



Round-Up

The Membership Newsletter of
Sons of The American Legion
Central Region

Central Region

Volume 1 – Issue 27 – May 3, 2020

National Target Date
May 13, 2020
90%

RECRUIT!
RETAIN!
REINSTATE!

CENTRAL REGION CHALLENGE DATE
June 30, 2020
110%

Full Steam Ahead



Gents,

I would like to thank all of you for your dedication and all the work you put into this program. Everyone is starting to think out of the box now as to how to help our members. Illinois is leading the way with their financial aid to help members

affected pay their dues.

Please let us know if your Detachments have any ideas or programs like this. You did a great job this past week on cards we only need 681 more to reach our May 13th goal of 90%.

Keep up the hard work and remember to do your buddy checks.

*Richard Doc Pfeiffer,
NVC Central*

"Serving Those Who Served"...Full Steam Ahead

Gentlemen,

It's May. The National Target Dates have been adjusted. Membership continues to grow, but we need to make sure we reconnect with our members who have not renewed their Sons of The American Legion membership for the 2019-2020 program year.

National Commander Clint Bolt has set a goal of 400,000 members this year. In order to reach his goal, we need to make sure that we work hard on renewing the members we already have. We cannot allow ourselves to lose members. If we do, we cannot grow.

You will find an article later on that discusses the importance of membership in an organization. It is a good read and may help in our efforts. Let's work in the next week to get as many renewals as we can and help Commander Clint reach his goal!

We are all members for a reason, and we need to remember why we joined. Obtaining more renewals will help us our organization grow, and we need to spread that message. *Who's next?*

110% The Central Region Challenge Date of 100% membership on May 1 was met by the Detachments of Iowa and

<p>Membership 118,747 Third Place 88.487% as of April 30, 2020</p>
<p>Renewals 107,563 First Place 81.90% as of the April 27, 2020</p>

Wisconsin. Their hard work has paid off as they continue ***Serving Those Who Served...Full Steam Ahead!***

Now it's on to my next Central Region Challenge Date. Who is up to the challenge of reaching 110% on June 30, 2020? There is no reason we can't all be over 100% by then, and we can shoot for something higher by the end of June.

Typically, we only have a 105% National Target Date, and that is not until July 29, 2020. I know it is a lofty goal, but if we make a concerted effort to work on our outstanding renewals, we will inch closer to 110%, and with some hard work and a little luck, WE CAN DO IT! ***Who's next?***

A great way to meet this goal, as well as continuing to work towards Commander Bolt's goal of 400,000 members is to start using MySAL. We've preached to the choir for months, and now it's time to sing.

I want everyone to at least try it. See what it does. Use it for a month or two. I promise that you will wonder why you waited and will be amazed at how easy it is. ***Who's next?***

SONS OF THE AMERICAN LEGION



MySAL

MEMBERSHIP DATABASE

Please continue to make your Buddy Checks, contacting members of your Squadrons, Posts, and Units. While doing so, double-check to see if you can grab a few renewals in the process. It's worth the call, and many unpaid members just want to be asked to renew. Make them feel important because they are. Remind them that they are valuable to the organization and ask them to participate in events when we are able to have them. What can it hurt?

As always, please do not hesitate to contact Doc Pfeiffer or me if you need help with anything.

One last thing, for the next few weeks I will have limited time to dedicate to *Round-Up* due to work requirements. I will publish the newsletter as time permits.

Make sure that you have your Officer Certification Forms and your Consolidated Squadron Reports completed and submitted on time.

Thanks for your support of this publication!

Proud Possessor of a Priceless Heritage,



#SALSTRONG

Jeff Vrabel, Sr.
Sons of The American Legion
National Membership Committee
Central Region Chairman
jeffvrabelsr@gmail.com

***"Serving Those Who Served...
Full Steam Ahead!"***

THE AMERICAN LEGION
MEDIA ALLIANCE

NATIONAL TARGET DATE

May 13, 2020

90%

REVISED

**2019 – 2020
Central Region
Membership Challenge
from Jeff Vrabel, Sr.**

DECEMBER 31	60% ✓
FEBRUARY 1	85% ✓
MARCH 1	90% ✓
APRIL 1	95% ✓
MAY 1	100% ✓
JUNE 30	110%

Who's next?

**Detachment Membership Standings
as of April 30, 2020**

DET	GOAL	ACTUAL	%
IA Q1 *^	4,375	4,420	101.709%
WI Q2 *^	3,744	3,808	101.709%
OH *	31,133	28,528	91.633%
MI *	24,083	27,763	90.367%
IL	14,546	12,989	89.296%
MN	11,748	10,477	89.181%
IN	39,364	34,053	86.508%
MO	3,705	2,709	73.117%
TOTALS	132,698	118,747	89.487%

Q = QUOTA - CONGRATULATIONS!!!

* = Met May 13 National Target of 90%

^ = Met May 1 Central Region Challenge of 100%

**National Membership Standings
as of April 30, 2020**

REGION	GOAL	ACTUAL	%
Southern *	42,763	39,577	92.550%
Western *	26,395	23,935	90.680
Central	132,698	118,747	89.487%
Midwest	30,366	26,900	88.586%
Eastern	146,273	129,301	88.397%
TOTALS	378,495	338,460	89.423

* = Met May 13 National Target of 90%

-1,211 ahead of last year

Detachment Features

Wisconsin	January 26 edition	😊 Thanks
Illinois	February 2 edition	😊 Thanks
Missouri	February 9 edition	😞
Iowa	February 16 edition	😞
Michigan	February 23 edition	😊 Thanks
Indiana	March 1 edition	😞
Ohio	March 8 edition	😞
Minnesota	March 15 edition	😞

***There's still time if you didn't have your
Detachment feature published yet!!!***

LAST CALL!!!

**Detachment Renewal Rates
as of April 27, 2020**

DET	2019	RENEWED	%
IA	4,452	3,954	88.81%
OH	30,456	25,930	85.14%
WI	3,945	3,343	84.74%
MN	11,565	9,602	83.03%
IL	14,431	11,825	81.94%
MI	24,126	19,605	81.26%
IN	38,876	30,814	79.26%
MO	3,485	2,490	71.45%
TOTALS	131,336	107,563	81.90%

**National Renewal Rates
as of April 27, 2020**

REGION	2019	RENEWED	%
Central	131,317	107,563	81.90%
Eastern	144,840	118,575	81.85%
Midwest	29,920	23,654	79.04%
Southern	42,858	33,436	77.98%
Western	26,524	19,926	75.10%
TOTALS	375,540	303,154	81.85%

Membership Committee Call

6:00 PM MST

Call in # (515) 604-9644 Access Code: 889133

Online Meeting

<http://join.freeconferencecall.com/jrnavarr>

The National Membership Committee holds its monthly Conference Calls on the third Tuesday of each month. It is important that we get the message out to as many Membership Chairmen as possible. Please share this with your District and Squadron leadership and ask them to join us.



Term extended for SAL national officers

The American Legion
APR 30, 2020



With the cancellation of the 2020 Sons of The American Legion National Convention, the terms of currently serving national officers, including SAL National Commander Clint Bolt, have been extended one year.

Bolt and other national officers will serve until the

2021 National Convention, scheduled for Aug. 27-Sept. 2, 2021, in Phoenix. That decision coincides with the extension of terms of American Legion national officers, approved by resolution of the National Executive Committee.

The convention cancellation and extension of national officer terms are within the authority of the National Executive Committee, according to The American Legion's constitution and bylaws.

The 2020 SAL National Convention was scheduled for Aug. 28-Sept. 3 in Louisville, Ky., along with The American Legion's 102nd National Convention. Both events, along with other Legion events nationwide, have been canceled due to public health concerns, ongoing restrictions and uncertainties related to the global COVID-19 pandemic.

Reprinted from
<https://www.legion.org/sons/248874/term-extended-sal-national-officers#.XqsWIDSqmpU.facebook>



National Commander Bolt's 2019-2020 Goals

Please remember as you travel and promote the Sons of The American Legion and National Commander Clint Bolt's goals for Membership and all Legion Charities.

- 🌟 **RECRUIT, RETAIN, AND REINSTATE** to reach **400,000** members
- 🌟 Renewal rate above 95%
- 🌟 Obtain 105% in membership by National Convention in Louisville, KY
- 🌟 Recognize our achievements
- 🌟 Child Welfare Foundation \$500,000
- 🌟 National Emergency Fund \$100,000
- 🌟 Soldiers Wish \$100,000
- 🌟 Legacy Scholarship \$100,000
- 🌟 Veterans & Children's Fund \$100,000
- 🌟 Operation Comfort Warriors \$100,000



May Is Military Appreciation Month

In 1999, Congress designated May as National Military Appreciation Month to allow the nation the opportunity to publicly demonstrate its appreciation for the sacrifices and successes made by present and past service members. In addition to Memorial Day, May honors our military with Armed Forces Day, Loyalty Day and Military Spouse Appreciation Day.

Ken's Corner



All,

I was just made aware that most of you are waiting for your paper version of the Consolidated Squadron Report. The CSR may be delayed; however, the online version has been available and ready to use since December 2019. It is listed in 3 different locations on the legion website, see below. The SAL is making every effort to go green and do annual forms online, the CSR is one of them. I strongly encourage everyone to utilize the online versions now, so it is less painful next year when more than likely, the paper person of the CSR will be discontinued. As an adjutant, you can log in, complete the form online, and send it without having to mail it. If you have any questions, please feel free to call me. Please send this email to all your squadrons and educate them on how to complete the CSR report online.

Last year we received only 21% of 1,641 detachments. I am setting a goal this year to reach more than 55%. Still low since the legion's CPR rate is over 70%, but it's still more than double for now. Let's take the time and get it done. These numbers are very important and justify our existence to Congress and to your community. Thank you.

<https://www.legion.org/sites/legion.org/files/legion/documents/CSR%20Cover%20and%20Fillable%20form.pdf>

<https://www.legion.org/publications/245160/consolidated-squadron-report>

<http://www.mysal.org> (available on adjutants login) no mail just fill out and hit click at the bottom and DONE! No postage is necessary.

Regards,

Ken A. George

Member Engagement Coordinator
National SAL & ALR Liaison
NALC Alumni – Class of 2016
Phone 317.630.1376 | Fax 317.655.1509

www.legion.org

Veterans Strengthening America



Member Training & Development Report



All,

We hope this email finds everyone well during these crazy times.

The MTD Committee has decided to focus on training starting at the Squadron level up. The committee has decided to work on putting a **Commander & Adjutant 101 training** together. You will find in the attached letter that we are asking for everyone's help, as we want to gather all of the information possible that is already out there. We have heard from several detachments "we have training for that", well we need your help in getting that training.

Please distribute this information and assist our committee in putting together some good training.

We thank you in advance for your assistance

Joe Schultis, Chairman
Member Training & Development Committee
joeschultis@gmail.com
(260) 249-5503

National Sons of The American Legion
Member Training & Development Committee

Fellow members,

The Member Training & Development Committee (MTD) was ready and looking forward to your arrival at Spring NEC. The MTD team had all the elements in place for National Management Institute and new Committee efforts in fulfilling our growing mission.

Then, things changed, dramatically and drastically in ways that all of you are experiencing. Our mission to fulfill and the ability to accomplish this year's training was truncated. Therefore, we must adapt and overcome together!

An opportunity, we think so.

We looked at our offerings in support of the overall mission of the Sons and thought about the Squadron and Detachment level and the new challenges the Squadrons and Post face now, today, and in the near future. It is a new environment but the same mission: Assist our Post and Departments with the Four Pillars and Post operations.

What can the MTD committee do during this time of disruption to be relevant to future needs of the SAL. The MTD is challenged to take the steep curve out of learning and how to be a key part of the Legion Family. Same mission with a new and unusual environment.

Commander & Adjutant 101 Training: Squadron through the Detachment Level – a primer for new officers.

- Resources and best practices for Squadrons and Detachments.
- Training and Resources for our members so they may succeed.
- Lessen the learning curve for new members to participate and volunteer at the levels the Squadrons and Detachments need for sustained growth.

What are we asking from you? *Your training materials:* what works for you in specific areas that may be used by fellow Squadrons and Detachments.

Assisting others in the Sons falls under "mutual helpfulness" an opportunity for you to share substantial and relevant program material. "Grass-roots" in nature, these are ideally the solutions that your Squadron or Detachment found beneficial to help smooth out operations for success.

In the meantime, while we are planning to return to "normal" operations, we can utilize the down time to facilitate broader training. The conditions as they exist will not last forever, so we need you to act now while you have time away from your normal Squadron and Detachment operations.

Please contact your MTD Committee members (listed below by region), or me should you have any further questions or information to contribute for this **call to action!**

East – Mike Cotten mscott83@aol.com
Central – Jimmy Hunter jimmyrb@comcast.net
Southern – Ryan Shane Longway proftystudios@gmail.com
Mid-west – Lowell Long crazymarinevet@outlook.com
West – Joe Schultis joeschultis@gmail.com

MTD Committee Chairman
Joe Schultis
(260)249-5503
Joeschultis@gmail.com

Legislative Report

National Sons of The American Legion
GEORGE B. EVANS GRASSROOTS VETERANS' ADVOCATE OF THE YEAR AWARD
Instructions and Guidelines 2019-2020



All,

The annual **National Sons of The American Legion GEORGE B. EVANS GRASSROOTS VETERANS' ADVOCATE OF THE YEAR AWARD** is up for nominations again this year. This award will

be still given out this year. This award recognizes a Son's member who has performed outstanding service and made significant contributions in time and effort to Grassroots Veterans' Advocacy work.

I want to remind everyone we are accepting 1 nomination from EVERY Detachment!

In this time of pandemic when some of us are confined to our houses, this is a good time to start working to find someone from your Detachment who is working very hard for the organization. With no Spring NEC this year I am attaching the award rules and instructions. All submissions must be submitted 30 days before when the National Convention was scheduled, so nominations need to be received by July 21, 2020.

You just need to fill out as much information as you can, you do not need to assign points for each item, the Legislative Commission will do that for judging.

In these extreme times when so much has been taken away from us, please do not let that member who worked so hard go unnoticed, we owe it to our volunteers to recognize them for exceptional service.

Serving Those Who Served....Continuing the Legacy

Thomas Deal, Chairman
National Legislative Commission
Sons of The American Legion

Description:

- This award recognizes a Son's member who has performed outstanding service and made significant contributions in time and effort to Grassroots Veterans' Advocacy work.
- One award may be presented each year to a member who takes on a bold leadership role by building relationships with elected officials who directly impact public policy; by actively taking the message of the National Sons of The American Legion to key media outlets; and by developing strong grassroots initiatives.
- In no instance will more than one award be given in a year. It is possible that this award may not be given every year.

Eligibility criteria (points awarded per item below for judging purposes):

- Individual membership in the Sons of The American Legion for one or more years (Required)
- Active involvement on a legislative committee, including reporting to state/regional legislative chairs
- Initiating a "Key Contact" program to communicate with legislators
- Sponsoring a state "Day on the Hill" or a special legislative day event
- Strong liaison with Members of Congress, Senators and/or state/local legislators
- Involvement in the formation or continuation of a grassroots "Veterans' Advocate Program"
- Maintaining good relationships with local media by sending press releases to the newspapers, articles for business publications, letters to editor, Facebook, other electronic communication etc.
- Establishing and maintaining a means to communicate to the membership on legislative issues (e.g. legislative newsletter/insert, website, Facebook, telephone/fax or e-mail)
- Attended state and/or national legislative leadership workshops and/or American Legion National Informational Conference (NIC)
- Attending Congressional/ Legislative Hearings (in Capitol or in District)
- Attending congressional in-district town hall meetings and other special legislative activity
- Attending American Legion Washington Conference

Rules:

- Submit application and detailed narrative summary (2,000-word limit) outlining your nominee's accomplishments using the criteria listed above as a guideline.
- Award nomination may be submitted by an individual member, Squad, District or Detachment.
- All criteria noted in the summary should be documented to support the narrative. You may summarize any large amount of documentation.
- The commission will review documentation via hard copy (mail), email or other electronic communication.
- Where required, copies of letters, faxes, e-mails, citations, newspaper articles, electronic communication, and Squadron, District, and/or Detachment reports/minutes may serve as documentation.
- The decision of the Awards Committee is final.

National Sons of The American Legion
GEORGE B. EVANS GRASSROOTS VETERANS' ADVOCATE OF THE YEAR AWARD
Application

Member's Name (Print): _____

Member's Membership Number, Squadron Number and Detachment: _____

Member's Cap size _____

Nominator's Name (Print) Individual, Squadron, District/Area/Zone, Detachment: _____

Nominator's Signature: _____

Nominator's Address:

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Please e-mail tom.deal@verzion.net or call (443) 206-0402 with questions.

Please make a copy of everything you submit for your own records and mail the original application form and documentation, to Thomas G. Deal, 1434 Clayton Street, Perryville, MD 21903 or by e-mail: tom.deal@verzion.net.

Due date:

THE DEADLINE FOR SUBMISSIONS, REGARDLESS OF DELIVERY METHOD, MUST BE RECEIVED NOT LESS THAN THIRTY (30) DAYS PRIOR TO NATIONAL CONVENTION OF EACH YEAR, SO THAT SUBMISSIONS MAY BE JUDGED IN A TIMELY FASHION.

THE AMERICAN LEGION FAMILY



Detachment of Illinois steps up to help members

Sons of The American Legion



For God and Country

DETACHMENT OF ILLINOIS
P.O. Box 2910, Bloomington, Illinois 61702-2910
2720 E. Lincoln Street, Bloomington, Illinois 61704-6010

April 21, 2020

TO: All Detachment Squadrons
FR: Phil Stander, Detachment Commander
Jim Peters, Detachment Senior Vice Commander

RE: **MEMBERSHIP STIMULUS PACKAGE**

Fellow Comrades,

With the cancellation of upcoming Legion Family events for the balance of this membership year, this leaves budgeted funds available. Your Detachment leadership went to the Finance Commission and asked if we could use some of these funds to help Squadrons sponsor *hardship* cases with their members. A hardship case is any member of a Squadron who has not paid their 2020 dues because of the current pandemic and economic crisis we face. This is not meant to make a Squadron 100% and cover all of the delinquent dues. This is meant to be a *good faith* effort to help those in need.

The Detachment will take requests from all Squadrons to pay the per capita of hardship cases the Squadron submits. To be considered, the information listed below **must** be followed and submitted to the Detachment Adjutant:

The member's entire renewal transmittal (all pieces are needed). If the transmittal isn't sent in, this will void the request. All pieces of the transmittal are very important and is needed to process the request.

Send to the Detachment Adjutant (address below). He must receive the request no later than May 29th, 2020. Any request received after this date will be returned to the Squadron. Do NOT send to Bloomington.

Send to:

Jeffrey Van Horn
Detachment Adjutant
Send an email to ADJ@IL-SAL.org or look in Detachment Directory for address

Each Squadron's submittal will be reviewed, and we will determine who will get their 2020 per capita covered. As mentioned, the complete transmittal must be submitted to be eligible. We have limited funds to cover this program so it is possible that not all submittals will be granted. Please use *good faith* when sending in requests so the funds can be used to those who need it. We will honor as many requests as funds allow for this MEMBERSHIP STIMULUS PACKAGE. All the info will be returned to the Squadron with only the card (if honored) or the entire transmittal (if unable to honor).

To repeat, this isn't a program to make a Squadron 100% in their memberships. This program is designed to be a *good faith* gesture by the Squadron to help those in need.

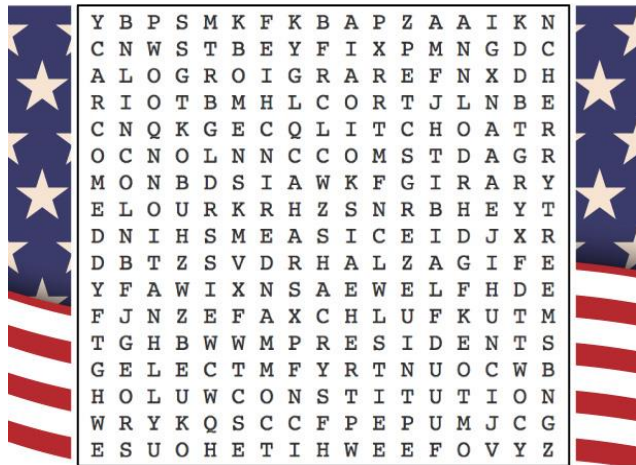
As we move forward throughout the balance of this membership year and the next, membership numbers are of the upmost importance to keep our Legion programs alive. If we stay positive and work together, we will keep the *Drive Alive*.

Telephone: (309) 663-0361
Web: <http://www.IL-SAL.org>

Fax: (309) 663-5783
E-Mail: adj@il-sal.org

Presidential Word Search

Find each word in the puzzle. Look horizontally, vertically, and diagonally for the words and circle them in the puzzle.



DEMOCRACY
WASHINGTON DC
FLAG
BILL OF RIGHTS
PRESIDENT
NATION
WASHINGTON
LINCOLN
LEADER



COMMANDER IN CHIEF
CHERRY TREE
AMERICA
BIRTHDAY
WHITE HOUSE
ELECT
COUNTRY
CONSTITUTION
CELEBRATE
HISTORY

SCHOLASTIC

Find more printables for children at www.scholastic.com/parents/activities-and-printables

Name: _____ Date: _____

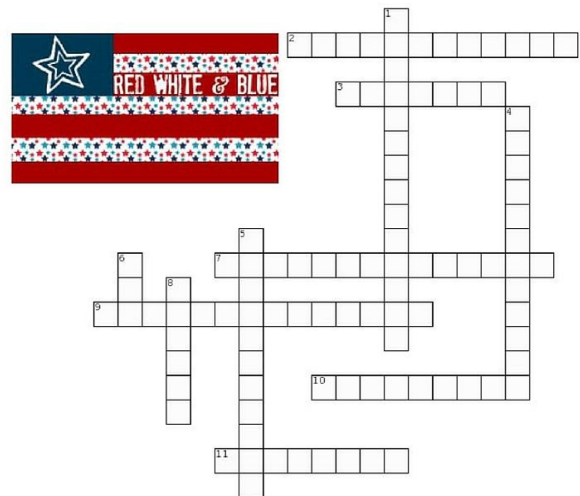
United States President Word Search

Find the **last names** of U.S. presidents in the Word Search Puzzle. They can be found forward or backward. Then write the remaining letters on the lines below for an interesting fact.

Washington	F	W	R	C	L	I	N	T	O	N	A	N	K
Adams	L	I	W	A	S	H	I	N	G	T	O	N	I
Jefferson	G	L	N	D	L	E	I	F	R	A	G	A	C
Madison	N	S	V	A	N	B	U	R	E	N	B	G	O
Monroe	I	O	H	M	D	R	O	O	S	E	U	A	O
Jackson	D	N	O	S	R	E	F	F	E	J	C	E	L
Van Buren	R	O	O	S	E	V	E	L	T	A	H	R	I
Harrison	A	S	V	B	L	T	A	F	T	C	A	V	D
Tyler	H	I	E	U	Y	N	F	E	L	K	N	T	G
Polk	W	D	R	S	T	A	O	P	A	S	A	S	E
Taylor	T	A	H	H	A	R	R	I	S	O	N	R	E
Fillmore	F	M	L	C	Y	G	D	E	I	N	O	E	R
Pierce	K	F	I	L	L	M	O	R	E	S	S	W	T
Buchanan	E	P	N	E	O	R	E	C	S	I	N	O	D
Lincoln	N	C	C	V	R	E	S	E	Y	A	H	H	N
Johnson	N	A	O	E	T	T	O	A	N	R	O	N	P
Grant	E	R	L	L	A	M	A	B	O	T	J	E	P
Hayes	D	T	N	A	M	U	R	T	X	H	K	S	E
Garfield	Y	E	L	N	I	K	C	M	I	U	L	I	A
Arthur	R	R	O	D	N	T	M	O	N	R	O	E	E
Cleveland	L	E	V	I	S	I	T	R	U	M	P	O	N
McKinley													
Roosevelt													
Taft													
Wilson													
Harding													
Coolidge													
Hoover													
Truman													
Eisenhower													
Kennedy													
Nixon													
Ford													
Carter													
Reagan													
Bush													
Clinton													
Obama													
Trump													



RED, WHITE & BLUE HOLIDAYS CROSSWORD PUZZLE



Across

- City where fireworks were set off as a way to celebrate the first anniversary of independence.
- The day of the week the first Labor Day parade was held
- Memorial Day was first known as this day.
- Day we celebrate the birth of the U.S. as an independent nation.
- Day we celebrate all the men & women who labor in the U.S. workforce.
- The first state to recognize Memorial Day as a legal holiday.

Down

- President who delivered a speech at the first Memorial Day ceremony.
- A day that honors the soldiers who died while serving
- The flower that represents a symbol of remembrance on Memorial Day
- The number of people who signed the Declaration of Independence on July 4th
- First state to celebrate Labor Day as a legal Holiday

Members: Your most important resource

By Michael J. Berens

If you're in the association business, you don't have to think twice about what is your most important asset. It's your members. And how about your most important resource? Would that be your database? Your website? Your staff? Your volunteers? They are all valuable and vital to the success of your association. As it turns out, your most important resource is, yes, your members. So why aren't associations doing more to capitalize on this resource?

When you stop to think about it, there's a good reason why members are your most valuable resource. You're in the relationship business. You're selling "association," belonging, camaraderie, peer approval and recognition.



According to Marketing General Inc.'s [2013 Membership Marketing Benchmarking Report](#), association executives state that the top reason members join their organization is — and has been — networking. Of course,

members have other reasons and needs for joining, including information resources, continuing education, professional standards or certification, advocacy and so on.

But what makes associations stand out from other types of providers is the feeling of belonging to an identifiable group. Members turn to their association not for the transaction, but for the interaction.

Because you are in the relationship business, you have to work a bit harder not only to show your value but also to build trust. This is where your members come in as your most valuable resource.

If you ask members why they joined a particular association or choose to volunteer with a particular organization, chances are they will tell you it's because someone asked them or invited them — someone who was already a member or volunteer. Embedded in that ask or invitation are two very powerful and persuasive selling points: identity and trust. It takes a member to get, or keep, a member.

In the Marketing General survey, nearly 9 out of 10 (86 percent) of associations said that word of mouth was the most common way members initially discover their association. Again, 8 in 10 (79 per-

cent) said word of mouth was their primary means of raising brand awareness. And more than half (54 percent) said word of mouth was their most effective recruitment tool. In other words, your members are your top sales force, your top marketing team and your top communications channel.

These findings are important to bear in mind, especially in the light of some of the other data in the Marketing General survey report. About three-fourths (74 percent) of the association executives responding to the survey listed "increasing member engagement" and "increasing both membership acquisition and retention" as their top membership goals.

Yet when asked what they were doing to increase member engagement, these same executives said they were boosting their onboarding efforts through email (79 percent), or by mailing a welcome kit (60 percent) or a membership card or certificate (51 percent). Only about 20 percent even mentioned inviting the member to an event where they could meet other members, and only 9 percent mentioned making a phone call — and that was a telemarketing welcome call, not another member calling a new member.

Similarly, only a third of respondents listed their association's website as a top recruitment tool, yet three-fourths said they were investing in their websites to try to increase member engagement. Other tactics included doing more with social media and providing member apps. These are all necessary steps to keep members up-to-date on information, but they won't build engagement or a sense of connectedness to the association. That requires a human touch.

Not all members are going to attend a conference, chapter meeting or other event, but there are other types of social engagement. It's not the event that makes the member, but rather the other way around. It may be enough for a member to associate occasionally with one or two other members to maintain that feeling of belonging. You want to encourage those types of informal interactions among members, not just the formal, branded ones. Make the most of your most important resource.

Michael J. Berens is a freelance researcher and writer with more than 30 years of experience in association communication and management.

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With COVID-19, stay at home orders, and social distancing, traditional Memorial Day observances may not happen this year. Have you thought of a way to honor America's heroes while not being able to have your parade or ceremonies at your local cemetery?

My Squadron, Mahoning Valley Squadron 15 sponsors the annual events in Poland, Ohio and is in that situation. Here's our press release on our modified events. It would be great if other Squadrons across the country could do something similar.

91st Poland Memorial Day Processional Parade and Memorial Ceremonies Cancelled, alternate plans made



POLAND, OH – Due to Governor DeWine's extension of the "Stay at Home" order and the COVID-19 pandemic, Sons of The American Legion Mahoning Valley Squadron 15 is regretfully modifying the 2020 Memorial Day Processional Parade and Memorial Services scheduled for Monday, May 23, 2020.

Poland, Ohio

Squadron 15 Commander and Parade Chairman Jeff Vrabel, Sr. said, "Memorial Day is about remembering our military heroes who made the ultimate and supreme sacrifice to defend our great country. It is a day to recognize them and remember them. During this time of national emergency, we must not forget to honor them. Memorial Day is a 'Day of Remembrance.'"

In the theme of remembering, Squadron 15 is asking that at 11:05 a.m. on Memorial Day, Monday, May 23, 2020, all Poland residents go outside and sing the National Anthem, The Star-Spangled Banner.

At 11:45 a.m. musicians, especially those who play trumpet, are asked to go outside and play Taps to honor and remember those lost in defense of our great country. "It's the least we can do," Vrabel said.

Vrabel said that Mahoning Valley Squadron 15 will hold a small ceremony with limited attendance at the War Memorial Building Post 15 Home located at 35 Cortland Street for Memorial Day, which will be streamed on Facebook Live, and can be found at www.facebook.com/SALSquadron15.

It is also very important for people to fly the American flag, not only on Memorial Day, but every day.

Another twist to this year's Memorial Day weekend is Graves Decoration. Flags are placed on the graves of veterans the Saturday before Memorial Day in Poland each year. Due to COVID-19, stay at home orders, and businesses being closed, flags are not available as of this release. Should they become available in time for Graves Decoration, the community will be notified, and placement will be scheduled.

"As Sons of The American Legion, we aren't really used to waiting around to get things done. We are always eager to support our veterans, our communities, our states, and our nation. This pandemic has put restrictions on us, but we will continue **servng those who served...full steam ahead**. At some point, the graves will be decorated," said Vrabel.

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The news media is invited and encouraged to attend

Please share your plans for Memorial Day so we can let everyone know what you are doing. Let's show the world what Sons of The American Legion is doing to honor our military heroes!





2019 - 2020 Individual Recruitment Award

The National Membership Committee offers a recruitment pin award for those members recruiting five (5) new members into the Sons of The American Legion within a membership year. This pin is suitable to wear upon your cover or lapel. You must meet the requirements and directions listed below:

- Recruit five (5) new members to S.A.L. **Must be new members only**, no renewals.
- All information must be legible. **Un-readable forms will not be accepted.**
- The new members membership record must be available on the national database.
- This form must be sent prior to midnight July 31, 2020.
- American Legion Family members are also eligible for this award.
- Only one (1) award pin per member regardless of the total new members recruited

Recruiter Information

Name _____ Member ID# _____

Address _____ City _____ State _____ Zip Code _____

Full Squadron Name/Number _____ Detachment _____

Email _____ Phone _____

Unless specified different, the pin will be sent to the above address

New Member Information

#1 Name _____ 6 Digit Sequential Card or ID # _____

#2 Name _____ 6 Digit Sequential Card or ID # _____

#3 Name _____ 6 Digit Sequential Card or ID # _____

#4 Name _____ 6 Digit Sequential Card or ID # _____

#5 Name _____ 6 Digit Sequential Card or ID # _____

VERIFYING SIGNATURES

SQUADRON / POST COMMANDER _____ DATE _____

SQUADRON / POST ADJUTANT _____ DATE _____

RETURN COMPLETED FORMS TO: (Regional Membership Chairman)

East - Richard Huntley, Jr. (ME) dickie_huntley@hotmail.com 38 Whale Cove Rd., Machiasport, ME 04655

South - Jason Roberts (GA) robertsjason215@gmail.com 215 Oak Hollow Ct., White, GA 30184

Central - Jeffrey Vrabel, Sr. (OH) jeffvrabelsr@gmail.com 2222 Birch Bark Tri., Grove City, OH 43123

Midwest - Juan Torres (TX) juantorres10@hotmail.com 10828 Sycamore Dr. S, La Porte, TX 77571

West - Leslie "Jim" Stewart (NV) controller@bordertowncasinonv.com 664 Sheffield Ct., Sparks, NV 89431

PINS WILL BE MAILED UPON VERIFICATION AND APPROVAL