



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

File: 23:1

October 26, 2022

In Attendance:	Owen Parkhouse -	Chair
	Valerie MacGregor -	Vice-Chair
	Terry Campbell -	Member
	Marion Fryday-Cook	Member
	Rosalind Larose -	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 on October 26, 2022, at 14:00 hrs. The Chair welcomed all.

2. DIGITAL MEMBERSHIP CARD UPDATE

The Assistant Coordinator updated the committee. The new digital membership card was successfully launched October 14th with an All-Branch email sent to all branches the week of October 17, 2022.

The new card is the next step in modernizing the Legion membership experience and with its launch it provides an option for members and cost efficiencies while lessening the Legions environmental footprint.

An introductory video resides on the front page of the portal for branches to familiarize themselves with the new optional card. In less than a week 150 Branches had viewed the video.

Almost 2,000 members have opted for a digital card in the first 10 days. Expectations are for 20,000 members to have a digital card by the end of 2023.

3. 2021 CENSUS DATA

The coordinator discussed the high-level findings of the 2021 Census Data as it related to Canadian Veterans. It was the first census profile of Canada's Military in 50 years.

- ***97,625 Canadians are currently serving in the CAF while 461,240 identified as Veterans.***
- ***Current serving CAF members are considerably younger than the average employed Canadian (36 vs 42 yrs of age).... 35% are 25-34 years of age!***
- The document contains both demographic and geographic information which will be further analyzed by Marketing and Membership to determine future targeted membership opportunities.

The data reinforces the potential to attract new Veterans, and their family members to the Legion. Legion Membership is better positioned with the following new tools to attract this target audience:

- introductory 1-year free membership offers for Veterans and their family members
- increased Memberperks savings opportunities
- the modernization of the administering of Legion memberships online making it easier to join and renew.

ACTION: COMMITTEE COORDINATOR

4. NATIONAL LEGION WEEK

A large part of our current membership success can be directly attributed to the modern-day record pace for new/reinstated members joining the Legion. To ensure continued success we must continue to evolve our strategy to grow new members into the future. A critical part of the 2018 Membership Strategic Plan was increasing member acquisitions, and a National Legion Week could assist in attracting new members to The Legion.

A common Legion week across Canada could be promoted nationally to help drive Canadians to local Legions to increase new memberships but also to attract new branch volunteers.

The Committee discussed:

- The timing of the common week considering some Commands had different weeks for various reasons.
- What does Legion Week consist of?
- Promoting a week to invite all Canadians including current Free Veteran and Veteran Family Memberships and potentially Friends of the Legion (if passed by DEC) to local Branches. Highly targeted invitations will improve results
- Legion National Headquarters working with Provincial Commands to support national promotions including providing marketing tools for commands and branches.

RECOMMENDATION TO DEC:

Commencing in 2023, the 3rd week of September be pronounced as National Legion Week across Canada allowing all commands and branches to consistently participate to attract and welcome Canadians to the Royal Canadian Legion.

It is also recommended that Legion National Head Quarters establish marketing tools to assist commands and branches in promoting Legion Week.

CARRIED

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

5. REVIEW OF RECOMMENDATIONS TO DEC

In addition to the National Legion Week recommendation the Committee Coordinator reviewed the other recommendation the committee will be making at the upcoming DEC meetings in late November.

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.

OTHER BUSINESS:

- The Assistant Coordinator reviewed some of the new branch training videos now available on the portal. These are being created to provide additional website training tools as electronic membership processing continues to grow.
- The Welcome Wagon was suggested as a partner for local branches to introduce new community members to the Legion.
- Clarification was provided and discussed regarding the Welcoming Ceremony now being optional for branches
- With some branches opting out of the new Welcoming Ceremonies the question was asked.... Is it time to re-introduce the New Member Welcome Handbook in a new cost effective, more efficient, and informative format?

ACTION: COMMITTEE COORDINATOR

6. NEXT MEETING

The next meeting will include the Committee of The Whole and will tentatively be scheduled for early January 2023Date to be confirmed.

7. CLOSING REMARKS

The Coordinator reminded the committee new/reinstated members continue at a modern-day record pace while overall membership results continue to be on pace for showing membership growth for the first time in over 30 years!

The Chair thanked all for their participation and adjourned the meeting at 15:15 hrs.



Owen Parkhouse, Chair



Randy Hayley, Coordinator