



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

File: 23:1

October 13, 2021

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

1. INTRODUCTORY REMARKS

The Membership Committee convened via Zoom video conferencing on October 13, 2021 at 14:00 hrs. The Chair welcomed all re-emphasising the importance of this Committee work as we head towards our 100th anniversary.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

- **C&L Request**

The Committee has been asked by C&L to consider the following:
C&L has reviewed the General By-Laws to act on the defeated Dominion Convention resolution as follows:

“Any person convicted for Pedophilia or Sexual Abuse /Assault under the Criminal Code of Canada and/or is registered on the National or Provincial Sex Offender Registry will not be allowed to apply for membership or to transfer an existing membership within the Royal Canadian Legion.”

To conform to the proposed amendments to the By-Laws C&L has asked the Committee to consider adding the following statement to the Membership Application Form under “Membership Declaration and Initiation”

“I hereby certify that I have never been convicted of any serious criminal offence involving either violence or sexual misconduct of any type”

Concurred

The Membership Committee concurrence will be reported back to C&L for their course of action and the Committee will await further direction from C&L for next steps.

ACTION: COMMITTEE COORDINATOR

3. DOMINION CONVENTION RECAP

The Coordinator summarized the first Virtual Dominion Convention as an overall success and specifically for Membership as we were able to present our ‘What’s New’ Workshop and Committee Report with tremendous feedback.

Marketing presented a MemberPerks Workshop which also supported our Membership strategic plan.

Many great questions and positive feedback were received through the chat function as over 300 questions were asked of Membership over the 2 days. All questions have been answered and will be posted online in the coming weeks.

4. COVID MEMBERSHIP UPDATE:

The Coordinator discussed the new membership challenges caused by the pandemic.

- Only 31% of Branches reported to be fully open a few weeks ago
- Provincial Vaccine Passports and Member entry rules have had members seeking refunds.

- Growing Branch Balances for Per Capita Taxes...over \$180k in account receivables that is over 90 days
- Growing Inbound Call Volumes....30,000 calls are expected by year-end
- The growing importance of member contact information at a time when many Branches are not operating to full capacity

The Coordinator will share with the Provincial Membership Chairs on our next Committee of the Whole Meeting for further discussion.

5. UPDATE 2021 AND 2022 RENEWALS

The Coordinator updated the Committee on our current 2021 membership number and 2022 early renewals.

Membership currently stands at 221,000 members or 6% below last year at the same time. Currently over 38,000 members have renewed for 2022 which is approximately 10,000 members ahead of last year.

Auto Renew will run the first week of November and currently 9% of all members participate in the program.

The Coordinator updated the Committee on the upcoming:

- Approx. 40,000 Renewal Reminder Direct Mail Piece to members not renewed for 2021
- Offer includes Pre-pay for 5 years and receive a toque, scarf and pair of mittens and will also be promoted in Legion Magazine, on our emailed renewals reminders and on Social Media
- Renewal Reminder Legion Magazine Ad in Nov/Dec editions
- Ongoing weekly email reminders
- TV and Radio ads have begun, and the PSA video and radio ads are available on the Member Services Website, on the Marketing and Public Relations page.
- [2021-2022 Television and Radio Ads - English/French](#)

6. DIGITAL ELECTRONIC MEMBERSHIP CARD - UPDATE

The Coordinator updated the progress being made on the new digital card and showed the Committee members a sample template. Launch date to be late 2021.

- Membership card provided electronically directly to the member
- Card downloadable to a mobile wallet which has been created and tested
- Available for both new and renewing Legion members

- Additional work still required within CRM
- Launch date targeted before year-end

ACTION: COMMITTEE COORDINATOR

7. VETERANS FAMILY WELCOME PROGRAM UPDATE

This program is now available.

The new Branch is 16-016 and similar to the current Veteran Welcome Program all new members will need to be signed up in Branch 16-016 initially to ensure the Membership is free and to ensure the member receives Legion Magazine.

It will be promoted to Branches through a direct All Branch email within the next week. Application forms will be also available on the portal along with a link on our legion.ca website to join directly.

Marketing will assist with the launch by promoting through Social Media support and if possible, a direct email to all CF1 members to help launch the program

Expectations are for 2,000 new members to join through this program in 2022.

ACTION: COMMITTEE COORDINATOR

8. ATTRACTING MORE VETERANS TO THE LEGION

The Chair discussed the fact that 700,000 Veterans exist in Canada and the Legion currently has approximately 60,000 or just under 10% of them as Legion members. The Chair asked Committee members to discuss how we could attract more Veterans to our organization. Suggestions included:

- Reach out to the basic training schools (i.e., St Jean) to inform them we advocate for them as the perception may be you are not a Veteran until you retire.
- Educate the younger Veterans including the Reserve Force of the Legions work
- Reach out to our Military Resource Centre contacts to distribute our free membership offers

- Remind and educate Veterans (and public) that Associate members (civilians) are military family members and are filling the necessary organizational roles required to execute the Legions mission statement

- Have our President and Grand President reach out to their CF and RCMP contacts to help promote our free membership offers.

The Coordinator shared how we have established National contacts with:

- the Cadets who emailed our offer to all graduating cadets last year
- The newly formed National Police Federation (representing the RCMP).
- The Commissionaires and have an agreement to promote Legion membership to their current workforce of over 20,000 members which includes a large percentage of Veterans.

ACTION: COMMITTEE COORDINATOR

9. NEXT MEETING

The next meeting will include the Provincial Membership Chairs and will be held early December after the Remembrance Day period and DEC meetings. Date TBD.

10. CLOSING

The Chair concluded the meeting and thanked all for their active participation.

The meeting concluded at 15:10hours.



Owen Parkhouse, Chair



Randy Hayley, Coordinator