

**MINUTES OF THE
MEMBERSHIP COMMITTEE
November 24, 2018**

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**MINUTES OF THE DOMINION COMMAND
MEMBERSHIP COMMITTEE
November 24, 2018**

In Attendance:	Bruce Julian	-	Chairman
	Valerie MacGregor	-	Vice-Chairman
	Terry Campbell	-	Member
	Duane MacEwen	-	Member
	Garry Pond	-	Member
	Jay Tofflemire	-	Member
	Bill Chafe	-	Observer
	Owen Parkhouse	-	Observer
	Randy Hayley	-	Committee Secretary
Regrets:	Danny Martin	-	Asst. Committee Secretary

1. OPENING REMARKS

The Membership Committee convened on Saturday November 24, 2018 at 08:00 hrs at Legion House in Ottawa. The Chairman welcomed our invited guests and opened the meeting with the opening ritual.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

No additional items added to the agenda.

3. OCTOBER 15, 2018 COMMITTEE MEETING MINUTES

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

MOTION: To accept the minutes of the October 15, 2018 teleconference meeting.

CARRIED

4. NEW REVISED WEEKLY REPORT TO POST ONLINE

The committee reviewed the suggested revised report and decided to suspend the idea of this report as Member Services continues to post a variety of monthly Membership reports on the portal that are accessible to all members and branches. The existing reports provide an up-to-date membership picture.

The committee agreed to examine the idea of a highly visible online National Membership Thermometer to easily display our membership progress on regular basis.

ACTION: COMMITTEE SECRETARY

5. UPDATE ON CURRENT MEMBERSHIP NUMBERS

- To date we have processed 259,228 2018 memberships or 96% of last years total. Membership is down 2.1% when compared to the same time last year (down 5,500 members)
- Our membership losses are already guaranteed to improve on the 2017 results.
- Overall Renewal rate is at 86.4% which is a slight increase over last year at the same time.
- We have received 3,930 deceased members versus 3,422 at the same time last year. An increase of 13%.
- To date we have received 24,998 new/reinstated members up 4.9% over the same time last year
- We have processed 72,687 2019 memberships to date

6. UPDATE ON MEMBERSHIP WEBSITE

- Since launch, 187,000 members have been processed through the processing website
 - 23,650 members have now registered their memberships online (providing us with their email addresses and phone numbers). We now have over 61,000 member addresses (23%).
 - 1,217 Branches (87%) have logged on to the membership website.
 - 692 Branches (49%) are fully processing members on the portal.
 - 1,130 Branches (81%) have provided their branch rate allowing their members to renew online.

7. BRANCH RATES AND MEMBER EMAIL ADDRESSES

As revealed by our non-renewing member survey conducted in 2017 40% of respondents did not receive a renewal reminder and 41% stated they would renew today if they could do so online.

These are 2 critical measureable initiatives we can accomplish to immediately improve membership results.

The committee discussed the idea of a communication piece on why member email addresses are important and what these emails would, and would not, be used for by the Legion. Comrade Owen Parkhouse stated he would review with the PR committee to explore how they could assist.

The committee will continue to work with the Provincial Membership Chairs on acquiring the remaining 300 branch rates. Branch rates continue to slowly improve week to week.

8. BRANCH EMAIL COMMUNICATIONS

Currently each branch has 2 emails addresses on their profile page within the membership website.

- 1) The branch email they have provided on their membership profile page.
- 2) The standardized email provided by Dominion Command when the portal was launched last year. This email is used when any transaction occurs on the membership website...i.e. a member renews online.

Current Results:

- 1) For the Branch email the branches have provided – only 57% of branches open the Legion Dispatch (All Branch) email distributed monthly by Dominion Command
- 2) For the standardized email – only 35% of branches have accessed this email but when sending specific emails (i.e. Canada Post Strike) only 12% opened the email

The Secretary will be presenting to the Provincial Executive Directors within the next few days and will seek their assistance and suggestions to improve branch reception of our electronic communications.

ACTION: COMMITTEE SECRETARY

9. VETERANS WELCOME MEMBERSHIP

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

Marketing will be targeted the offer via email to 57,000 serving CF and RCMP personnel during early December.

This expansion of free memberships to like-minded individuals has tremendous potential for our organization and future membership success.

Results will be closely monitored to determine the effectiveness of this program.

ACTION: COMMITTEE SECRETARY

10. MEMBERSHIP 5-YEAR STRATEGIC PLAN

The committee reviewed the 5-year strategic plan developed by the previous Membership committee.

11. MEMBER SERVICES STRATEGIC PLAN

The Secretary presented the Member Services strategic plan that aligns with our committee's 5-year strategic plan and the Going Forward committee's plan.

The committee agreed to present this plan to the Provincial Membership Chairs and then make available for greater distribution.

ACTION: COMMITTEE SECRETARY

12. NEW BUSINESS

Comrade Garry Pond discussed our age requirement to join the Legion is Federal Voting Age (18). As you can now join the reserves at 16 should we be consider lowering the age for Legion membership?

The committee agreed to conduct further research on age requirements as they relate to Provincial alcohol and gaming licenses before making any recommendations.

ACTION: COMMITTEE SECRETARY

13. NEXT MEETING DATE

The next committee meeting will be during the first week of February (16:00 hrs EST) and the next Provincial Membership Chair meeting be held the second week of December at 13:00 hrs EST. Dates to follow.

14. CLOSING REMARKS

Comrade Valerie MacGregor concluded the meeting with the closing ritual. The meeting concluded at 12:10 hrs.



Bruce Julian, Chairman



Randy Hayley, Secretary