



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

File: 23:1

March 29, 2023

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| In Attendance: | Owen Parkhouse - | Chair |
| | Valerie MacGregor - | Vice-Chair |
| | Terry Campbell - | Member |
| | Marion Fryday-Cook | Member |
| | Rosalind Larose - | Member |
| | Duane MacEwen - | Member |
| | Garry Pond - | Member |
| | Randy Hayley - | Committee Coordinator |
| | Amanda Black - | Asst. Committee Coordinator |

1. INTRODUCTORY REMARKS

The Membership Committee convened via Zoom on March 29, 2023, at 14:00 hrs. The Chair welcomed all.

2. UPDATES

The Coordinator updated the Committee on the following:

Digital Membership Cards – over 15,500 members have selected the digital membership card to date, representing 7% of all active members. Digital cards are highly cost efficient, environmentally friendly and can be delivered directly to member

within hours. Plans are to market directly to the members during the summer months.

Automated Telemarketing Renewal Campaign – began March 21st and will run until the end of April. 18,000 numbers have been uploaded to the Canada Direct predictive dialer. This renewal campaign remains highly cost effective and serves as an additional tool in our renewal/retention toolbox. Over 2,500 calls were made within the first 2 days with over 900 reminder messages left.

Portal Ugrades – The Member Services team have been working with our 3rd party IT support provider in updating the portal platform allowing us to seamlessly receive new software releases to ensure we remain compliant with privacy and credit card security regulations. Implementation and testing will occur over the next couple of months and will be seamless to membership website users.

National Legion Week – The 3rd week of September is National Legion Week to be promoted nationally by our Marketing and Comms team. An All- Branch newsletter will be sent to all branches the first week of April including some helpful tips for ensuring a successful week. Part of the larger communication plan will include a Membership Matters Newsletter mailed to all Branches in the next few months.

Commissionaires – Our national headquarters has signed a partnership agreement with the Commissionaires which allows us to communicate our membership offers to their 22,000 employees across Canada (including 4,400 Veterans). Veterans and their family members will have the option for a free 1-year membership while the remaining employees will have the option to sign up at a 30% discount off the regular Dominion membership fees. All new members must be first time members and will sign up in the Dominion branches but will be regularly encouraged to transfer to local branches. Program to officially launch in April.

Friends of the Legion – As this concept was approved by DEC at the November 2022 meetings the Committee is still seeking financial approval to move ahead with the IT programming required. More information will be available after the April DEC meeting.

ACTION: COMMITTEE COORDINATOR

3. 100th ANNIVERSARY DISCUSSION

The Chair spoke of the importance of the opportunity before us with the upcoming 100th anniversary in 2026. The Committee began discussing some ideas to be focussed around our 100th anniversary as we expect a significant national spotlight on our organization for this monumental milestone.

Initial ideas will be solicited and shared with all Provincial Membership Chairs as we want to maximize this once in a lifetime opportunity for the Legion.

Initial discussions focussed on Membership Cards and expanding introductory membership offers. These discussions will continue in subsequent Membership Committee Meetings.

ACTION: COMMITTEE COORDINATOR

4. NEXT MEETING

The next meeting to be scheduled post the April DEC meetings. Date to be confirmed.

5. CLOSING REMARKS

The Chair thanked all for their participation and adjourned the meeting at 15:15 hrs.



Owen Parkhouse, Chair



Randy Hayley, Coordinator