

Membership Plan for 2024-2025





Membership is everyone's responsibility
Every Post should have a membership chair and
team

Just like everyone
should “Be the
One” to prevent
veteran suicide,
everyone should
“Be the One” for
membership



Every District
Should have a
Membership
Chair and every
Area should
have an Area
Membership
chair



The image shows seven bright orange chairs arranged in a circle on a dark grey tiled floor. The chairs have a modern, curved design with black metal legs. The text is overlaid on the right side of the image.

District chair
Area Chair
Department chair

RENEWAL SCHEDULE

CUTOFF DATES

May 15, 2024

September 11, 2024

October 16, 2024

December 11, 2024

February 12, 2025

April 9, 2025

RENEW MAIL DATES

July 1-8. 2-24

October 5-11, 2024

November 9-15, 2024

January 4-10, 2025

March 1-7, 2025

May 3-9, 2025

Department Goals for 2024-2025

Target Date	Designation	Required%
September 4, 2024	Early bird kickoff	50%
October 9, 2024	Fall Meetings	55%
November 7, 2024	Veteran's Day	65%
December 4, 2024	Pearl Harbor Day	75%
January 8, 2025	Mid-Winter	80%
February 5, 2025	Presidents Day	85%
March 5, 2025	Legion Birthday	90%
April 2, 2025	Children and Youth	95%
May 7, 2025	Armed Forces Day	100%
May 31, 2025		100+1 mbr%

National Goals for 2024-2025

Target Date	Designation	Required%
September 11, 2024	Early bird kickoff	50%
October 16, 2024	Fall Meetings	55%
November 14, 2024	Veteran's Day	65%
December 11, 2024	Pearl Harbor Day	75%
January 15, 2025	Mid-Winter	80%
February 12, 2025	Presidents Day	85%
March 12, 2025	Legion Birthday	90%
April 9, 2025	Children and Youth	95%
May 14, 2025	Armed Forces Day	100%
Delegate Strength		30 days prior to convention

Acceptable forms of Membership

DD-214

Retired military ID

Active Duty Id

Fl Drivers license with "V" or Veteran

VA Card

District Commander Race to the Top

100% District
Membership by March
31st, 2025

Post 100% Membership by
May 7th, 2025

- **All posts achieving 100% membership by May 7th, 2025, will receive a certificate, 100% Department ribbon, 100% Department pins, and 100% Department coins**



Awards Tracking for
100% pins and coins
103% National
Commander Award



Post Awards

Post Highest Percentage of Membership Award

The Post with the highest percentage of membership in each of the 5 categories by Sept. 30, 2024, receives \$200.

No forms are needed. Department verified.

Post Awards

Post Highest Percentage of Membership Award

The Post with the highest percentage of membership in each of the 5 categories by May 31, 2025, receives \$200.

No forms are needed. Department verified.

All Posts achieving 100%+ 1 by May 31, 2025, will receive a plaque.

65%
Membership
District/Area
Commander
Achievement
Award

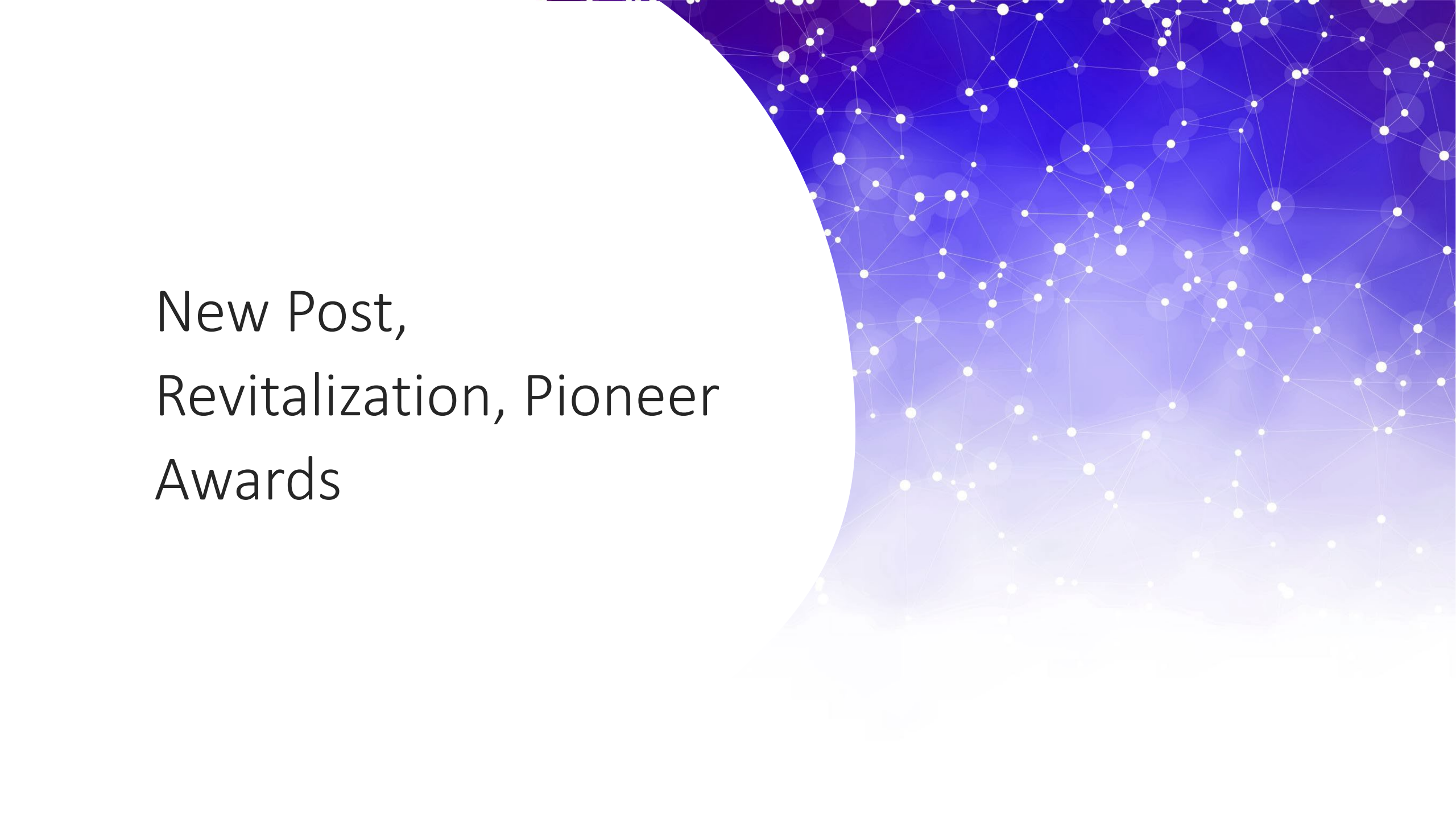
The District
Commanders and
Area Commanders
who achieve 65%
by Nov 1, 2024,
receive a check for
\$125.00 at the
Department Fall
Conference.

District/Area Commander Awards
100%+1 & Highest Percentage of Membership
District/Area Commander Achievement Award

The District Commanders who achieve 100% +1 by May 31, 2025, will receive a check for \$125.00. The District Commander with the highest percentage will also receive 2 tickets to the Commander's Banquet.

The Area Commanders who achieve 100% +1 by May 31, 2025, will receive a check for \$125.00. The Area Commander with the highest percentage will also receive 2 tickets to the Commander's Banquet.





New Post,
Revitalization, Pioneer
Awards

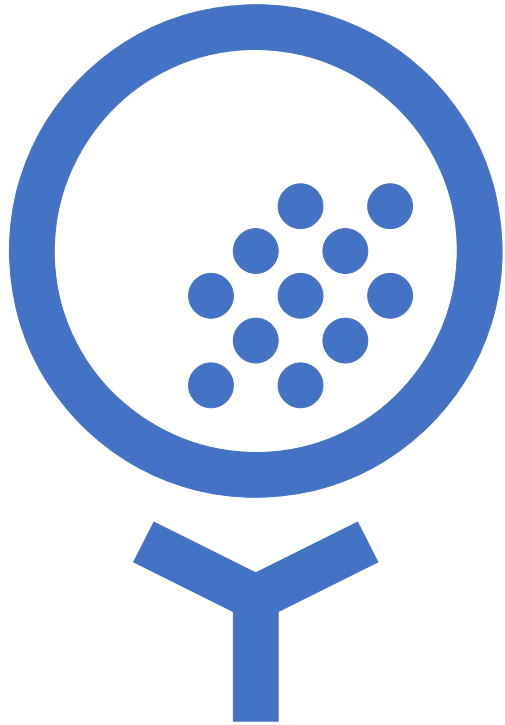
District Commanders' New Post Achievement Award

District Commanders who create a new American Legion post in their respective districts and have the new posts' temporary charter application on file at National Headquarters by May 8, 2025, will receive a check for \$200 and the new post will receive a check for \$300

National Awards

Too numerous to mention. Please check the Membership manual for the qualifications and awards available. There are many other awards available from Department also, but many have to be applied for, so check the manual for forms and deadlines.

You work too hard to earn them, so please make sure you get them!



My goals for
the 2024-
2025 year

90% Retention

At least 50% of Posts 100% by May 7th

District Race to the top winners

103,000 total members in Department

At least 2 or more DMS transfers each Post

How are we
going to get
there?

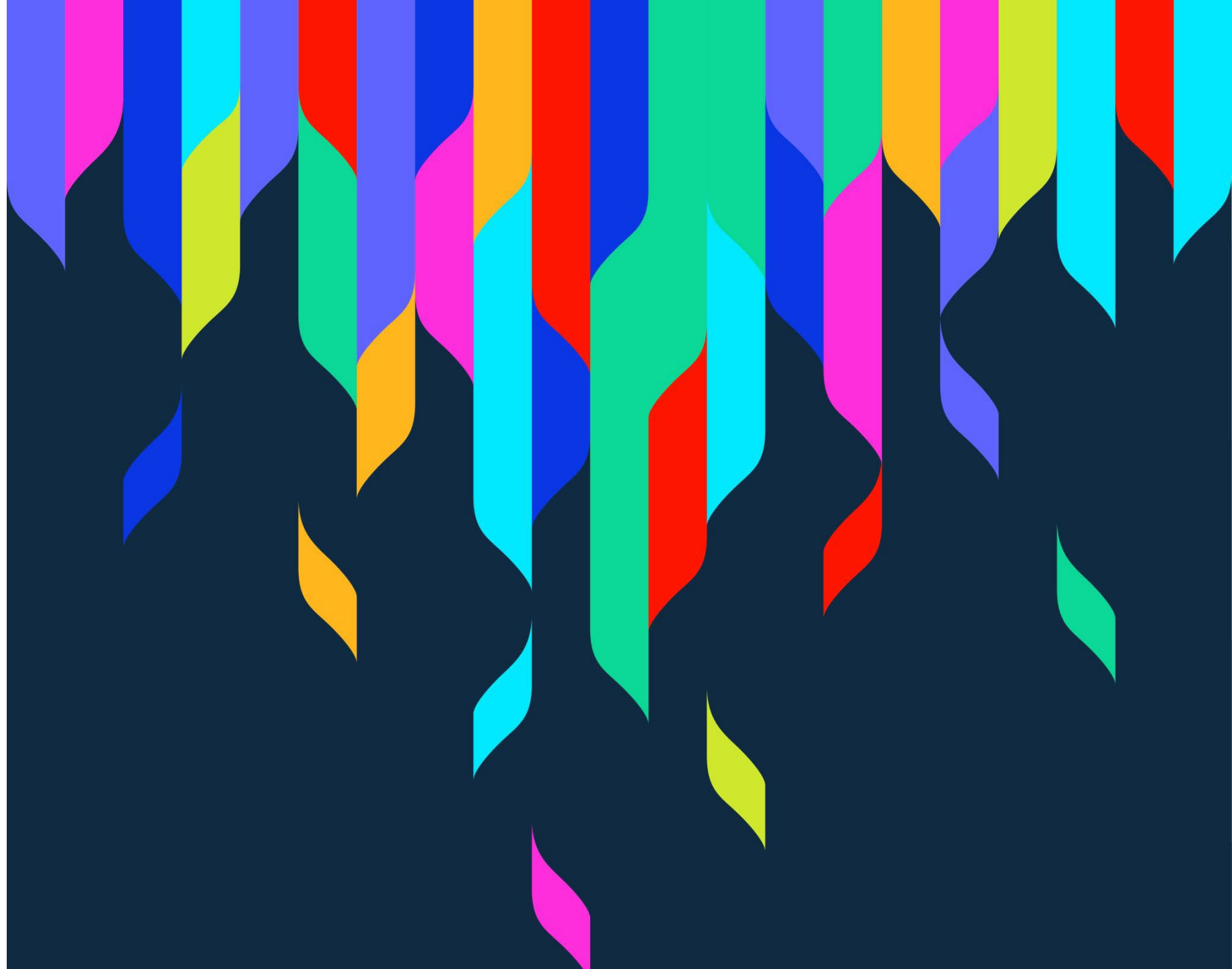




Early Birds

Do a dinner or some other event for those members who join or renew by a date specified by the Post

Buddy Checks





Be involved with the
community (clubs, youth
athletics, fraternal
organizations, schools)
College campuses
Chamber of Commerce

Set up an American Legion booth at local community events, festivals, fairs or in shopping malls and store fronts.



Work the DMS list
now! Keep working
the DMS list. It is
updated periodically.





Talk to Active Duty and
Guard Reserve Units

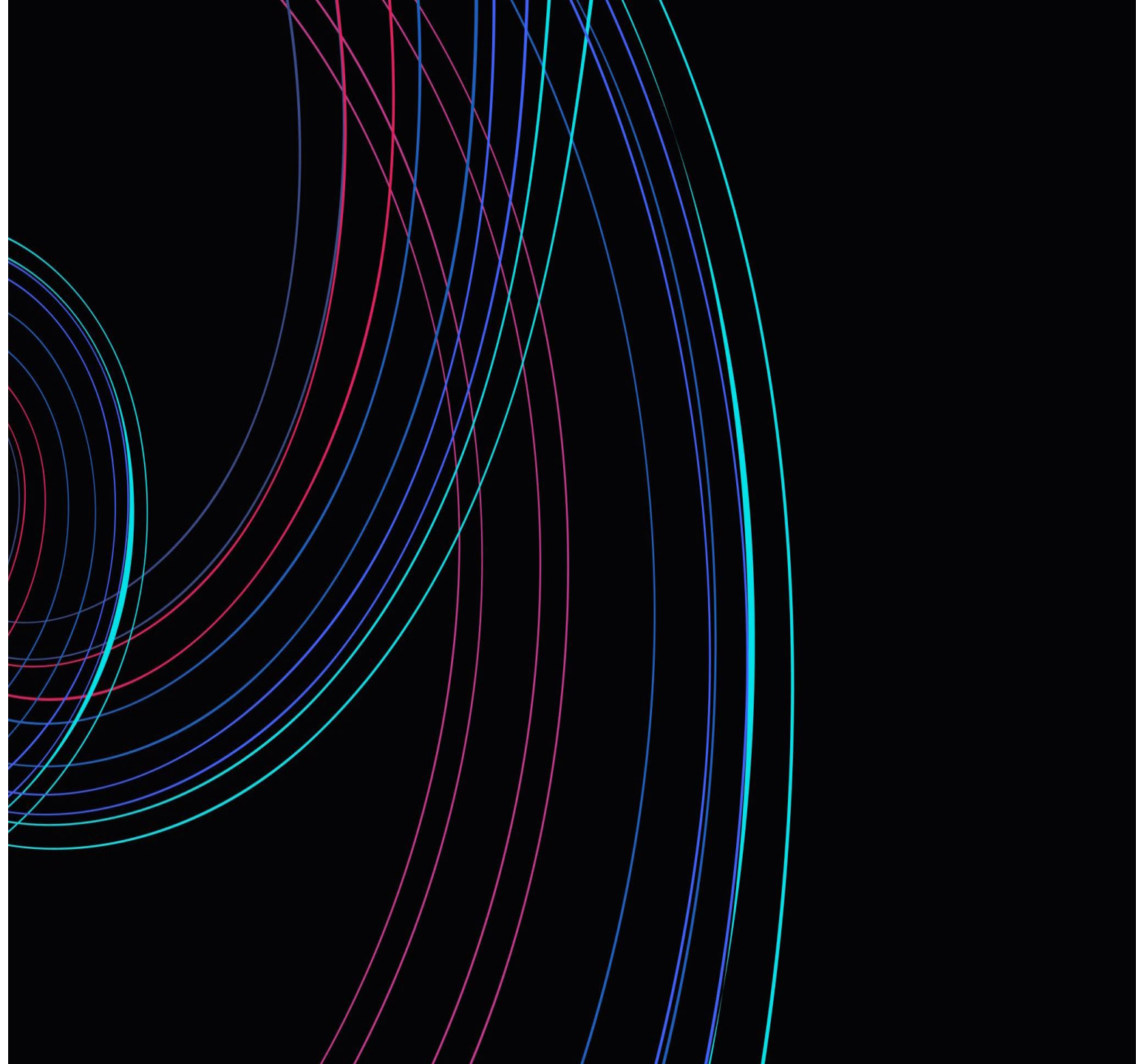
Have an "Open
House"





Get your
honorary
members
renewed

Post Revitalizations





Training(at least
2-3 per District)
Individual Posts



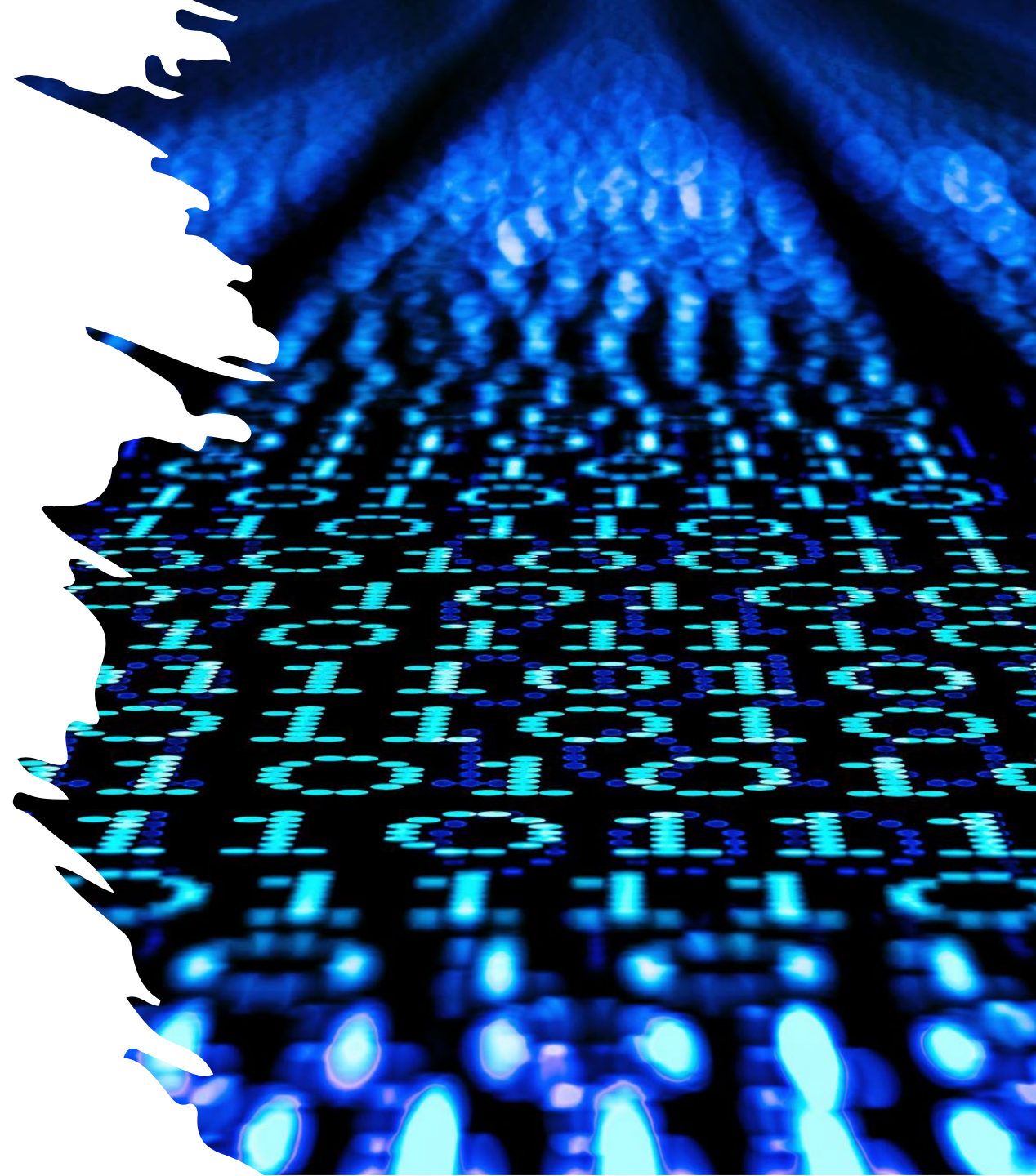
Membership
drives

Work the Children and Youth Programs

Work together as a
family
Find out what your
members want
Keep your members
informed
Not all Posts are the
same



Mylegion.org



If your Post is within 5 or 10 members or less to reach 100%, see if the Post can pay for them. Do a 50/50 raffle.

Work with your District team to bring in DMS400 AD members to reach goals



Pay for long
time
members,
WWII, Korea





EXPECTATIONS

Work with
your District
and Post
Membership
Chairs







Working together as a team, we
should be able to accomplish our
goals

Maintain an open
line of
communication.
Remember no
question is dumb.
Please don't be
afraid to ask for
help!





I will be working hard
for everyone, and know
we can again reach our
goals with teamwork,
determination, and
dedication



Remember to “Be the One for
Veteran Suicide Prevention”
and
“Be the One For Membership.”
Keep Membership Real!



Your Membership Team is here to assist in anyway we can to help you be successful in reaching your 100% goal. We are there for you and all you need to do is ask. As your Department Membership Chair, as well as the Department team, We would love to see as many Posts, Districts, and Areas achieve 100%. Let's all keep Florida on the top at National!

What is the
Difference
Between the
DMS400 and
the
DMS400AD?



Facebook Page
American Legion Department of Florida
Membership Team

<https://www.facebook.com/groups/1371922886305166>



Best of luck to
everyone. Let's
all hit 100%

Any Questions?

Common Issues this past year

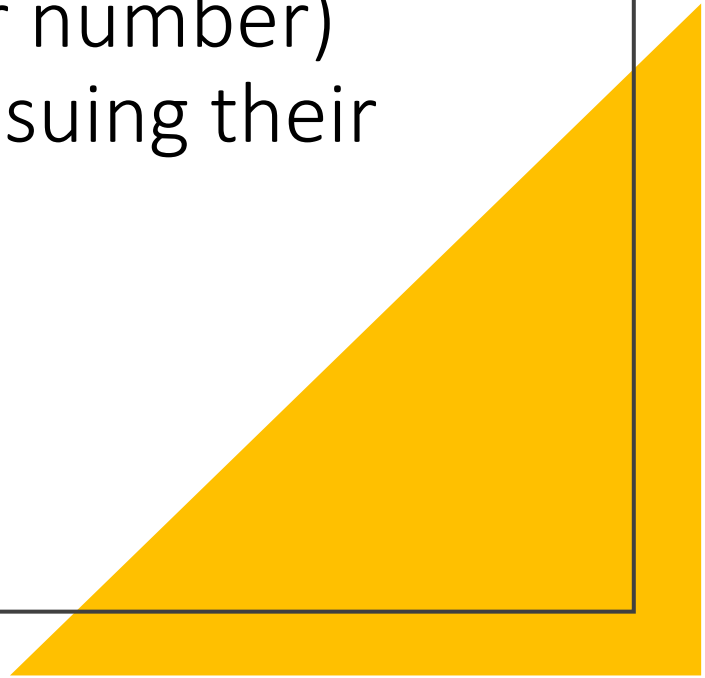
Not having a mylegion.org account

Not using the correct email to create an account

Duplicate accounts(more than 1 member number)

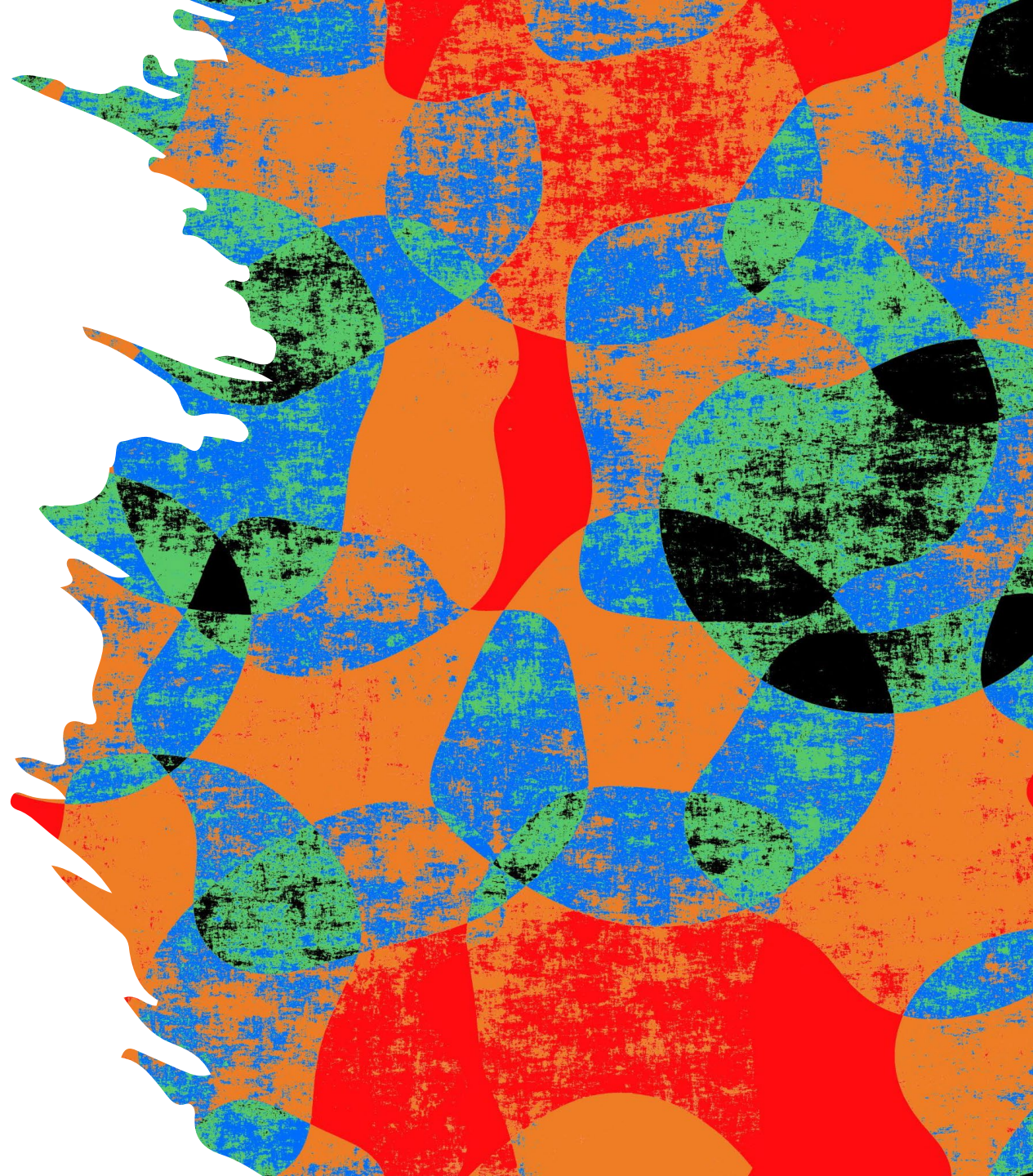
Not entering member in mylegion when issuing their
card

Holding membership cards



When processing memberships or renewing online, make sure you are hitting the correct items (year, one year renewal or auto-renewal)

Three-year renewal



What do
you need
training
on?