



Round-Up



The Newsletter of Sons of The American Legion Central Region

Volume 2 – Issue 63 – January 17, 2021

Things MUST change

Gentlemen,

When the January 14, 2020 National Membership Report came out, there was a very disturbing number. That number is (16,933). This means that we are 16,933 members behind at this same time during the 2020 membership year. Is there a reason other than COVID-19 that we are that far behind? I understand that we live in a different world than at this time last year, but I am concerned it's not all pandemic related.

I was on a call last weekend and the District Commander I was talking to told me that a Squadron in his District just sent in cards. He was happy that cards had been sent in, because up until that time, the Squadron was on 0.00% paid. He asked how many and was told 105. 105? That Squadron has a quota of 116. This means that monies had been collected and possibly cards issued, but the Squadron held the transmittal until the year changed on the calendar. That submission of 105 cards put the Squadron at 90.52% of quota. This could have been achieved much earlier in the year, and it should have. We need to make our transmittals at the least once per week. We need to make sure our members remain in good standing, and that they receive their membership cards in a timely manner.

This is just one case, but I would be willing to bet that it is not the only case where this happens. Members expect to be eligible once they pay their dues. If they have been issued a membership card but their dues have not been transmitted, are they really members? They may think they are, but until the transmittal is complete and there is a record of payment at National Headquarters...well you can answer this for yourself.

Holding cards has been discussed many times in *Round-Up*, but the message appears to still not be getting out to everyone. If you are a District or Squadron Commander, and you have 0.00% paid,

ask yourself why? You have no Officers, can't have meetings, and may not be eligible for any benefits that Sons of The American offers. Again, ask yourself why?

Sons of The American Legion can no longer operate with the mentality of waiting to submit cards. All around the world, this same topic has been discussed, and answers have been given on how to prevent this, but again, the message keeps getting lost. All of us, including me, must do a better job in getting this message out to the Squadrons. We must help change our way of doing things, and it must start now.

Last week we also received the final National Membership Report, which told us that for the first time in decades, we did not reach quota, and that our membership has shrunk. Again, I ask if it's not COVID-19, then what?

This year let's all make a concerted effort to submit cards using [MySAL](#). In doing so, we will see our numbers, which are so far behind, increase. We will see members returned to active status, and we will see growth this year. We have many members to make up this year, and we must work hard to get this done. If you work hard to get at least one new member for every ten you have, our organization will grow. If you can get one new member for every five on your roster, we will be better off, and so will our Veterans! **Who's next?**

In times of pandemic, national turmoil, civil unrest, closures, lockdowns, and the other obstacles we face each day, we must remember why we joined this great organization, and that we are members of an outstanding family. We are fortunate to be part of something that helps make life better for people every day. We are part of something that allows us to help others, and we are part of something that lets us honor our predecessors, as we are **PROUD POSSESSORS OF A PRICELESS HERITAGE!**

Ask if you need help with something, and Doc and I will do whatever we can. Keep up your awesome work, help us change the culture of our membership program, and continue **Serving Those Who Served...Full Steam Ahead.**

Proud Possessor of a Priceless Heritage,



#SALSTRONG

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

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



Gentlemen,



Congratulations on achieving the January goal of 60% before the target date. A big shout out to Wisconsin and Iowa for being over 70%. We have 6 Detachments at or above 60% (Due to Friday being a target date Indiana 's report was too late to make Nationals report).

As you can see, we are almost 17,000 behind last year Nationally and over 8,000 behind in the Central Region.

Keep doing your Buddy checks and promoting [MySAL](#). Hopefully with people starting to get vaccinated things will start to get better and we can get this downward trend turned around.

We can discuss this more on the Central Region conference call this coming Thursday night.

*Richard "Doc" Pfeiffer,
National Vice-Commander Central*

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

Central Region Conference Call

Third Thursday of each month

7:30 p.m. Eastern Time

Call In # (774) 220-4000

Access Code 04423

SAL membership down in 2020

The American Legion

JAN 12, 2021



Membership in the Sons of The American Legion decreased in 2020, likely in large part due to the COVID-19 pandemic. It's the first time in

decades that SAL membership didn't increase year over year.

As of Dec. 31, 2020, there were 363,313 members of the SAL, down from 375,540 at the end of 2019 — a 3.3 percent decrease in total membership.

The 2020 membership renewal rate was 87.09 percent, with 327,051 renewals reported as of Dec. 31. Eight detachments achieved all-time highs for membership in 2020: Puerto Rico, South Dakota, Mississippi, North Carolina, Iowa, Wisconsin, Oklahoma, and South Carolina. Those eight and 12 other detachments — Hawaii, Philippines, Idaho, Alabama, Louisiana, France, Montana, Florida, Georgia, Arizona, Tennessee, and Illinois — achieved 100 percent membership by Dec. 31.

Upcoming SAL membership target dates are:

- Jan. 21, 60%
- Feb. 10, 75%
- March 10, 80%
- April 14, 90%
- May 12, 100%
- July 28, 105%

SAL membership reports are available [here](#).

2021 Membership Report

2021 Renewal Report

2020 - 2021 MEMBERSHIP				01/14/21
Region	Goal	Actual	Needed for Quota	Percent
Southern	42,775	29,132	13,643	68.11%
Midwest	30,377	18,356	12,021	60.43%
Central	132,706	80,186	52,520	60.42%
Western	26,405	14,607	11,798	55.32%
Eastern	146,287	77,499	68,788	52.98%
TOTALS	378,550	219,780	158,770	58.06%

Membership ahead/behind prior year date (16,993)

2020-2021 RENEWALS			01/11/21
Region	2020 Total	2021 Renewed	Renewal Percentage
Southern	43,179	23,885	55.32%
Midwest	28,764	15,382	53.48%
Central	127,080	67,844	53.39%
Western	25,857	12,242	47.35%
Eastern	138,433	66,479	48.02%
TOTALS	363,313	185,832	51.15%

Detachment	Goal	Actual	Needed for Quota	Percent
1 Wisconsin * ^ ~ ? ! #	3,745	2,986	759	79.73%
2 Iowa * ^ ~ ? ! #	4,376	3,337	1,039	76.26%
3 Ohio ~ ? !	31,134	20,253	10,881	65.05%
6 Illinois * ^ ~ ? !	14,547	9,137	5,410	62.81%
5 Minnesota ^ ~ ? !	11,749	7,243	4,506	61.65%
4 Indiana * ^ ~ ?	39,365	23,211	16,154	58.96%
7 Michigan	24,084	12,416	11,668	51.55%
8 Missouri	3,706	1,603	2,103	43.25%
TOTALS	132,706	80,186	52,520	60.42%

Q = Quota

* Met 09/10/20 goal of 10%

Met 02/10/21 goal of 75%

^ Met 10/15/20 goal of 25%

% Met 03/10/21 goal of 80%

~ Met 11/12/20 goal of 35%

\$ Met 04/14/21 goal of 90%

? Met 12/09/20 goal of 45%

(Met 05/12/21 goal of 100%

! Met 01/21/21 goal of 60%

) Met 07/28/21 goal of 105%

Detachment	2020 Total	2021 Renewed	Renewal Percentage
1 Wisconsin	3,974	2,747	69.12%
2 Iowa	4,646	2,933	63.13%
3 Minnesota	11,094	6,486	58.46%
4 Ohio	29,817	16,777	56.27%
5 Illinois	14,548	8,152	56.04%
6 Indiana	36,522	19,350	52.98%
7 Missouri	3,175	1,497	47.15%
8 Michigan	23,304	9,902	42.49%
TOTALS	127,080	67,844	53.39%

Red Division				
Detachment	Goal	Actual	Needed for Quota	Percent of Region
Iowa	4,376	3,337	1,039	4.16%
Wisconsin	3,745	2,986	759	3.72%
Missouri	3,706	1,603	2,103	2.00%
TOTALS	11,827	7,926	3,901	9.88%

Red Division			
Detachment	2020 Total	2021 Renewed	Percent of Region
Iowa	4,646	2,933	4.32%
Wisconsin	3,974	2,747	4.05%
Missouri	3,175	1,497	2.21%
TOTALS	11,795	7,177	10.58%

White Division				
Detachment	Goal	Actual	Needed for Quota	Percent of Region
Illinois	14,547	9,137	5,410	11.39%
Minnesota	11,749	7,243	4,506	9.03%
TOTALS	26,296	16,380	9,916	20.43%

White Division			
Detachment	2020 Total	2021 Renewed	Percent of Region
Illinois	14,548	8,152	12.02%
Minnesota	11,094	6,486	9.56%
TOTALS	25,642	14,638	21.58%

Blue Division				
Detachment	Goal	Actual	Needed for Quota	Percent of Region
Indiana	39,365	23,211	16,154	28.95%
Ohio	31,134	20,253	10,881	25.26%
Michigan	24,084	12,416	11,668	15.48%
TOTALS	94,583	55,880	38,703	69.69%

Blue Division			
Detachment	2020 Total	2021 Renewed	Percent of Region
Indiana	36,522	19,350	28.52%
Ohio	29,817	16,777	24.73%
Michigan	23,304	9,902	14.60%
TOTALS	89,643	46,029	67.85%

COVER PHOTO:
 Dr. Martin Luther King, Jr.
 KIRO 7 TV
<https://www.kiro7.com/news/trending/new-martin-luther-king-jr-note-about-love-uncovered-sale/CAPENONPCZE6VOQAJXCT7NRKWA/>

2020 FINAL Membership Report

2020 SAL Year End Membership Report as of: December 31, 2020

* All-Time High		2020 Mbsp.	2020 Membership			
#	Detachment	Needed for Goal	12/31/2020 105% Target	Needed for 105% Target	12/31/2020 Total	Pct of Goal
* 1	PUERTO RICO	52	54	-62	116	223.077
2	HAWAII	33	34	-16	50	151.515
3	PHILIPPINES	59	61	-22	83	140.678
* 4	SOUTH DAKOTA	700	735	-143	878	125.429
* 5	MISSISSIPPI	753	790	-135	925	122.842
6	IDAHO	579	607	-68	675	116.580
7	ALABAMA	2,062	2,165	-58	2,223	107.808
* 8	NORTH CAROLINA	2,333	2,449	-53	2,502	107.244
* 9	IOWA	4,375	4,593	-53	4,646	106.194
* 10	WISCONSIN	3,744	3,931	-43	3,974	106.143
11	LOUISIANA	1,957	2,054	-22	2,076	106.081
* 12	OKLAHOMA	1,320	1,386	2	1,384	104.848
13	FRANCE	251	263	3	260	103.586
14	MONTANA	1,156	1,213	21	1,192	103.114
* 15	SOUTH CAROLINA	1,306	1,371	25	1,346	103.063
16	FLORIDA	19,649	20,631	770	19,861	101.079
17	GEORGIA	4,706	4,941	193	4,748	100.892
18	ARIZONA	7,490	7,864	350	7,514	100.320
19	TENNESSEE	1,643	1,725	77	1,648	100.304
20	ILLINOIS	14,546	15,273	725	14,548	100.014
21	VIRGINIA	4,467	4,690	236	4,454	99.709
22	NEBRASKA	6,862	7,205	406	6,799	99.082
23	CALIFORNIA	11,463	12,036	717	11,319	98.744
24	ALASKA	1,430	1,501	91	1,410	98.601
25	MICHIGAN	24,083	25,287	1,983	23,304	96.765
26	MARYLAND	16,496	17,320	1,445	15,875	96.235
27	VERMONT	3,950	4,147	356	3,791	95.975
28	OHIO	31,133	32,689	2,872	29,817	95.773
29	KANSAS	6,690	7,024	636	6,388	95.486
30	PENNSYLVANIA	63,257	66,419	6,222	60,197	95.163
31	NEW YORK	30,557	32,084	3,060	29,024	94.983
32	MASSACHUSETTS	5,592	5,871	563	5,308	94.921
33	CONNECTICUT	1,812	1,902	183	1,719	94.868
34	MINNESOTA	11,748	12,335	1,241	11,094	94.433
35	WYOMING	1,245	1,307	137	1,170	93.976
36	NEW JERSEY	9,972	10,470	1,147	9,323	93.492
37	DELAWARE	2,321	2,437	279	2,158	92.977
38	INDIANA	39,364	41,332	4,810	36,522	92.780
39	OREGON	1,608	1,688	226	1,462	90.920
40	NEW HAMPSHIRE	6,325	6,641	894	5,747	90.862
41	TEXAS	6,447	6,769	933	5,836	90.523
42	WASHINGTON	2,685	2,819	393	2,426	90.354
43	MAINE	2,662	2,795	395	2,400	90.158
44	NEVADA	460	483	70	413	89.783
45	NORTH DAKOTA	870	913	144	769	88.391
46	COLORADO	3,310	3,475	584	2,891	87.341
47	WEST VIRGINIA	2,601	2,731	469	2,262	86.967
48	ARKANSAS	584	613	107	506	86.644
49	UTAH	588	617	112	505	85.884
50	MISSOURI	3,705	3,890	715	3,175	85.695
51	KENTUCKY	3,251	3,413	639	2,774	85.328
52	NEW MEXICO	1,726	1,812	355	1,457	84.415
53	RHODE ISLAND	301	316	70	246	81.728
54	DIST OF COL	176	184	61	123	69.886
55	MEXICO	40	42	42	0	0.000
Grand Totals:		378,495	397,397	34,084	363,313	95.989

2020 FINAL Membership Report

2020 SAL Regional Breakdown

(Western Region) Ned C. Fox (CA)			
Detachment	Goal	Actual	Percent
HAWAII	33	50	151.515
PHILIPPINES	59	83	140.678
IDAHO	579	675	116.580
ARIZONA	7,490	7,514	100.320
CALIFORNIA	11,463	11,319	98.744
ALASKA	1,430	1,410	98.601
OREGON	1,608	1,462	90.920
WASHINGTON	2,685	2,426	90.354
NEVADA	460	413	89.783
UTAH	588	505	85.884
Totals:	26,395	25,857	97.962

(Midwest Region) Christopher L. Cook (OK)			
Detachment	Goal	Actual	Percent
SOUTH DAKOTA	700	878	125.429
OKLAHOMA	1,320	1,384	104.848
MONTANA	1,156	1,192	103.114
NEBRASKA	6,862	6,799	99.082
KANSAS	6,690	6,388	95.486
WYOMING	1,245	1,170	93.976
TEXAS	6,447	5,836	90.523
NORTH DAKOTA	870	769	88.391
COLORADO	3,310	2,891	87.341
NEW MEXICO	1,726	1,457	84.415
MEXICO	40	0	0.000
Totals:	30,366	28,764	94.724

(Central Region) Richard M. Pfeiffer (IN)			
Detachment	Goal	Actual	Percent
IOWA	4,375	4,646	106.194
WISCONSIN	3,744	3,974	106.143
ILLINOIS	14,546	14,548	100.014
MICHIGAN	24,083	23,304	96.765
OHIO	31,133	29,817	95.773
MINNESOTA	11,748	11,094	94.433
INDIANA	39,364	36,522	92.780
MISSOURI	3,705	3,175	85.695
Totals:	132,698	127,080	95.766

(Eastern Region) Gary P. Nelson (NJ)			
Detachment	Goal	Actual	Percent
FRANCE	251	260	103.586
MARYLAND	16,496	15,875	96.235
VERMONT	3,950	3,791	95.975
PENNSYLVANIA	63,257	60,197	95.163
NEW YORK	30,557	29,024	94.983
MASSACHUSETTS	5,592	5,308	94.921
CONNECTICUT	1,812	1,719	94.868
NEW JERSEY	9,972	9,323	93.492
DELAWARE	2,321	2,158	92.977
NEW HAMPSHIRE	6,325	5,747	90.862
MAINE	2,662	2,400	90.158
WEST VIRGINIA	2,601	2,262	86.967
RHODE ISLAND	301	246	81.728
DIST OF COL	176	123	69.886
Totals:	146,273	138,433	94.640

(Southern Region) Blair Miles (AL)			
Detachment	Goal	Actual	Percent
PUERTO RICO	52	116	223.077
MISSISSIPPI	753	925	122.842
ALABAMA	2,062	2,223	107.808
NORTH CAROLINA	2,333	2,502	107.244
LOUISIANA	1,957	2,076	106.081
SOUTH CAROLINA	1,306	1,346	103.063
FLORIDA	19,649	19,861	101.079
GEORGIA	4,706	4,748	100.892
TENNESSEE	1,643	1,648	100.304
VIRGINIA	4,467	4,454	99.709
ARKANSAS	584	506	86.644
KENTUCKY	3,251	2,774	85.328
Totals:	42,763	43,179	100.973

2020 Membership:	Goal	Actual	Percent
12/31/2020	378,495	363,313	95.989
2019 Membership:		375,549	
12/31/2019			
Difference:		-12,236	

2020 FINAL Renewal Report

as of: 12/31/2020

2020 SAL Renewal Rates

DETACHMENT	2019 MEMBERSHIP FINAL	2020 TRADITIONAL RENEWED	RENEWAL %
ALABAMA	2,110	1,919	90.95%
ALASKA	1,511	1,219	80.68%
ARIZONA	7,768	6,217	80.03%
ARKANSAS	545	406	74.50%
CALIFORNIA	11,383	9,585	84.20%
COLORADO	3,102	2,497	80.50%
CONNECTICUT	1,774	1,471	82.92%
DELAWARE	2,355	1,931	82.00%
DISTRICT OF COLUMBIA	178	93	52.25%
FLORIDA	20,034	16,924	84.48%
FRANCE	244	239	97.95%
GEORGIA	4,685	4,130	88.15%
HAWAII	27	28	103.70%
IDAHO	618	512	82.85%
ILLINOIS	14,431	13,387	92.77%
INDIANA	38,876	33,257	85.55%
IOWA	4,452	4,137	92.92%
KANSAS	6,553	5,789	88.34%
KENTUCKY	3,047	2,388	78.37%
LOUISIANA	1,883	1,854	98.46%
MAINE	2,633	2,171	82.45%
MARYLAND	16,324	14,656	89.78%
MASSACHUSETTS	5,505	4,767	86.59%
MEXICO	21	0	0.00%
MICHIGAN	24,126	21,203	87.88%
MINNESOTA	11,565	10,210	88.28%
MISSISSIPPI	833	792	95.08%
MISSOURI	3,485	2,873	82.44%
MONTANA	1,189	1,055	88.73%
NEBRASKA	6,862	6,288	91.64%
NEVADA	457	355	77.68%
NEW HAMPSHIRE	6,195	5,287	85.34%
NEW JERSEY	9,948	8,494	85.38%
NEW MEXICO	1,709	1,256	73.49%
NEW YORK	30,186	26,769	88.68%
NORTH CAROLINA	2,423	2,002	82.62%
NORTH DAKOTA	738	685	92.82%
OHIO	30,456	27,532	90.40%
OKLAHOMA	1,365	1,190	87.18%
OREGON	1,524	1,207	79.20%
PENNSYLVANIA	62,659	55,511	88.59%
PHILIPPINES	55	60	109.09%
PUERTO RICO	52	64	123.08%
RHODE ISLAND	273	199	72.89%
SOUTH CAROLINA	1,327	1,172	88.32%
SOUTH DAKOTA	698	694	99.43%
TENNESSEE	1,613	1,302	80.72%
TEXAS	6,430	4,848	75.40%
UTAH	593	437	73.69%
VERMONT	4,001	3,490	87.23%
VIRGINIA	4,325	3,913	90.47%
WASHINGTON	2,595	2,025	78.03%
WEST VIRGINIA	2,595	2,012	77.53%
WISCONSIN	3,945	3,512	89.02%
WYOMING	1,259	1,037	82.37%
Totals:	375,540	327,051	87.09%

2020 FINAL Renewal Report

2020 SAL Renewal Rates by Region

(Western Region) Ned C. Fox (CA)			
Detachment	2019	2020	%
ALASKA	1,511	1,219	80.68%
ARIZONA	7,768	6,217	80.03%
CALIFORNIA	11,383	9,585	84.20%
HAWAII	27	28	103.70%
IDAHO	618	512	82.85%
PHILIPPINES	55	60	109.09%
OREGON	1,524	1,207	79.20%
NEVADA	457	355	77.68%
WASHINGTON	2,595	2,025	78.03%
UTAH	593	437	73.69%
Totals:	26,531	21,645	81.58%

(Midwest Region) Christopher L. Cook (OK)			
Detachment	2019	2020	%
COLORADO	3,102	2,497	80.50%
KANSAS	6,553	5,789	88.34%
MEXICO	21	0	0.00%
MONTANA	1,189	1,055	88.73%
NEBRASKA	6,862	6,288	91.64%
NEW MEXICO	1,709	1,256	73.49%
NORTH DAKOTA	738	685	92.82%
OKLAHOMA	1,365	1,190	87.18%
SOUTH DAKOTA	698	694	99.43%
TEXAS	6,430	4,848	75.40%
WYOMING	1,259	1,037	82.37%
Totals:	29,926	25,339	84.67%

(Central Region) Richard M. Pfeiffer (IN)			
Detachment	2019	2020	%
ILLINOIS	14,431	13,387	92.77%
INDIANA	38,876	33,257	85.55%
IOWA	4,452	4,137	92.92%
MICHIGAN	24,126	21,203	87.88%
MINNESOTA	11,565	10,210	88.28%
MISSOURI	3,485	2,873	82.44%
OHIO	30,456	27,532	90.40%
WISCONSIN	3,945	3,512	89.02%
Totals:	131,336	116,111	88.41%

(Eastern Region) Gary P. Nelson (NJ)			
Detachment	2019	2020	%
CONNECTICUT	1,774	1,471	82.92%
DELAWARE	2,355	1,931	82.00%
DIST. OF COL.	178	93	52.25%
FRANCE	244	239	97.95%
MAINE	2,633	2,171	82.45%
MARYLAND	16,324	14,656	89.78%
MASSACHUSETTS	5,505	4,767	86.59%
NEW HAMPSHIRE	6,195	5,287	85.34%
NEW JERSEY	9,948	8,494	85.38%
NEW YORK	30,186	26,769	88.68%
PENNSYLVANIA	62,659	55,511	88.59%
RHODE ISLAND	273	199	72.89%
VERMONT	4,001	3,490	87.23%
WEST VIRGINIA	2,595	2,012	77.53%
Totals:	144,870	127,090	87.73%

(Southern Region) Blair Miles (AL)			
Detachment	2019	2020	%
ALABAMA	2,110	1,919	90.95%
ARKANSAS	545	406	74.50%
FLORIDA	20,034	16,924	84.48%
GEORGIA	4,685	4,130	88.15%
KENTUCKY	3,047	2,388	78.37%
LOUISIANA	1,883	1,854	98.46%
MISSISSIPPI	833	792	95.08%
NORTH CAROLINA	2,423	2,002	82.62%
PUERTO RICO	52	64	123.08%
SOUTH CAROLINA	1,327	1,172	88.32%
TENNESSEE	1,613	1,302	80.72%
VIRGINIA	4,325	3,913	90.47%
Totals:	42,877	36,866	85.98%

	2019	2020	%
Grand Totals:	375,540	327,051	87.09%



Americanism Commission Conference Call

First Thursday bi-monthly
January, March, May, July
8:00 p.m. Eastern Time
Call In # (515) 606-5134
Access Code: 451074

Child Welfare Foundation Committee Call

Third Wednesday of each month
8:00 p.m.
Call in # (605) 472-5332
Access Code: 808417

Legislative Commission Call

First Thursday bi-monthly
February, April, June, 7 August
7:00 p.m.
Call in # (712) 775-7031
Access Code: 988284103

Membership Committee Conference Call

Third Tuesday of each month
6:00 p.m. Mountain time
Call in # (515) 604-9644
Access Code: 889133

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

NOTE: Some of these dates may not match the National Call Calendar as some meetings have been changed.

Veterans Affairs & Rehabilitation Conference Call

Fourth Monday of each month
7:00 p.m. Central Time

Join Zoom Meeting

<https://uso2web.zoom.us/j/6354565336?pwd=aEJLdDB5RFFJSVZRY3pCYXg5Zm9zUT09>

Meeting ID: 635 456 5336
Passcode: 596328

Veterans Employment & Education Commission Conference Call

Third Wednesday of each month
8:00 p.m. Eastern time
Call In # (605) 313-4111
Access Code: 893821



BUDDY CHECK

by Jeff Vrebal, Sr.

LET THEM KNOW WE CARE!

SONS OF THE AMERICAN LEGION



MySAL

MEMBERSHIP DATABASE



SERVING THOSE WHO SERVED FULL STEAM AHEAD

National Commander Clint Bolt's 2020-2021 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 Phoenix, AZ
- 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

2021 National Target Date

January 21, 2021

60%




SONS OF THE AMERICAN LEGION



DOES YOUR MEMBERSHIP CARD SHOW 2020?

If so, your 2020 membership card is EXPIRED and no longer valid. Please pay your Sons of The American Legion dues today to support your Squadron and The American Legion Family

If your membership card doesn't look like this ↑ then you need to RENEW TODAY!!!

6+3 = 9

but so does 5+4.

The way you do things isn't always the only way to do them. Respect other people's way of thinking



Dear TALMA members,



I hope this finds you well and safe at the start of a new year. It's a new year of possibilities,

a new year of promoting the amazing community service efforts made by the American Legion Family, and, of course, a new year of growth for The American Legion Media Alliance (TALMA).

We have big goals for TALMA in its first full year, including growing membership. Right now, we have more than 400 members. That is a good start, considering that we have not been able to recruit face-to-face since the pandemic canceled last year's national convention and this year's Washington Conference.

Please reach out to others who would benefit from the training tools, resources and more that TALMA membership provides. I am so pleased with the success of the monthly virtual training sessions that began in 2020 and will continue throughout this year.

In the group's private Facebook group, we asked what topics you would like to see this year. Among the most popular were writing press releases tips and tricks; ways to improve your post Facebook page; how to engage your local media; virtual meeting options (submitted by member Paul Ciarelli); and ways to improve your post website.

Jared Morgan, of the Department of California, and Media and Communications Deputy Director Henry Howard will be the panelists for our first training of the year. The session, focusing on writing press releases, will be held at 7 p.m. Eastern Jan. 27. Mark Sutton will be the moderator.

Replays of all previous training sessions are available in [TALMA's private Facebook group](#).

Additionally, we are making the final updates to the 2021 annual contest for TALMA members. We should have the link ready in the next couple of weeks. Stay tuned!

Thank you for all that you do on behalf of The American Legion Family, our veterans, their families, and communities throughout this great nation.

Sincerely,

Walter Ivie, *Chairman*
Media and Communications Commission



**I WANT
YOU
TO RENEW!!!**



<p>JANUARY</p> <p style="font-size: 48pt;">27</p> <p>7:00 p.m. Eastern SIGN-UP HERE</p>	<p>WRITING PRESS RELEASES</p> <p>Jared Morgan, of the Department of California, and Media and Communications Deputy Director Henry Howard will be the panelists for our first training of the year. The session focuses on writing press releases.</p>
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Single web sign-on letter for departments, posts

The American Legion
JAN 11, 2021

The following is a letter that American Legion department leadership, post officers and TALMA members can send to membership via email, newsletter, and social media regarding The American Legion's new single sign-on for its web assets.



As a reminder, this new single sign-on re-registration is for American Legion National web-sites only, not department.

To American Legion members of (insert post or department):

If you are a current registered user of American Legion national websites and have tried to sign on, you probably noticed the new login screen and re-registration requirement. The American Legion has created a new single sign-on process as its first stage of a multi-stage rollout that will allow The American Legion to provide a streamlined and better user experience within its web environment.

To begin your one-time single sign-on process, current registered users of American Legion web assets must re-register. This re-registration will allow members and non-members to continue accessing the valuable information and tools provided on:

- MyLegion.org
- Legion.org
- Legiontown.org
- Centennial.legion.org
- Burnpit.us
- Baseball.legion.org

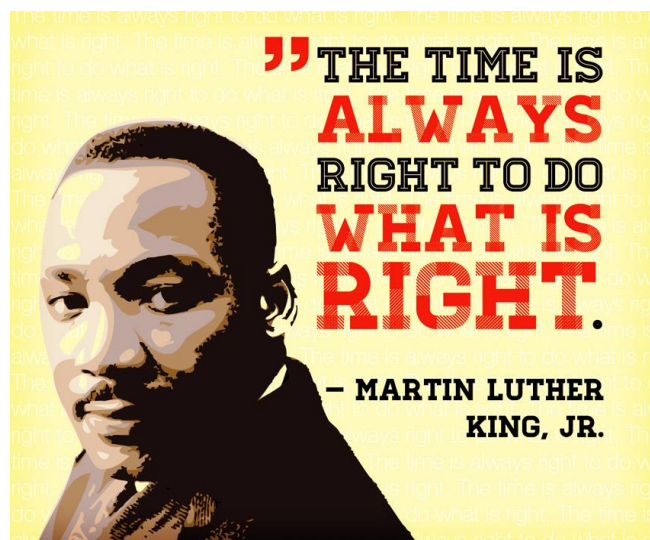
Note: this requirement does not currently apply to registered users of the Emblem Sales website.

The new platform that The American Legion is moving to requires each user to have a unique email address as the username. This, in conjunction with a move from a vendor proprietary system, which required the Legion to renew accounts for all American Legion web properties. Please note that all member information is still within MyLegion, securely and safely housed.

Your five steps to re-register:

1. Click the **"Sign In"** tab on any American Legion web property. You will be taken to the single sign-on site.
2. Click **"Register as a new user."** Fill in the entire form using your best contact email address and member ID (if applicable). All information you provide is kept safe and secure.
3. **Enter and confirm your new password of choice.**
4. Click **"Finish"** to receive your confirmation email.
5. **Click the link to confirm your new account in the confirmation email** (check your junk email inbox). The provided email will be from sso@legion.org.

When you register as a new user, please fill out the entire profile to continue accessing member-only benefits such as discount codes, the ability to print membership card and manage membership renewal all through MyLegion.org.





2021 Individual Recruitment Award

The National Membership Committee offers an 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 these minimum requirements to qualify:

To qualify you need to Recruit (5) new members into Sons of The American Legion.

(A new member is defined as any eligible Son joining for the 2021 membership year who was not a member of the Sons of The American Legion during the 2020 membership year).

Transfers or renewals do not count as new members.

Please make sure that the members have been processed before submission. Pins will not be mailed until they are verified in the national membership database.

This award form must be received by July 31st.

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 Full Name _____ Membership ID # _____

#2 Full Name _____ Membership ID # _____

#3 Full Name _____ Membership ID # _____

#4 Full Name _____ Membership ID # _____

#5 Full Name _____ Membership ID # _____

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) juanrtorres10@hotmail.com 10828 Sycamore Dr. S, La Porte, TX 77571

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