



**MINUTES OF THE DOMINION COMMAND  
MEMBERSHIP COMMITTEE MEETING**

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**March 03, 2022**

<b>In Attendance:</b>	<b>Owen Parkhouse</b>	<b>-</b>	<b>Chair</b>
	<b>Valerie MacGregor</b>	<b>-</b>	<b>Vice-Chair</b>
	<b>Terry Campbell</b>	<b>-</b>	<b>Member</b>
	<b>Marion Fryday-Cook</b>	<b>-</b>	<b>Member</b>
	<b>Rosalind Larose</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>Randy Hayley</b>	<b>-</b>	<b>Committee Coordinator</b>
	<b>Amanda Black</b>	<b>-</b>	<b>Asst. Committee Coordinator</b>

**1. INTRODUCTORY REMARKS**

The Membership Committee convened via Zoom on March 03, 2022, at 14:00 hrs. The Chair welcomed all.

**2. 2021 YEAR END REVIEW**

- 234,615 Total Paid Membership - down 13,812 members or 5.6% year over year

- Renewal rates were 83.2% compared to 84.3% for 2020 and 85.6 in 2019
- 25,006 New/Reinstated Members were enrolled during 2021 down 4,871 members or 16% year over year. This included 1,667 new Veteran Welcome members and 342 new Veteran Family Welcome members. NOTE: 34% of all new members joined online.
- In remembrance, 3,727 members were recorded as deceased during 2021 compared to 3,892 the year before.
- A total of 36,013 members who had paid for 2020 were not processed/did not renew for 2021.
- Of these 36,013 members, 3,727 could not be renewed (deceased) leaving a remaining 32,286 members who could have renewed.
- Of these 32,286 members, 8,701 (26.9%) were new members (1 year of service)
- An additional 5,178 (16.0%) had 2 years of service
- In summary, a total of 13,879 (42.9%) were 'new' members who did not renew, slightly higher than the previous 3 years and likely a direct result of the reduction of Branch availability due to Covid.
- Temporary Branch closures and/or reductions in operating hours directly impacted Legion House inbound call volumes as a record 30,346 inbound calls were received by Member Services, 20% more than the previous record set in 2019.

### **2021 POSITIVES:**

- Membership strategically continues its transition to an online business model driven by both Branches and an ever-growing member participation. The chart below illustrates the dramatic growth in our online business over the past 3 years. For reference, the portal launched mid 2017 and we did not acquire most branch rates until late 2018.
- 237,272 total membership years were processed online (by Branches and individual members) growing 26% year over year. These memberships represented \$8.9 million in per capita tax.
- 78,544 members renewed their membership online representing 34% of all members! Up 81% over 2020
- 8,614 members joined online, up 33% despite total new members being down 16% year over year
- Members and Branches combined for 102,328 individual portal transactions during 2021.
- Almost 10% of all Members have signed up for MemberPerks saving over \$300,000 in 2021 alone

- 23,132 members have signed up for auto renew (10% of all members). Up 75% year over year
- Continued improvement in 4 of our 5 key performance indicator areas (Branch Rates, Member Emails, Branch Portal Processing, Auto Renewals).

<b>Online Portal Processing</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Total membership years processed	174,219	188,202	237,272
Total individual members renewing online	17,827	43,411	78,544
Total individual members joining online	1,456	6,456	8,614

Although membership continued to decline the results were directly impacted by another year of many Branches restricting their operation hours to comply with Covid-19 health regulations. Without the growth in online processing the results would have been dramatically different.

Our membership foundation (as defined by our key performance indicators) continues to strengthen, positioning us for better results once Branches return to more normal business practices.

### **3. 2022 COMMITTEE TARGETS**

The Committee discussed establishing the 2022 Targets for our 5 key performance indicator areas as defined within the Membership Strategic Plan. The Committee agreed to set the 2022 Targets as follows:

<b>Key Performance Indicator</b>	<b>2022 Objective</b>
Renewals	89%
Branch Rates	100%
Member Emails	60%
Branch Portal Processing	75%
Auto Renewals	15%

These targets will be shared with the Committee of the Whole members and in an upcoming All Branch email communication.

**ACTION: COMMITTEE COORDINATOR**

**4. ATTRACTING NEW MEMBERS – ‘FRIENDS OF THE LEGION’**

The Chair discussed an idea to help attract new people to the Legion who may support the Legion objectives but may not be interested in joining as a regular member. An example of this opportunity may exist with individuals who donate regularly to the Legion Poppy Funds. In recent years we have seen increases in individuals donating as the options to donate have grown (i.e. online donation ability). From a national perspective, these individuals do receive a solicitation offer to join but unfortunately new recruitment results are negligible. The concept of appealing to these individuals with a more informal ‘friends of the Legion’ type of association was discussed, and the Committee was in favour of further exploration and discussion.

The Committee Coordinator will report back to the Committee on possible paths of opportunity at the next meeting.

**ACTION: COMMITTEE COORDINATOR**

## **5. DIGITAL MEMBERSHIP CARD UPDATE**

The Committee Assistant Coordinator updated the progress being made on the new digital card. Each Committee member had the opportunity to download a digital test card.

- The launch has been delayed until Spring as internal resources have been stretched due to current priorityworkloads.
- Card downloadable to a mobile wallet
- Available for both new and renewing Legion members
- When ready to launch the card will launch with a stand -alone All Branch email to all Branches to communicate processes.

### **ACTION: COMMITTEE COORDINATOR**

## **6. FOLLOW UP ITEMS FROM COMMITTEE OF THE WHOLE MEETING**

Two recommendations were made at the previous Committee of The Whole Meeting:

- i) To consider expansion of the Veteran Family Welcome Program to include parents and guardians of CF and RCMP members. The Committee concurred and the following recommendation will be made to DEC:

### **RECOMMENDATION TO DEC:**

***That the current 1-year free membership for the Veterans Family Welcome Program be expanded to include parents and guardians of Veterans.***

- ii) To consider an honorary Life Membership for Silver Cross / Memorial Cross parents. The Committee concurred and the following recommendation will be made to the Rituals and Awards Committee for their consideration.

### **RECOMMENDATION TO RITUAL AND AWARDS COMMITTEE:**

***That Silver Cross / Memorial Cross parents receive an honorary Life Membership from the Legion.***

The recommendations contained within these minutes are subject to the approval of Dominion Executive Council or Dominion Convention as appropriate.

**ACTION: COMMITTEE COORDINATOR**

**7. NEXT MEETING**

The next meeting will include the Committee of the Whole and will take place within the next 3-4 weeks. Date to be determined.

**8. CLOSING**

The Vice-Chair thanked all for their participation. The meeting concluded at 15:20 hours.

A handwritten signature in cursive script that reads "Owen Parkhouse" followed by a stylized monogram "OP".

Owen Parkhouse, Chair

A handwritten signature in cursive script that reads "Randy Hayley".

Randy Hayley, Coordinator