to support the Legion outside the traditional Poppy campaigns.

Legion memberships could be another way for Corporate partners or current members to show their support, but current considerations are:

- Current Legion Memberships are individual based and require a specific name, address membership category etc.
- New Memberships must be approved at the local branch level
- Current Legion memberships are specific to one local branch recognizing visiting privileges are extended to all Legion branches based on their visitor policies.

For Corporate Memberships: A possible solution would be to create a branch unique to the corporate sponsor to deposit the amount donated for memberships. A minimum amount of memberships would be required (i.e. 100 or TBD)..... Recipients would then have access to the corporate branch to sign up as a new member submitting all personal information required and accepting the Legion Declaration and Initiation. These corporate branches would be virtual branches like the Dominion branches and then members could apply for transfer to any local branch.

For Member to Member Gift Memberships: The more traditional gift membership (individual to individual) is more complicated as current practices such as member acceptance required by local branches and systems administration limitations would

require more consideration and likely financial investment in current programming if considered beyond current practices.

The Coordinator will examine further and follow up with the committee.

ACTION: COMMITTEE COORDINATOR

7. BRANCH 13-013

The Membership Committee has been asked by Constitution and Laws to consider establishing more formalized rules relating to the Online Dominion Branch 13-013.

Currently:

Branch 13-013 is considered a Virtual online branch of the RCL and as such differs from a traditional Legion branch by way of:

- Members are virtual members and do not have voting rights
- There are no elections and therefore no elected branch executives and no general meetings
- No member is eligible to receive a Legion award (Life etc.,) while a member of the branch
- The members cannot participate in Legion sports
- The members cannot present themselves as representatives for the branch
- Members can only attend Dominion Conventions as observers.
- It is considered a special branch within the General By-Laws

The Committee considered the above and was not in favour of formalizing rules or changing any of the current practices as the Dominion Virtual branches were established to be unique as a holding Branch and not be regular branches. If members want to enjoy any of the above local branch benefits, they are encouraged to transfer to a local branch.

The Committee is committed to reminding and encouraging all virtual Dominion branch members to visit, participate and transfer to a local branch.

ACTION: COMMITTEE COORDINATOR

8. JOIN THE LEGION - QR CODE

The Coordinator shared the creation of a QR Code for the Join the Legion page as it was shared previously with BC YUKON Command.

The committee discussed other ways the code could be used, such as on local branch menus, and will pass along to Marketing for consideration in incorporating on branch posters and any other material managed by Supply that could encourage non-members to join The Legion.

9. NEXT MEETING

The next meeting will be held at the call of the new incoming Membership Chair.

10. CLOSING

As this was the final meeting for this committee, the Chair thanked all for their hard work and commitment to developing and implementing the changes required to ensure Legion membership continues to move forward especially during the challenges of the last 16 months. The Chair also thanked the extended Committee of The Whole members for their valuable input and continued efforts within their respective Commands.

The meeting concluded at 15:35 hours.



Bruce Julian, Chair



Randy Hayley, Coordinator