

SONS OF THE AMERICAN LEGION



2023-2024 MEMBERSHIP GUIDE & AWARDS MANUAL

David A. Miller

Detachment Membership Chairman
"Membership Lights Our Path to the Future"



Sons of The American Legion, Detachment of Indiana

5440 Herbert Lord Road; Indianapolis, IN 46216

(317) 630-1259 (317) 237-9891 (Fax)

To: District Commanders
Squadron Commanders
Squadron Membership Chairman

From: David A. Miller, Detachment Membership Chairman, 2023-2024

Every journey has a path. In order to navigate this path, it needs to be illuminated. For the Sons of The American Legion, that light is membership. That light is YOU.

The membership material contained within this packet provides the path and the stops along the way. I ask you to be that light to help the squadrons find their way to each stop along the path. There are many opportunities for your Districts and Squadrons to receive cash awards for meeting the specific goals, defined herein.

According to the proverb, "A journey of a thousand miles begins with a single step." So too, does our journey down the path to our future. Our first step is to have squadron officers pay their dues, so by the time we reach the first membership goal, there are no squadrons "on zero." Continuing on the path, we need to focus on retention. Reach out to your members and ask how they are doing; ask what the squadron can do for them; and invite them to visit the squadron.

Membership retention will get us close to the path's end, but to complete the journey, we need new members. The organization has done a fantastic job recruiting new members; let's continue this work. Look for the dual members. Look for the children of current Legionnaires and SAL members. Look for someone you know whose parents or grandparents are veterans. Let them know THEY are a proud possessor of a priceless heritage; explain all of the great principles for which the American Legion Stands; and ask them to invest in the future of OUR organization. With your help and effort, I know WE will have a successful year.

Online membership renewal is possible at <https://mylegion.org/>. Consider taking advantage of this great tool.

I look forward to serving you as this year's Detachment Membership Chairman. If you have any questions, please do not hesitate to contact me.

Sincerely,

DAVID A. MILLER
Membership Chairman
Detachment of Indiana
"Membership Lights Our Path to the Future"

TABLE OF CONTENTS

SECTION 1

2023-2024 National Target Dates
2023-2024 Detachment Target Dates
Membership Tips & Transfer Instructions

SECTION 2

Membership Awards

SECTION

1



2023-2024

**National Sons of The American Legion
Membership Target Dates**

EARLY BIRD/NEF KICKOFF	SEPTEMBER 13, 2023	10%
FALL MEETINGS	OCTOBER 18, 2023	25%
VETERANS DAY	NOVEMBER 15, 2023	35%
PEARL HARBOR DAY	DECEMBER 13, 2023	45%
MID-WINTER	JANUARY 18, 2024	60%
PRESIDENT'S DAY	FEBRUARY 14, 2024	75%
LEGION BIRTHDAY	MARCH 13, 2024	80%
CHILDREN & YOUTH	APRIL 10, 2024	90%
ARMED FORCES DAY	MAY 15, 2024	100%
*DELEGATE STRENGTH	JULY 24, 2024	105%



2023-2024 DETACHMENT TARGET DATES AND PERCENTAGES

1st Wednesday of each Month

TARGET#		%	DATES	WHERE
1	DEPARTMENT CONVENTION	5	July 12, 2023	Mail-in Dept. HQ Accepted until 10am
2	MEMBERSHIP DRIVE, INDIANAPOLIS	15	August 2, 2023	Mail-in Dept. HQ Accepted until 10am
3	MEMBERSHIP DRIVE, INDIANAPOLIS	25	September 6, 2023	Mail-in Dept. HQ Accepted until 10am
4	FALL CONFERENCE	30	October 4, 2023	Mail-in Dept. HQ Accepted until 10am
5	VETERANS DAY DRIVE	45	November 1, 2023	Mail-in Dept. HQ Accepted until 10am
6	DECEMBER MEMBERSHIP DRIVE	55	December 6, 2023	Mail-in Dept. HQ Accepted until 10am
7	MID-WINTER CONFERENCE	65	January 3, 2024	Mail-in Dept. HQ Accepted until 10am
8	FEBRUARY MEMBERSHIP DRIVE	75	February 7, 2024	Mail-in Dept. HQ Accepted until 10am
9	MARCH LEGION BIRTHDAY	85	March 6, 2024	Mail-in Dept. HQ Accepted until 10am
10	SPRING CONFERENCE	90	April 3, 2024	Mail-in Dept. HQ Accepted until 10am
11	MAY MEMBERSHIP DRIVE	100	May 1, 2024	Mail-in Dept. HQ Accepted until 10am
12	CLOSE OF BOOKS	105	June 5, 2024	Mail-in Dept. HQ Accepted until 10am

MEMBERSHIP TIPS

1. \$13.00 per card paid to Detachment of Indiana. Do not mail cash!
Membership cards will not be counted unless money is received!
Mail cards to: The American Legion, Department of Indiana
ATTN: **SAL**
5440 Herbert Lord Road
Indianapolis, IN 46216
2. When transmitting cards to Department Headquarters:
 - A. Fill out Transmittal Slip (supplied by Department Headquarters)
 - B. Put all hand written cards on the top of the stack.
 1. If a person has been a member within the last 10 years, call and get his ID number so you can put his membership number on the card and avoid members having 2 or more ID numbers.
 2. All hand written cards must have names and full addresses on both sides of the cards. National will not process the card and it will be returned to you to complete.

Read this section carefully!!!

1. Per the Detachment Constitution & By-Laws, Article XII (Section 3) **Membership shall be immediately transmitted to the Detachment.**
2. Hold blank, unused pre-printed, duplicate issued, and deceased cards at your Squadron. All cards sent to Department Headquarters monthly should be clearly marked with their intended purpose.
3. Any time you need to replace a person's membership card, use one of your blank cards, and mark that as a duplicate card.
4. Prior year membership payments must be clearly marked. You must send this in on a separate transmittal. You must include the member's name, ID number, and the prior year(s) being paid. You **CAN** include current membership year and prior membership year payments on one check, because the current Detachment per capita will be the same for all years.
5. Continuous year corrections should be submitted on a Member Data Form.
6. **DO NOT** use staples, tape, or white-out on the membership cards.
7. **DO** be prepared to account for all unused membership cards at the end of the year to Department Headquarters. No exceptions!

MEMBERSHIP TRANSFER INSTRUCTIONS

1. **MEMBER HAS NOT PAID CURRENT YEAR DUES:** If a member is transferring into your Squadron and has **NOT** paid his current year dues, issue that member a blank card, and have him pay his dues to your Squadron. When marking his dues payment, **place a check mark in the transfer box, as well as the renewal box.** Write in the member's PERMANENT ID NUMBER and turn in the card WITH PAYMENT. If you do not have the members PERMANENT ID NUMBER from his previous year's membership card or renewal notice, contact National Headquarters Customer Service Line at 1-800-433-3318 or Indiana HQ at 317-630-1263.
2. **MEMBER HAS PAID CURRENT YEAR DUES TO ANOTHER SQUADRON:** If a member is transferring and HAS paid his previous Squadron, make sure his account shows paid at National and do not charge him dues for the year. Then you may issue that member a card from your supply of blank cards. Write in the members PERMANENT ID NUMBER. Do NOT pay for his card or include with any transmittal submitted with paying memberships. The portion normally turned in with payment and transmittal is then kept in your Duplicates "holding envelope." You should write the words "USED FOR TRANSFER" or "NPT" (Non-Paying Transfer in), so you can easily account for these cards at year end.
3. Utilize "https://mylegion.org/PersonifyEbusiness/Home" to make changes to member accounts. Otherwise, a Membership Data Form (MDF) must be filled out to denote changes in name, address, marking deceased, or adding extra information. Please do not do both. Transfers are processed by National with a properly signed MDF. A properly signed MDF is signed by the Squadron Adjutant AND the member. Please use the MDF for continuous year's changes.

SECTION

2



Target 1 5 Percent of Goal

Department Convention Membership Drive

Card Mail-In

Wednesday July 12, 2023

All cards must be received at Department Headquarters by 10 am. All cards received after 10 am will be on the next weekly report.

AWARDS

Each Squadron that exceeds the goal percentage (5.01% or higher) on this Target Date will receive a chance at the 1st quarter drawing for \$500. The drawing will be at the Fall Conference.

Each District, in which 25% of their Squadrons meet or exceed the goal percentage on this Target Date, will receive \$25.00. The check will be issued to the District to be spent as the District chooses.

The District with the highest percentage of retention, on this target date, will receive a \$50.00 check.

National Target Date: None



Target 2 15 Percent of Goal

Membership Drive Department Headquarters, Indianapolis

Card Mail-In

Wednesday, August 2, 2023

All cards must be received at Department Headquarters by 10 am. All cards received after 10 am will be on the next weekly report.

AWARDS

Each Squadron that exceeds the goal percentage (15.01% or higher) on this Target Date will receive a chance at the 1st quarter drawing for \$500. The drawing will be at the Fall Conference.

Each District, in which 30% of their Squadrons meet or exceed the goal percentage on this Target Date, will receive \$25.00. The check will be issued to the District to be spent as the District chooses.

The District with the highest percentage of retention, on this target date, will receive a \$50.00 check.

National Target Date: None



Target 3 25 Percent of Goal

**Membership Drive Department
Headquarters Indianapolis**

Card Mail-In

Wednesday, September 6, 2023

**All cards must be received at
Department Headquarters by 10 am. All
cards received after 10 am will be on the
next weekly report.**

AWARDS

Each Squadron that exceeds the goal percentage (25.01% or higher) on this Target Date will receive a chance at the 1st quarter drawing for \$500. The drawing will be at the Fall Conference.

Each District, in which 40% of their Squadrons meet or exceed the goal percentage on this Target Date, will receive three goal pins and \$25.00. The check will be issued to the District to be spent as the District chooses.

The District with the highest percentage of retention, on this target date, will receive a \$50.00 check.

National Target Date: 10% September 13, 2023



Target 4 30 Percent of Goal

**Fall Conference
Marriott Hotel
Indianapolis**

Card Mail-In

Wednesday, October 4, 2023

**All cards must be received at Department
Headquarters by 10 am. All cards received
after 10 am will be on the next weekly
report.**

AWARDS

Each Squadron that exceeds the goal percentage (30.01% or higher) on this Target Date will receive a chance at the 2nd quarter drawing for \$500. The drawing will be at the Mid-Winter Conference.

Each District, in which 45% of their Squadrons meet or exceed the goal percentage on this Target Date, will receive \$25.00. The check will be issued to the District to be spent as the District chooses.

The District with the highest percentage of retention, on this target date, will receive a \$50.00 check.

National Target Date: 25% October 18, 2023



Target 5 45 Percent of Goal

Veterans Day Membership Drive Department Headquarters Indianapolis

Card Mail-In

Wednesday, November 1, 2023

**All cards must be received at
Department Headquarters by 10 am. All
cards received after 10 am will be on the
next weekly report.**

AWARDS

Each Squadron that exceeds the goal percentage (45.01% or higher) on this Target Date will receive a chance at the 2nd quarter drawing for \$500. The drawing will be held at the Mid-Winter Conference.

Each District, in which 50% of their Squadrons meet or exceed the goal percentage on this Target Date, will receive \$25.00. The check will be issued to the District to be spent as the District chooses.

The District with the highest percentage of retention, on this target date, will receive a \$50.00 check.

**National Target Date: 35% November 15,
2023**



Target 6 55 Percent of Goal

Pearl Harbor Commemorative Membership Drive Department Headquarters Indianapolis

Card Mail-In

Wednesday, December 6, 2023

**All cards must be received at Department
Headquarters by 10 am. All cards received
after 10 am will be on the next weekly
report.**


AWARDS

Each Squadron that exceeds the goal percentage (55.01% or higher) on this Target Date will receive a chance at the 2nd quarter drawing for \$500. The drawing will be held at the Mid-Winter Conference.

Each District, in which 55% of their Squadrons meet or exceed the goal percentage on this Target Date, will receive \$25.00. The check will be issued to the District to be spent as the District chooses.

The District with the highest percentage of retention, on this target date, will receive a \$50.00 check.

National Target Date: 45% December 13, 2023



Target 7
65 Percent of Goal

**Mid-Winter Conference Membership
Drive Marriott Hotel Indianapolis**

Card Mail-In

Wednesday, January 3, 2024

**All cards must be received at
Department Headquarters by 10 am. All
cards received after 10 am will be on the
next weekly report.**


AWARDS

Each Squadron that exceeds the goal percentage (65.01% or higher) on this Target Date will receive a chance at the 3rd quarter drawing for \$750. The drawing will be held at the Spring Conference.

Each District, in which 65% of their Squadrons meet or exceed the goal percentage on this Target Date, will receive \$25.00. The check will be issued to the District to be spent as the District chooses.

The District with the highest percentage of retention, on this target date, will receive a \$50.00 check.

National Target Date: 60% January 18, 2024



Target 8
75 Percent of Goal

**President's Day Membership Drive
Department Headquarters
Indianapolis**

Card Mail-In

Wednesday, February 7, 2024

**All cards must be received at Department
Headquarters by 10 am. All cards received
after 10 am will be on the next weekly
report.**


AWARDS

Each Squadron that exceeds the goal percentage (75.01% or higher) on this Target Date will receive a chance at the 3rd quarter drawing for \$750. The drawing will be held at the Spring Conference.

Each District, in which 75% of their Squadrons meet or exceed the goal percentage on this Target Date, will receive \$25.00. The check will be issued to the District to be spent as the District chooses.

The District with the highest percentage of retention, on this target date, will receive a \$50.00 check.

National Target Date: 75% February 14, 2024



Target 9
85 Percent of Goal

**American Legion Birthday
Membership Drive Department
Headquarters Indianapolis**

Card Mail-In
Wednesday, March 6, 2024

**All cards must be received at
Department Headquarters by 10 am. All
cards received after 10 am will be on the
next weekly report.**


AWARDS

Each Squadron that exceeds the goal percentage (85.01% or higher) on this Target Date will receive a chance at the 3rd quarter drawing for \$750. The drawing will be held at the Spring Conference.

Each District, in which 85% of their Squadrons meet or exceed the goal percentage on this Target Date, will receive \$25.00. The check will be issued to the District to be spent as the District chooses.

The District with the highest percentage of retention, on this target date, will receive a \$50.00 check.

National Target Date: 80% March 13, 2024



Target 10
90 Percent of Goal

**Spring Conference Membership
Drive Marriott Hotel, Indianapolis**

Card Mail-In
Wednesday, April 3, 2024

**All cards must be received at Department
Headquarters by 10 am. All cards received
after 10 am will be on the next weekly
report.**

AWARDS

Each Squadron that exceeds the goal percentage (90.01% or higher) on this Target Date will receive a chance at the 4th quarter drawing for \$1000. The drawing will be held at the Detachment Convention.

Each District, in which 90% of their Squadrons meet or exceed the goal percentage on this Target Date, will receive \$25.00. The check will be issued to the District to be spent as the District chooses.

The District with the highest percentage of retention, on this target date, will receive a \$50.00 check.

National Target Date: 90% April 10, 2024



Target 11 100 Percent of Goal

Membership Drive Department Headquarters Indianapolis

Card Mail-In

Wednesday, May 1, 2024

All cards must be received at Department Headquarters by 10 am. All cards received after 10 am will be on the next weekly report.

AWARDS

Each Squadron that exceeds the goal percentage (100.01% or higher) on this Target Date will receive a chance at the 4th quarter drawing for \$1000. The drawing will be held at the Detachment Convention.

Each District, in which ALL Squadrons in the District meet or exceed the goal percentage on this Target Date, will receive \$25.00. The check will be issued to the District to be spent as the District chooses.

The District with the highest percentage of retention, on this target date, will receive a \$50.00 check.

National Target Date: 100% May 15, 2024

Each Squadron that has all required forms completed and turned in 30 days prior to Detachment Convention will receive a chance at a drawing for \$500 to spend as the Squadron wishes. The drawing will be held during the Detachment Convention.



Target 12 105 Percent of Goal

Close of Books

Card Turn-In

Wednesday, June 5, 2024

All cards turned in after 10:00 am on Wednesday June 5, 2024 will not count on the COB totals. They will not count toward the 2024 goal and be considered prior year payments.

AWARDS

Each Squadron that exceeds the goal percentage (105.01% or higher) on this Target Date will receive a chance at the 4th quarter drawing for \$1000. The drawing will be held at the Detachment Convention.

Each District, in which ANY Squadron in the District exceeds the goal percentage (106% or higher) on this Target Date, will receive \$50.00 (one per District, a maximum payout of 11 x \$50 = \$550). The check will be issued to the District to be spent as the District chooses.

The District with the highest percentage of retention, on this target date, will receive a \$50.00 check.

**Delegate Strength Target Date: 105%
30 Days prior to National Convention, July 24, 2024**

MEMBERSHIP **RIBBONS, CERTIFICATES, AND PLAQUES**

100% Certificates

Any Squadron achieving 100% of its goal will receive a 100% certificate and ribbon.

100% Ribbon by Legion Birthday

Any Squadron achieving 100% of its goal by Legion Birthday, March 13, will receive a special “100% Before Legion Birthday” ribbon. This is in addition to the 100% certificate, ribbon.

First Squadron to Reach Goal*

The Squadrons in each of the 5 categories, listed below, to reach their goal first will receive a plaque.

Highest Percentage Over Goal*

The Squadrons in each of the 5 categories, listed below, to get the highest percent overall will receive a plaque at Detachment Convention.

Most Cards Over Goal for Squadron*

The Squadrons in each of the 5 categories, listed below, with the most cards over their goal will receive a plaque.

Jacket

A personalized S.A.L. jacket will be awarded to the Top District Commander, the District Membership Chairman, and the Top Recruiter in the Detachment at the end of the year.

MEMBERSHIP CATEGORIES

1 - 10 to 50 members | 2 - 51 to 100 members | 3 - 101 to 200 members
4 - 201 to 300 members | 5 - 301 or more members

A Squadron can win only one of these three awards
2023-2024 District Awards

Goal Percentage #1: Each District Commander that has 25% of his Squadrons meet or exceed goal will receive a check for \$25. *

Goal Percentage #2: Each District Commander that has 30% of his Squadrons meet or exceed goal will receive a check for \$25. *

Goal Percentage #3: Each District Commander that has 40% of his Squadrons meet or exceed goal will receive a check for \$25. *

Goal Percentage #4: Each District Commander that has 45% of his Squadrons meet or exceed goal will receive a check for \$25. *

Goal Percentage #5: ** Each District Commander that has 50% of his Squadrons meet or exceed goal will receive a check for \$25. *

Goal Percentage #6: Each District Commander that has 55% of his Squadrons meet or exceed goal will receive a check for \$25. *

Goal Percentage #7: Each District Commander that has 65% of his Squadrons meet or exceed goal will receive a check for \$25. *

Goal Percentage #8: Each District Commander that has 75% of his Squadrons meet or exceed goal will receive a check for \$25. *

Goal Percentage #9: Each District Commander that has 85% of his Squadrons meet or exceed goal will receive a check for \$25. *

Goal Percentage #10: Each District Commander that has 90% of his Squadrons meet or exceed goal will receive a check for \$25. *

Goal Percentage #11: Each District Commander w/ 100% of his Squadrons meet or exceed goal will receive a check for \$25. *

Goal Percentage #12: Each District in which ANY Squadron in the District exceeds the goal percentage (106% or higher, this is not a misprint) will receive a check for \$50. *

* A check will be issued to the District to be spent as the District chooses.

A \$50 check will be awarded to the first THREE District Commanders with all their Squadrons off zero.

A \$100 check will be awarded to all the District Commanders with all their Squadron completing all required forms and submitted 30 days prior to Detachment Convention.

The top two Squadron Commanders in overall percentage will be awarded an S.A.L. jacket for finishing with the most cards over goal at the end of the year.

Consolidated Squadron report awards (Americanism, Children & Youth, VA&R, and Community service) will be calculated with all the CSR's received 1 week prior to the Detachment pre-convention DEC meeting.

Please note, ALL forms are now located at
<https://www.indianasal.org/forms--publications.html>

Every Squadron is Strongly Encouraged to sign up for My Legion at:
<https://mylegion.org/PersonifyEbusiness/Home>

The ease at which SAL cards can be transmitted will amaze you. Paying for cards online is absolutely safe and worry free. You will not be receiving a listing of your members with your cards. Your members can be easily viewed at MyLegion. Squadron Commanders & Adjutants have complete access to Squadron records.

Tell your members to sign up also. A member can see his SAL benefits and membership record and print a replacement card.