



**DOMINION COMMAND  
PUBLIC RELATIONS COMMITTEE MEETING MINUTES  
Thursday, February 2, 2022, 2:00 p.m. ET**

**In Attendance**

Sharon McKeown	PR Committee Chair (ON Command)
Donna McRury	PR Committee Vice Chair (NS-NU Command)
Carolyn McCaul	Member (ON Command)
Dale Johnston	Member (BC-Y Command)
Ernie Tester	Member (MB-NWO Command)
Nathan Hoffmeister	Member (SK Command)
Paulette Cook	Member (QC Command)
Rosalind LaRose	Member (AB-NWT Command)
Tom Young	Member (NS-NU Command)
Nujma Bond	PR Committee Coordinator
Leah O'Neill	Assistant Coordinator

**Regrets**

Jack Clayton	Member (NB Command)
John Yeo	Member (PEI Command)
Law Power	Member (NL & L Command)
Dion Edmonds	Assistant Coordinator

*(NOTE: this “new” iteration of the PR committee is composed of all PROs (Public Relations Officers) from each Command, and in cases where such a position does not exist, the Command has delegated a representative such as an Executive Director or President. Currently the format is similar to what was used in previous PRO meetings to report on local PR updates, as well as overall organizational PR topics).*

## RECORD OF DISCUSSION

### 1) Opening

Sharon/Nujma

#### a) Roundtable welcome

Sharon welcomed returning members, and new member Nathan Hoffmeister, and invited any comments.

Sharon noted and Dale explained further that over a year ago, the BC Yukon Princeton Branch raised \$104,000 (not poppy funds) for flood relief in a single day. We encourage opportunities like this be shared internally and with media.

#### b) Review/comments: December notes

Dale asked when National Legion Week across Canada was set to start, and if it was it mandatory for all Commands. BC Yukon would likely still hold their event in June, and possibly in September as well. Sharon shared that a national week would allow the Legion to more effectively support the event across Canada. In BC the lottery commission helps promote their legion week.

**ACTION ITEM:** Sharon will confirm details of the initiative and get back to committee.

### 2) Discussion

Sharon, All

#### a. National PR updates

Nujma

##### i. VAC budget underspending

Nujma noted the email she shared with the Committee and Commands a few days ago about the Dominion President's [response](#) to hearing of the \$1 billion in funding leftover from the 2022 VAC budget.

##### ii. Sexual misconduct in military

Nujma reminded the Committee of the [article](#) the Legion posted noting our response to the report on the sexual misconduct in the military.

##### iii. Federal budget response

The Federal Budget is usually delivered in February or March. The Legion will post our response to the budget once it is shared.

#### b. Regional PR updates

PR reps

Paulette shared that Quebec Command does not currently have a person to support their website, newsletter, translation or Legion magazine submissions. They are hoping to find help soon. Additionally, Quebec Command plans to redo their website.

Ernie noted that Manitoba/Northwest Ontario is relatively quiet, with Branches focused on events at their locations.

Roz shared that Alberta-Northwest Territories Command was also quiet post-Christmas, with Branches busy with sports. They recently celebrated birthdays for two 102-year-old Veterans. The Command is looking for a new Legion Magazine representative to submit photos. They are also working on updates to their newsletter and website.

Sharon also noted a 102-year-old Veteran in her Command was interviewed by a journalist to share her story. This Veteran had also suggested poppies be planted at cenotaphs. For her 103<sup>rd</sup> birthday, the Command and other Legion representatives including the Dominion President, sent the Veteran cards and well wishes.

Dale reported that BC Yukon Command is working on improving their member e-newsletters. The current newsletter has an open rate of only 35%. The Command is also developing social media training videos to encourage and support their Branches in getting online. They will be training their Zone Commanders on how to instruct their branches to get online so that they can put on a clinic when they have their zone meetings. Dale also shared a recruitment initiative they are working on where Branches with large parking lots can opt in to offer RV overnight parking spots, with their first night free for Legion members. The Command will then hold a booth at a provincial RV Show offering a night free in exchange for a new membership. This will likely launch next year as the RV show is in February/March and the Command needs time to share information and collect opt ins from Branches.

Carolyn shared ON Command's recent [donation of almost \\$1.2 million dollars](#) to four organizations: Veterans Transition Network, Good Shepherd Mission's Veterans Housing Navigation Team, Sunnybrook Veterans Cenotaph Project, and Wounded Warriors Canada's Operation Service Dog. Another [local story](#) was also produced. Additionally, Carolyn noted that to date, \$1,275,000 has been donated to Operation Service Dog. / Carolyn also shared that their Branch survey was going out in May. Their last survey was in 2018 so this will help the Command update their Command Fact Sheet.

Nathan shared that Saskatchewan Command was developing a new member newsletter and plans to work with Branches to collect individual email addresses from members. The Command also plans to support Branches in going digital, providing 30 second videos to highlight member sports and other initiatives on social media, supporting the development of online surveys and online registration for Branch and provincial sports.

Tom noted that Nova Scotia-Nunavut Command was collecting updated branch bylaws and policy manuals, due by the end of March. Their Command also is holding round table discussions every 2 months with their executive council and

district and zone commanders. They get together by Zoom, to get a feel for what is going on around the province. Tom also shared his appreciation for their Command's oldest Veteran, 102-year-old Betty – a staunch Legion member of Branch 138 Sydney NS. Tom noted that a number of their members received the Queens Platinum Jubilee Medals, and that every opportunity should be taken to celebrate the work of our volunteers. Tom informed the Committee that the Command has had to change the location of its provincial convention due to a mould issue in the host Branch. The convention will now be held at Branch 138 Ashby and the Whitney Pier Legion will continue to be the host Branch. Tom was pleased to share that the small community of Wolfville NS rallied around the Legion Branch to raise \$2 million to rebuild the Legion.

c. Items affecting PR

i. Branch social media/ Distasteful ads

Sharon

Sharon indicated that a number of Ontario Branches were sharing distasteful posts on their Facebook pages. Branch social media platforms represent the Branch and the Legion as a whole and must adhere to brand protocol. The Branches were reminded of Legion social media policies and the posts were removed.

**ACTION ITEM:** PR committee members are encouraged to remind their regions of the social media guidelines.

[Brand Guidelines](#) (pg. 21-22)

[Social Media Guidelines](#)

d. Committee work

i. Ideas for PR meetings or team actions

Sharon

Donna suggested that at the next meeting, Committee members share what their Commands are doing for Legion centenary celebration. Sharon agreed this was a great idea.

**ACTION ITEM:** PR committee members to report any Legion 100 initiatives in the works at the next meeting.

Sharon suggested the Legion could send poppy seeds the year before the 100<sup>th</sup> anniversary to schools across Canada to be planted at cenotaphs in time to bloom for the celebrations. She will discuss this idea further with the centenary committee.

### 3) Any other business

All

Nujma noted there's a big event in BC next week and Dale shared further that the [Legion Veterans Village](#) will officially launch on Wednesday February 8. Watch for a news release on this amazing Command project.

With Commands sharing their plans to create and/or update their e-newsletters and website, Leah reminded the Committee that the Legion Headquarters Marketing Department is available to support their efforts. Commands are also encouraged to consult the following resources:

- [Brand Guidelines](#) - To support use of trademarks and brand consistency
- [Important Canadian Legal Requirements](#) - Information to keep in mind for email communications and collection of member information.
- [Email lists](#) – Please ensure that member contact information, including updated email addresses, is updated on the members' profiles in the Legion database. Branches and Commands can Update member emails in bulk using the attached Excel template below, and email it to Member Services. [Member email template](#)
- [Member Services](#) – Commands and Branches should reach out to Member Services to get their existing list of member emails and any additions or updates made by the Branch or Command to this list, should also be shared with Member Services. This list is important as it shows which members have opted out of emails related to the Legion.

#### Post-meeting notes:

- The marketing department is working on a partnership with MailChimp to offer Commands and Branches simplified bulk email tool and branded newsletter templates and a simplified branded website template. More information to come in March.
- Sharon notes that with enough notice, our Dominion President will often send personal messages for milestone events. Please contact [Kelly Therien](#) at National Headquarters for such requests. Also think about asking your Provincial President for similar messages.

### 4) Adjournment

The meeting was adjourned at 3:06

**Next meeting** – Next meeting suggested – Thursday, April 6, 2023, 2:00 PM ET