

**MINUTES OF THE  
MEMBERSHIP COMMITTEE  
February 05, 2019**

**File:23-1**

**TABLE OF CONTENTS**

<b>1.</b>	<b>Opening Remarks</b>	<b>2</b>
<b>2.</b>	<b>Request for Additional Agenda Items</b>	<b>2</b>
<b>3.</b>	<b>Approval of Nov 24, 2018 Committee Minutes</b>	<b>2</b>
<b>4.</b>	<b>Update on membership numbers and website</b>	<b>3</b>
<b>5.</b>	<b>National Renewal Plan – Targets/Goals</b>	<b>4</b>
<b>6.</b>	<b>Veterans Welcome Membership – Exit Survey</b>	<b>4</b>
<b>7.</b>	<b>Marketing Strategy</b>	<b>5</b>
<b>8.</b>	<b>2019 Renewal Reminders</b>	<b>5</b>
<b>9.</b>	<b>New Business</b>	<b>6</b>
<b>10.</b>	<b>Next Meeting Date</b>	<b>6</b>
<b>11.</b>	<b>Closing Remarks</b>	<b>6</b>

**MINUTES OF THE DOMINION COMMAND  
MEMBERSHIP COMMITTEE  
February 05, 2019**

<b>In Attendance:</b>	<b>Bruce Julian</b>	<b>-</b>	<b>Chairman</b>
	<b>Valerie MacGregor</b>	<b>-</b>	<b>Vice-Chairman</b>
	<b>Terry Campbell</b>	<b>-</b>	<b>Member</b>
	<b>Duane MacEwen</b>	<b>-</b>	<b>Member</b>
	<b>Garry Pond</b>	<b>-</b>	<b>Member</b>
	<b>Jay Tofflemire</b>	<b>-</b>	<b>Member</b>
	<b>Randy Hayley</b>	<b>-</b>	<b>Committee Secretary</b>
	<b>Danny Martin</b>	<b>-</b>	<b>Asst. Committee Secretary</b>

**1. OPENING REMARKS**

The Membership Committee convened via teleconference on February 05, 2019 at 16:00 hrs. The Chairman welcomed all.

**2. REQUEST FOR ADDITIONAL AGENDA ITEMS**

No additional items added to the agenda.

**3. NOVEMBER 24, 2018 COMMITTEE MEETING MINUTES**

With no further comments regarding the minutes the following motion was moved:

**MOTION:** To accept the minutes of the November 24, 2018 meeting.

**CARRIED**

#### **4. UPDATE ON CURRENT MEMBERSHIP NUMBERS/WEBSITE**

##### **2018 YEAR-END RESULTS:**

- 262,755 Total Paid Membership - down 5,762 members or 2.1% year over year (an improvement over 2017 when we were down 10,089 members or 3.6%)
- **Please Note:** This is our best loss improvement performance in the last 8 years (down 5,100 members in 2010 vs 2009) and our second best loss performance in the last 30 years of membership
- 26,187 New Members were enrolled during 2018 – up 1,189 members or 4.8% year over year
- 5,128 members deceased during 2018 compared to 4,904 the year before. An increase of 4.5% year over year
  
- 33,217 members who had paid for 2017 were not processed/did not renew for 2018.
- Of these 33,217 members, 5,128 deceased during the year leaving a remaining 28,089 members who could have renewed.
- Of these 28,089 members, 7,728 (27.5%) were new members (1 year of service)
- An additional 3,409 (12.1%) had 2 years of service
- In summary, a total of 11,137 (39.6%) were 'new' members which is higher than the 36.2% the previous year for non-renewals.

##### **MEMBERSHIP WEBSITE**

- 27,400 members have now registered their memberships online (providing us with their email addresses and phone numbers). We now have 69,000 member email addresses (25%).
- 1,235 Branches (88%) have logged on to the membership website.
- 732 Branches (52%) are fully processing on the portal
- 1,180 Branches (84%) have provided their branch rate allowing their members to renew online.

## **5. NATIONAL RENEWAL PLAN**

Member renewal and retention will be a key component of stabilizing membership and as a result the committee discussed creating a National plan to be distributed to commands and branches to ensure all levels within the Legion are working with a common plan and goals.

The committee discussed and agreed on National renewal goals/targets for 2019 and a plan to provide monthly updates on command progress.

Additional renewal ideas were discussed for branches and these ideas will be simplified in a plan consisting of 5-easy steps to improved member renewal and retention results. This plan will be presented to DEC at the April meetings to ensure the plan is fully supported.

The Secretary agreed to build a standardized membership presentation, which could be shared with attendees of the upcoming Provincial Conventions.

**ACTION: COMMITTEE SECRETARY**

## **6. VETERANS WELCOME MEMBERSHIP AND RMML EXIT SURVEY**

The new 1-year free Legion membership for Veterans approved at the Dominion Convention has launched and been communicated to branches via the All Branch (Legion Dispatch). The application form is available on legion.ca for public access.

To date we have received over 1,200 new memberships primarily from a direct email sent to 57,000 serving and retired Canadian Forces personnel.

The Committee wants to ensure all branches are aware of the program and are actively promoting it within their regions as our National expectations are for 2,000 new members by the end of 2019.

An online survey was conducted of Retired Military Members At Large who did not renew after their free 2018 membership year. 277 email surveys were distributed with 48 members responding (17%).

Reasons for not renewing:

- 17% Did not receive reminder
- 17% Forgot

- 15% Financial reasons
- 40% Other

Two thirds of the members did visit a local branch during their free year and stated:

- 32% Good/pleasant
- 25% Not relevant (people, activities)
- 18% Not welcomed
- 14% Unpleasant environment/decor
- 7% Location too far
- 4% Frustrating, poorly organized

Results are similar to our larger non-renewing member survey completed in 2017 further indicating we need to work harder on reminding members about renewing and continue to improve our branch hospitality.

## **7. MARKETING STRATEGY**

The 2019 Marketing Strategy was distributed to the committee for their information.

## **8. 2019 RENEWAL REMINDERS**

The Secretary reminded the committee Legion House would be sending the following 2019 renewal reminders to members who have not renewed.

- 1) Week of February 4<sup>th</sup> – 20,000 emails will be sent to members
- 2) Week of March 4<sup>th</sup> – 60,000 renewal reminders will be mailed to members

Member email addresses and branch rates are vital to our success when sending these reminders as they allow for cost efficiencies for the Legion, ease of renewing for members and ease of processing for branches.

## **9. NEW BUSINESS**

The Secretary discussed developing an enhanced member acquisition plan to assist in achieving our goal of 300,000 members by 2026 and some of the hurdles our organization still presents to new members. Further committee discussion to follow.

Comrade Terry Campbell raised the topic of Legion House hours over the Christmas break which the Chairman stated he would bring forward.

**ACTION: COMMITTEE SECRETARY**

## **10. NEXT MEETING DATE**

The next committee meeting will be early April before DEC (16:00 hrs EST). Date TBA.

## **11. CLOSING REMARKS**

The Chairman closed the meeting by thanking all for their participation. The meeting concluded at 17:40 hrs.



Bruce Julian, Chairman



Randy Hayley, Secretary