



BRUCE JULIAN, MEMBERSHIP COMMITTEE CHAIRMAN

MESSAGE FROM THE MEMBERSHIP COMMITTEE CHAIRMAN

Greetings Comrades:

On behalf of the Membership Committee, I thank you for your outstanding membership efforts over the past year. Together our organization has embraced a modern day Legion and as a result, we have accomplished the following:

- Over 230,000 Legion members now have an option to renew their local Branch membership online thanks to almost 90% of Branches sharing their membership rate within our member services website.
- 300,000 Legion memberships have been processed online since the inception of our member services website
- New and reinstated members are currently growing almost 15% year over year

These significant accomplishments will pay future dividends as we continue to face the challenges of an aging demographic membership base. Please continue to

gather and share member email addresses within our website, as improved communication, especially related to membership renewal, is essential moving forward.

Thank you to all our hard-working chairpersons and volunteers at all levels of our organization, without your assistance our challenges would almost be impossible.

Thank you to our dedicated staff at “Member Services” who strive to serve our membership needs and respond quickly and correctly to your questions and concerns.

Comrades, plenty of hard work lies ahead but we remain optimistic regarding our strategic direction and look forward to positive results moving forward.

Thank you in advance for all your efforts during our upcoming 2020 membership renewal campaign!

Yours in comradeship.

BRUCE JULIAN,
MEMBERSHIP COMMITTEE CHAIRMAN

WIN ONE OF FIVE \$500 CANADA POST VISA* GIFT CARDS!

Encourage your members to add their email and Win! Members can provide their email address to www.legion.ca/email for a chance to win one of five \$500 Canada Post Visa* gift cards AND \$500 for your branch.

The contest is promoted on the 2-part sticker renewal cards and runs until January 31, 2020. All members in good stand-



ing who have an email address entered are eligible to win.

Members with an email on file have access to benefits including automatic entry in national member contests, the bi-monthly member newsletter, notices of member opportunities, and more!

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BRANCH RATES FOR 2020

REMINDER

Your 2019 Branch membership rates allowing your members to renew online will be automatically copied over to 2020 within the website. If you have a change in membership fees please update on the member services website or call Member Services directly to update.

PER CAPITA TAX RATES

Your 2020 Per Capita Tax Rates are available on the member services website.

portal.legion.ca/branch-and-command-resources/membership

ONLINE BRANCH PROCESSING

Membership processing online is growing across the Legion as over 700 branches now process all members regularly on the website. A step-by-step processing manual is available on the website and the Member Services Team at Dominion Command is always available to assist in providing training and guidance.

NEW! MEMBERSHIP APPLICATION FORMS

The Membership Application Form has been updated to include a 'Personal Information Consent' section to ensure we are remaining compliant with privacy laws and fully transparent regarding how we use member personal information. Our complete Privacy Policy can be found at legion.ca/legal

MEMBER SERVICES
membership@legion.ca
(Toll Free) 1-855-330-3344

AUTO RENEWAL FOR MEMBERS

Members can now sign up for annual auto renewal via credit card when creating their membership profiles online. This will allow their credit card to be automatically billed each November for their local Branch membership.

Similar to online renewal payments the Branch will be sent an email when the payment has been made along with a cheque for the branch portion of the membership fee.

Members can sign up via their member profile or by contacting Member Services.



YOU'VE GOT MAIL!

Please ensure you are accessing your Branch email by clicking 'WEB MAIL' on the left-side menu of the Member Services Website. If you require assistance accessing your branch email Member Services is available to assist.

BRANCH MEMBERSHIP RENEWAL STRATEGY

Members are the strength of the Legion, and our most valuable resource. Use our Branch Membership Renewal Strategy to guide your 2020 renewal efforts. The strategy can be accessed on the member services website.

R

RENEWAL reminders

- Personal phone calls yield best results
- Email reminders
- Direct mail reminders

40%

of non renewing members did not remember receiving a renewal reminder

E

EMAIL addresses

Collecting and entering member email addresses within the member services website allows both the Branch and Legion House the ability to send important reminder notices electronically.

N

NEVER again ask members to renew. Sign your members up for Auto Renewal

Auto Renewal automatically renews members annually who have signed up online with a credit card. Branches save time and money. No processing or paperwork required from the Branch.

Please consider: Each time we ask a member to renew, we are asking them to reconsider if they still want to be a Legion member.

E

ELECTRONIC renewal saves time and money for both Branches and Members

Ensure your Branch rate is entered in the member services website to allow your members the opportunity to renew online providing another option for renewal.

41%

of non-renewing members would renew online

W

WELCOME all with improved Branch hospitality

Review the Branch Hospitality Program

25%

of non-renewing members found their Branch experience to be inhospitable