



TOM IRVINE, MEMBERSHIP COMMITTEE CHAIRMAN

MESSAGE FROM THE MEMBERSHIP COMMITTEE CHAIRMAN

Greetings Comrades:

On behalf of the Membership Committee, I want to thank you for all your efforts over the past 18 months. Your acceptance and embracing of recent changes have us extremely optimistic about Legion membership. To date, over 80% of Branches are logging on to the membership website to access

membership information/reports, update member profiles and process members. Over 117,000 memberships have been processed on the website in the first 9 months!

In addition, 60% of all Legion members can now renew their local memberships online allowing for a new and effective member renewal and retention option. Also, new and reinstated members are up 17% year over year!

There is still plenty of work ahead of us but we feel confident that with your assistance we are in a better position to ensure the future prosperity of The Royal Canadian Legion.

We look forward to sharing more news and positive results with you in person at the Dominion Convention later this summer. Enjoy your summer!

TWO IMPORTANT STEPS A MEMBERSHIP CHAIR CAN TAKE TO HELP RETAIN MEMBERSHIP:

- 1) Ensure your branch rate is entered in the membership website
- 2) Ensure your member contact information (email, address, phone number) is up to date in the Dominion Command membership system. This will allow Dominion Command to email renewal reminders on your behalf.

MEMBERSHIP CARD UPDATE

Fast Facts:

- The Royal Canadian Legion remains The Royal Canadian Legion. There is no intent of changing the name to just 'the Legion' nor will there ever be such an intent.
- From our very beginnings, and as written as part of the Act to Incorporate, The Royal Canadian Legion is also called The Legion.
- The new membership cards were designed to reflect the new Legion logo depicted in our ongoing marketing campaigns promoting Legion membership, and were approved by the Dominion Executive Council.
- All Life Award members will receive a LIFE sticker for the back of their cards when the renewal stickers are issued.
- The 2019 renewal stickers will be distributed to all branches late summer of 2018.

ARE YOU RECEIVING THE MONTHLY ALL BRANCH COMMUNICATION PIECE (LEGION DISPATCH)?

Every month Dominion Command sends an information update by email to all branches. If you are not receiving, please check your email address listed on your branch profile page within the membership website or call Member Services to update.

BRANCH RATES (MEMBERSHIP FEES)

PLEASE NOTE: Members cannot join your local branch online they can only renew their membership online.

When a member renews online:

- There is no paperwork to be submitted by the local membership chair.
- The local branch will immediately be notified by email of the members' renewal.
- Once a month a cheque is produced and mailed to the local branch for their portion of the membership fee.
- The cheque is accompanied by a report indicating which members renewed online and the year(s) they renewed.
- The card, or sticker will be automatically produced and sent to the branch (distribution of 2019 stickers will not begin until late summer of 2018).

The amount you enter is the difference between your membership fee and your per capita tax. For example, if your membership fee is \$50.00 and your per capita tax is \$34.87, the amount you enter in the system is $\$50.00 - \$34.87 = \$15.13$. Please enter 2018 and 2019 as the same rate unless you know you are changing your rates for 2019. Important: Under Branch rates select ADD NEW then please select Type as 'Branch' and ProrationType as 'Full'

DID YOU KNOW: 41% of non-renewing members for 2017 stated they would renew today if they could do so on line. Please help us retain members by entering your branch rate in the new system. Thank you!

WIN: Enter your branch rate in the Member Services Website on or before June 29, 2018 to be automatically entered into a draw for a voucher for up to \$2,500 in VIA Rail travel! You can use the voucher in a raffle to raise funds for your Branch!

Moving Forward.....Your current year membership fee will be automatically copied over into the next year to avoid branches having to update or contact Member Services each year. In the event your branch should raise your membership fees, you will need to update the system or contact Member Services to update on your behalf.

WHAT IS NEW?

ADMINISTRATION OF LIFE MEMBER AWARDS - CLARIFICATION

There had been a new process for administering new Life Awards previously communicated. It related to the per capita payment. **PLEASE NOTE:** The Rituals and Awards Committee and Dominion Executive Council have reconsidered this process and as a result, at this time there will be no change to how Life Awards are administered for new Awards. A one-time payment based on the table following Section 225e of the Ritual, Awards and Protocol manual will continue to be used as always.

ANNUAL AUTO RENEWALS FOR MEMBERS

Members can now sign up for annual auto renewal via credit card when registering their membership profiles online. This will allow their credit card to be automatically billed each November for their local membership.

Similar to online renewal payments the branch will be sent an email when the payment has been made along with a cheque for the branch portion of the membership fee.

Members can sign up via their member profile or by contacting Member Services.

ONLINE BRANCH PROCESSING MANUAL

The manual includes step-by-step instructions on how to use the membership website and is now available online at legion.ca under 'For Members and Branches'. If you have any questions regarding the membership website, please contact our Member Services Team who are available to assist.

LEGION.CA BRANCH LOCATOR

The legion.ca website under Branch Locator lists the physical address of your branch, not your mailing address. Please review to ensure the information is correct for members seeking the nearest branch to them.

If your address needs to be updated, please contact Member Services.

MEMBER SERVICES CONTACT INFORMATION

1-855-330-3344 or membership@legion.ca

Office Hours Mon-Fri 8:30 a.m. – 4:00 p.m. EST