

**MINUTES OF THE  
MEMBERSHIP COMMITTEE – MEETING OF THE WHOLE  
September 24, 2019**

**File:23-1**

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**MINUTES OF THE DOMINION COMMAND  
MEMBERSHIP COMMITTEE MEETING OF THE WHOLE  
September 24, 2019**

<b>In Attendance:</b>	<b>Bruce Julian</b>	-	<b>Chairman</b>	
	<b>Valerie MacGregor</b>	-	<b>Vice-Chairman</b>	
	<b>Wayne Baker</b>	-	<b>MB/NWO Vice Mem Chair</b>	
	<b>Terry Campbell</b>	-	<b>Member</b>	
	<b>Tony Chevalier</b>	-	<b>NB Prov Mem Chair</b>	
	<b>Shirley Hodder</b>	-	<b>NFLD/LB Prov Mem Chair</b>	
	<b>David Flannigan</b>	-	<b>Member</b>	
	<b>Deanna French</b>	-	<b>AB/NWT Prov Mem Chair</b>	
	<b>Marion Fryday-Cook</b>	-	<b>NS/NU President</b>	
	<b>Lorne MacDonald</b>	-	<b>NS/NU Prov Mem Chair</b>	
	<b>Duane MacEwen</b>	-	<b>Member</b>	
	<b>Derek Moore</b>	-	<b>ON Prov Mem Chair</b>	
	<b>Owen Parkhouse</b>	-	<b>Prov Mem Chair</b>	
	<b>Garry Pond</b>	-	<b>Member</b>	
	<b>Sandra Routledge</b>	-	<b>QUE Prov Mem Chair</b>	
		<b>Randy Hayley</b>	-	<b>Committee Coordinator</b>
		<b>Amanda Black</b>	-	<b>Asst. Committee Coordinator</b>
<b>Regrets:</b>	<b>Keith Andrews</b>	-	<b>SASK Prov Membership Chair</b>	
	<b>Rob Cutbush</b>	-	<b>MB/NWO Prov Mem Chair</b>	

**1. OPENING REMARKS**

The Membership Committee and Provincial Membership Chairs convened via teleconference on September 24, 2019 at 16:00 hrs. The Chairman welcomed Amanda Black as the new Assistant Committee Coordinator for the Committee.

**2. REQUEST FOR ADDITIONAL AGENDA ITEMS**

No additional items added.

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

For 2019:

- To date we have processed 247,164 memberships (94% of last year's total). Membership is currently down 2.5% year over year.
- We have processed 25,522 new members (including the free Veterans Welcome Program) up 16.2% to the same time last year
- We have processed approx. 2,500 new 1-year free memberships as part of our Veterans Welcome Program. We have received approx. 750 new members since our last direct e-blast sent July 30<sup>th</sup>.
- We have processed 2,636 deceased members vs 2,855 at this time last year.

#### **PROCESSING WEBSITE UPDATE**

This past weekend we surpassed 300,000 memberships processed on the portal since our launch in July 2017. These 300,000 membership represent \$11 million in per capita fees processed online and are a significant accomplishment for this business transformation.

- 36,478 members have now created an online profile (allowing them to renew online).
- We currently have 75,283 member email addresses
- 1261 Branches (90%) have logged on to the membership website.
- 787 Branches (58%) are fully processing members on the portal.
- 1213 Branches (90%) have now provided their branch rate allowing their members to renew online.

In addition, a major systems upgrade was conducted during the summer months allowing for added security and a correction of Apple processing issues.

### **4. PROVINCIAL MEMBERSHIP TARGET REPORT**

The Coordinator reviewed the new Target Report, which indicates year to date progress on all key performance indicators broken out by Provincial Command.

It was reiterated the importance of achieving our committee targets if we are to improve

membership results.

This report will be distributed at least monthly to all leadership involved in Legion membership. The coordinator will investigate if the Committee's annual targets/goals can be added to the report as a reference.

**ACTION: COMMITTEE COORDINATOR**

## **5. PROVINCIAL CONVENTION MEMBERSHIPS PRESENTATION FEEDBACK**

With 8 of the 10 Provincial Command conventions now complete, the Chairman asked for feedback on the Membership presentations.

Consensus was the presentations went well with mostly positive feedback.

It was suggested a video presentation rather than a PowerPoint presentation be explored in the future.

The Committee Coordinator will further examine the possibility for future conventions.

**ACTION: COMMITTEE COORDINATOR**

## **6. GOING FORWARD COMMITTEE FOLLOW UP**

The Going Forward Committee has requested input from the Membership Committee and C&L Committee on the development of virtual branches. It was asked in conjunction with UBC launching a veteran friendly campus for 2020, which would include a new Legion Branch.

The press release can be found at <https://news.ubc.ca/2019/09/09/ubc-to-become-a-more-veteran-friendly-campus-by-2020/>

The Coordinator will investigate further.

**ACTION: COMMITTEE COORDINATOR**

## **7. VETERANS WELCOME PROGRAM – 2020 RENEWAL STRATEGY**

We currently have over 2,500 online veteran memberships who we have welcomed to the Legion with a free 1-year membership and as Veterans; we cannot overstate the importance of keeping these members within our organization. We reviewed the current challenges with retaining online members that traditionally have the lowest renewal rate percentages.

Of these 2,500 members, we have approximately 1,600 members who will expire at the end of this year. Here is what we know based on current facts and a 2019 survey of non-renewing online military members who received a free 1-year membership (see attachment):

- To date less than 10% of members who have taken advantage of our free membership offer this year have transferred to a local Branch
- 37% signed up because it was free
- 25% stated it was too expensive/inconvenient to renew
- 78% knew they could transfer to a local Branch
- 62% had visited a local Legion Branch but remained with the online Branch.
- These memberships have been generated almost exclusively from our e-blast campaigns and have not come from the local Branches

As previously discussed, our Marketing team has begun executing a 3-part email campaign to engage our free military members and encourage them to transfer to their local Branch and renew as a paid member (see attachments).

The committee discussed new ideas on retaining these members.

It was suggested we run an 'Early Bird' campaign for the 1,600 members due for 2020 renewal and use it as a test case moving forward. If they renew before January 01, 2020 they can save 30% off the regular membership price.

The committee unanimously agreed to this early bird renewal strategy and to use these 1,600 members as a test case and monitor results.

The suggestion will be sent to DEC for approval.

**ACTION: COMMITTEE COORDINATOR**

## **8. NOVEMBER 23, 2019 MEETING – LEGION HOUSE, OTTAWA**

The Chairman informed all Dominion Command Membership Committee attendees of our

face-to-face meeting to be held in Ottawa at Legion House on Saturday November 23<sup>rd</sup>. 08:30 – 12:00 Hrs in the Valour Boardroom.

### **9. NEW BUSINESS**

The proposed changes to the qualifications for the MSM/MSA AWARD were reviewed with the attendees.

Comrade Owen Parkhouse challenged all attendees to sign up one new member before the end of the year.

Comrade Shirley Hodder suggested we increase our Marketing efforts to include more females. The Coordinator agreed to pass along to our Marketing team.

### **10. NEXT MEETING**

Our next Dominion Command Membership Committee meeting will be a face-to-face meeting November 23<sup>rd</sup> followed by a committee of the whole meeting in December. Date to be determined.

### **11. CLOSING**

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



Bruce Julian, Chairman



Randy Hayley, Coordinator

Attachments:  
Provincial Target Report  
Veteran Welcome Email Campaign  
RMML Non-Renewing Member Survey