



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

**File:23:1**

**September 15, 2020**

<b>In Attendance:</b>	<b>Bruce Julian</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>David Flannigan</b>	<b>-</b>	<b>Member</b>
	<b>Marion Fryday-Cook</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. OPENING**

The Membership Committee convened via teleconference on September 15, 2020 at 13:30 hrs. The Chair welcomed all.

**2. REQUEST FOR ADDITIONAL AGENDA ITEMS**

No additional items added.

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

**For 2020:**

- To date we have processed 231,135 memberships (90% of last year's total). Membership is currently down 6.1% year over year.
- 2020 Renewals are 81.2% vs 83.5% at this time last year.
- We have processed 21,266 new members (including the free Veterans Welcome Program) down 15.5% to the same time last year
- We have processed 2,217 new 1-year free memberships as part of our Veterans Welcome Program
- We have processed 2,092 deceased members vs 2,364 at this time last year.

#### **PROCESSING WEBSITE UPDATE:**

- 47,827 members have now created an online profile (allowing them to renew online).
- We currently have 36.2% of all active member email addresses.
- 1,243 Branches (90%) have logged on to the membership website.
- 95.3% of Branches have supplied their Branch rate allowing their members to renew online
- 63.4% of Branches are fully processing members on the portal.

2021 Renewals.....7,180 members have renewed to date. When added with auto renew 2021 renewals are currently flat to last year at this time.

The Committee discussed the challenges with both 2020 and 2021 renewals under the current pandemic. With many Branches still closed or limiting their times of operation the Committee will recommend to all Provincial Chairs to encourage personal outreach to each member to renew members and simultaneously collect email addresses and phone numbers. This additional step is critical if we are to have success under our current operating limitations.

#### **4. PAYPAL AND PROMOTING COST PER DAY OF LEGION MEMBERSHIPS**

Two suggestions were forwarded from a recent PEI Command seminar for consideration by the Committee.

- 1) Adding the use of PayPal for online membership renewals
- 2) Promoting the cost per day of a Legion membership

The Coordinator explained PayPal is one of many online payment service providers. These service providers charge a fee to The Legion for each completed payment transaction. When the Portal was launched, PayPal was examined as an option but was a more costly provider than Moneris who is our current payment processing service provider. The Coordinator will follow up with the Finance Dept.

The Committee discussed promoting the cost per day for a Legion membership and cited memberships vary from \$40 to \$100 per Branch, and as a result, prices range from 11 cents to 27 cents per day.

It was agreed to ask Marketing to consider promoting the relatively low cost of a Legion membership ('for pennies a day'). The Coordinator will follow up.

### **ACTION: COMMITTEE COORDINATOR**

#### **5. EUROPEAN MEMBERS TRANSFERRING TO 13-013**

The Coordinator explained we have had some European members recently transfer to Branch 13-013 due to issues with their local Branch. The European Branches Only GBLs states:

*The definition of Ordinary members for European members differs slightly: ORDINARY MEMBERS - EUROPE BRANCHES ONLY 216. a. Ordinary membership is open to any NATO country citizen etc.*

As a result;

*216b. A member admitted under Subsection 216.a. is permitted to transfer membership to a branch of the Legion in Canada. However, a mandatory change of membership category to Affiliate non-voting would be required.*

The committee discussed that Branch 13 is currently deemed a Special Branch under section 617 and as a result, Section 216a does not apply. The Committee asked the Coordinator to follow up with Constitutions and Laws to ensure Branch 13-013 and the Provincial Command Holding Branches are clearly identified as Special Branches within section 617 and should be considered for the purposes of membership 'virtual and stateless'.

In the event a European Branch member should transfer to a Canadian Branch from

one of these Special Branches then section 216b would apply.

**ACTION: COMMITTEE COORDINATOR**

**6. NEXT MEETING**

The next Dominion Membership Committee meeting will be schedule for mid-November.

Date TBD.

**7. CLOSING**

As the Committee of Whole Meeting was directly following the Membership Committee Meeting, the Chair closed the meeting at 14:15 hrs to welcome the Provincial Membership Chairs.



Bruce Julian, Chair



Randy Hayley, Coordinator