

**MINUTES OF THE
MEMBERSHIP COMMITTEE
April 02, 2019**

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**MINUTES OF THE DOMINION COMMAND
MEMBERSHIP COMMITTEE
April 02, 2019**

In Attendance:	Bruce Julian	-	Chairman
	Terry Campbell	-	Member
	Duane MacEwen	-	Member
	Randy Hayley	-	Committee Facilitator
Regrets:	Valerie MacGregor	-	Vice-Chairman
	Garry Pond	-	Member
	Danny Martin	-	Asst. Committee Facilitator

1. OPENING REMARKS

The Membership Committee convened via teleconference on April 02, 2019 at 16:00 hrs.
The Chairman welcomed all.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

No additional items added to the agenda.

3. FEBRUARY 05, 2019 COMMITTEE MEETING MINUTES

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

MOTION: To accept the minutes of the February 05, 2019 meeting.

CARRIED

4. UPDATE ON CURRENT MEMBERSHIP NUMBERS/WEBSITE

- To date we have processed 215,431 memberships. Membership is currently down 3.0% year over year.
- 2019 Renewals are at 75.5% vs 77.2% at this time last year.
- We have processed 15,115 new members (including the free Veterans Welcome Program) up 19.2% to the same time last year
- We have processed approx. 1,500 new 1-year free memberships as part of our Veterans Welcome Program.
- We have processed 1082 deceased members vs 1160 at this time last year.

PROCESSING WEBSITE UPDATE

- 32,298 members have now created an online profile (providing us with their email addresses and allowing them to renew online).
- 1242 Branches (89%) have logged on to the membership website.
- 748 Branches (53%) are fully processing members on the portal.
- 1200 Branches (86%) have now provided their branch rate allowing their members to renew online.

RENEWAL REMINDER: Our 60,000-renewal reminder mailer yielded the strongest results in the past three years. Over a 3-week period:

- 1,150 members renewed online
- 2,245 phone calls were received by Legion House

Keys to results:

- 86% of members can now renew online
- Marketing introduced a postcard format to the mail-out with a contest attached resulting in an increased response rate while reducing costs

5. NATIONAL BRANCH RENEWAL PLAN

The plan was shared and reviewed and will be presented to DEC at the upcoming April meetings. The plan will also include our 2019 membership targets. If supported by DEC this plan will be the focal point for membership at the upcoming provincial conventions.

ACTION: COMMITTEE FACILITATOR

6. PROVINCIAL CONVENTION PRESENTATIONS

The Facilitator shared the PowerPoint presentation that will be specific to each of the Provincial Commands. The presentation will be reviewed with the Provincial Membership Chairs on their upcoming conference call. The strategy is for the Chairs to present at each convention. The messaging focuses on renewal/retention, internal communications and the Veterans welcome membership.

ACTION: COMMITTEE FACILITATOR

7. MEMBER RECRUITMENT FLYER/POSTER

The Chairman discussed having an additional member recruitment tool to be widely distributed by members and branches to attract new membership. If we are to achieve the strategic plan presented by the Going Forward committee, we will require a substantial increase in new members.

Marketing has developed and made available member recruitment pieces available from Supply. They include posters, brochures and bookmarks and are free to branches. The Facilitator to meet with Marketing in the coming weeks to discuss further.

ACTION: COMMITTEE FACILITATOR

8. NEW BUSINESS

- a) The committee reviewed the following recommendation from the C&L meeting minutes from March 21, 2019:

It was further recommended that the Membership Committee consider amending the declaration section of the membership application form to add reference to a potential member certifying that they have never had their membership in the Legion revoked

The Chairman will bring forward to DEC for further discussion.

- b) In reviewing our CASL (Canadian Anti -Spam Law) and Privacy law requirements, our legal counsel has suggested we update current wording on our membership application

form. The Secretary will share the updated wording with the committee prior to updating the application form.

- c) The Chairman discussed a recent inquiry where a branch was seeking a general by-law to reference as a reason not to accept a new member who was a known criminal. The Chairman will follow up with C&L.

ACTION: COMMITTEE CHAIRMAN AND COMMITTEE FACILITATOR

9. NEXT MEETING DATE

The next committee meeting will be May 16, 2019 at 16:00 hrs. The purpose of this meeting will be to receive feedback from the Ontario convention provincial membership presentation.

10. CLOSING REMARKS

The Chairman closed the meeting by thanking all for their participation. The meeting concluded at 17:05 hrs.



Bruce Julian, Chairman



Randy Hayley, Facilitator