

**Internal Affairs & Membership Division  
Weekly Report to the National Commander  
December 13, 2024  
Matthew Herndon, Director – (317) 630-1406**

**2024 Traditional Membership:**

Membership as of the December 11<sup>th</sup> report is at **97.84%** of the 1,452,188 goal with **1,420,854** current members (new recruits, renewals and encumbered DMS transfers).

**2025 Traditional Membership:**

Membership as of the December 11<sup>th</sup> – target date report is at **70.93%** of the 1,445,882 goal with **1,025,629** current members (new recruits, renewals and encumbered DMS transfers), eight departments met or exceeded this goal. The 80% target date is January 15, 2025.

**DMS New Member Acquisition:**

The 2025 DMS new member acquisition program has acquired **39,656** new members since July 1. This represents about **39.66%** of the projected 100,000 for 2025.

**New Members by Branch of Service and Conflict:**

This chart shows the branch of service and war era for new members brought in at the post level and DMS for 2025.

<b>Conflict</b>	<b>Conflict Totals</b>	<b>Percentage:</b>	<b>Branch of Service</b>	<b>BOS Totals</b>	<b>Percentage:</b>
OTHER	16,903	30.76%	USA	25,911	47.15%
GW_TERRORISM	15,698	28.57%	USN	10,763	19.59%
VIETNAM	9,777	17.79%	USAF	9,611	17.49%
PERSIAN_GULF	4,950	9.01%	USMC	6,470	11.77%
Unknown	4,686	8.53%	Unknown	1,279	2.33%
LEBANON_GRENADA	1,630	2.97%	USCG	839	1.53%
KOREA	607	1.10%	USSF	50	0.09%
PANAMA	583	1.06%	USMM	30	0.05%
WWII	113	0.21%	<b>Total New Members:</b>	<b>54,953</b>	
WWII_MM	6	0.01%			
<b>Total New Members:</b>	<b>54,953</b>				

**Multi-Year Membership:**

The multi-year membership option is now available to all members and can be accessed on the national website at [www.legion.org/renew](http://www.legion.org/renew). To date **43,792** members have taken advantage of this option. We encourage departments to put information out in emails and newsletters informing and encouraging members to use this option.

**National Commander LaCoursiere's Membership Goals:**

Commander LaCoursiere's focus is on retaining the members. He worked with the M&PA Committee on creating the Department Retention Award. His expectation is to engage current members on a regular basis. Whether it is through Buddy Checks or contacting members about their membership dues, members need to feel wanted and valued.

### **Retention:**

As an organization, Commander LaCoursiere set a goal of 90% for retention. A column has been added to the daily, weekly, and target date membership reports for each department. **Our current retention rate is 69.73% at the traditional level. There are 50,397 department headquarters post members who are paid for 2024 that have not renewed for 2025 and 548,416 at the post level and who have not renewed for 2025.**

As we see from above, there is a large pool of members within the posts and departments. There is the capability to immediately identify and start the engagement process to contact the member to renew their membership.

### **Recruiting:**

National Commander LaCoursiere set a goal of 75,000 new traditional members for the 2025 membership year. **To date we have recruited 34,591 new members into the organization at the local post level.**

### **New Member Video:**

Former American Legion Membership & Post Activities Committee Chairman Matt Jabaut hosted a new-member orientation video that provides a clear understanding of the nation's largest veterans organization and what the Legion does to strengthen America.

The video is ideal for new member orientations at local posts or to show to potential members. You can also email it to new members. You can find the video at this link on the Legion's Vimeo channel <https://vimeo.com/americanlegion>.

### **Membership Excellence "Be the One" Dog Tag Coin:**

To qualify one will need to recruit three new members into The American Legion. A new member is defined as any eligible veteran joining for the 2025 membership year who was not a member during the 2024 membership year. You can find the form at:

<https://www.legion.org/about/leadership/national-commander/national-commanders-incentive-program>

### **Sons of The American Legion (SAL)**

National Commander Navarreté participated in all the fantastic activities with the Detachment of Hawaii. The SAL continues to grow, and 2025 membership is also increasing steadily.

#### **2024 SAL Membership Info.**

Total Actual Membership:	<b>396,702</b>	<b>New All-Time High</b>
% of Year-End Goal:	<b>103.82%</b>	
2024 Renewal Percentage:	<b>90.27%</b>	
Detachments at 105%:	<b>20</b>	

#### **For the week of December 9th.**

#### **2025 SAL Membership Info.**

Total Actual Membership:	<b>207,554</b>	
% of Year-End Goal:	<b>51.73%</b>	
2024 Renewal Percentage:	<b>47.18%</b>	
Detachments at 35%:	<b>52</b>	
Detachments at 45%:	<b>41</b>	( 45% target date Dec 11 )

#### **For the week of December 9th.**

## **The National Emergency Fund (NEF):**

### ***Approved Grants as of December 12<sup>th</sup>:***

#### **2024 – 96 grants (87 members/9 posts) totaling \$254,250.90**

Florida (Hurricanes Debby, Helene & Milton) – 70 members/2 post

Georgia (Hurricane) – 1 member

Indiana (Tornado) – 1 post

Iowa (Flood/Tornado) – 4 members/2 posts

Louisiana (Tornado) – 1 member

New York (Microburst) – 1 post

North Carolina (Hurricane) – 1 member/1 post

Philippines (Typhoon) – 1 member

South Carolina (Hurricane) – 3 members/1 post

South Dakota (Flood) – 2 members

Tennessee (Flood) – 2 members

Texas (Devastating Storms/Hurricane) – 2 members/1 post

California's Franklin Fire is currently burning communities in and around Malibu, to include threatening Pepperdine University. There are mandatory evacuations in this area of Los Angeles County. Nearly 4,000 acres have burned, and the fire is about 7% contained as of today. One fatality has been attributed to this fire. Cause is under investigation. Governor Newsome has secured a Fire Management Assistance Grant (FMAG) from the Federal Emergency Management Agency (FEMA) to help ensure the availability of vital resources to suppress the fire burning in Malibu. We will be tracking.

Over the first weekend in November, severe storms, tornadoes, straight line winds and flooding caused a State of Emergency declaration in six counties in Oklahoma. Additionally, the National Weather Service damage survey teams confirmed that tornadoes hit eastern Oklahoma and Northwest Arkansas on Nov. 4. While there have been injuries, no deaths have been reported for these storms at this time.

In mid-October, at least two people have died, and hundreds have been rescued in Roswell, New Mexico, according to the New Mexico State Police, after extreme overnight rainfall brought severe flooding, stranding motorists and sweeping away cars. The New Mexico National Guard and other agencies have rescued at least 290 people, including 38 who were taken to hospitals, the agency confirmed in a [statement](#). The National Weather Service declared an overnight flash flood emergency for Roswell and nearby areas, as emergency management within Chaves County reported numerous water rescues. We are tracking.

On September 26, 2024, Hurricane Helene made landfall as a Category 4 storm and carved a devastating path from Florida's Gulf Coast to Tennessee. Less than two weeks later, while many communities are still reeling from the massive destruction caused by Helene, Hurricane Milton hit Florida in the Tampa Bay area and moved across central Florida toward the Atlantic Ocean. Hurricane Milton made landfall near Sarasota, Florida as a Category 3 storm, bringing up to 18 inches of rain, causing flash floods, and spurring tornadoes across south and central Florida. Hurricane Milton death toll is at least 25 as of this date. We continue to process grants for these hurricane-stricken areas.

Hurricane Helene caused power outages for millions of individuals across several states, and thousands of homes sustained major structural damage or were destroyed, causing at least [233 confirmed fatalities](#). Extensive flooding from Helene has severely impacted western North Carolina and eastern Tennessee and multiple communities in several states, hampering the delivery of critical supplies, and FEMA has approved support for individual households in Georgia, Florida, North Carolina, South Carolina, Tennessee and Virginia. Relief efforts are ongoing.

A webinar was conducted by Florida staff after Hurricane Helene and every department was invited. This meeting was recorded, and you can find it at this link (fast forward to the 24:15 minute mark for the start of the meeting):

[https://us02web.zoom.us/rec/share/R1ZqkXs39Wq9EG65YUnACWVmNOjHcFJBrSNSAGJuaFNIQZ\\_eUZYSRtwaofO3AjHL.iXcq8ZM1JNDKbGcT?startTime=1727886943000](https://us02web.zoom.us/rec/share/R1ZqkXs39Wq9EG65YUnACWVmNOjHcFJBrSNSAGJuaFNIQZ_eUZYSRtwaofO3AjHL.iXcq8ZM1JNDKbGcT?startTime=1727886943000)

They along with NEF and TFA national staff provided important information and resources to attendees and the meeting was recorded and will be sent out to all Legion leadership. We started processing NEF grants for Florida thus far departments.

It's been a grim year of deadly hurricanes, wildfires, flooding, tornadoes, and other severe weather events facing our country. We are engaging with those departments affected and NEF staff sent out an e-mail recently to all department and national leadership regarding the NEF Program.

The two links below provide important information about NEF. First is the PowerPoint of how to complete an NEF application:

<https://www.youtube.com/watch?v=aYTPVnmrsh0>

This link is to the newly launched website about NEF, grants, and donations:

[Request Assistance | The American Legion](#)

The second is Illinois Department Adjutant and PNC Marty Conatser on how they set up disaster teams within Illinois following a massive tornado disaster a few years ago and which could help other departments with setting up their own disaster relief teams.

<https://www.youtube.com/watch?v=x5ZlecXviD8>

### **Operation Comfort Warriors (OCW):**

Over 3,100 servicemembers, veterans, and their families were directly impacted by Operation Comfort Warriors in 2023, either by participating in an OCW-sponsored event or receiving care at a grant-receiving facility.

*2024 – 8 Grants totaling \$85,149.57*

Completed: 8

Grants to servicemembers – 2

Grants to facility – 6

Grants pending – 1

With the passage of Resolution 20 during last month's Fall Meetings, Operation Comfort Warriors has an updated policy manual to address grant requests. Additionally, the OCW landing pages on the National Website have been updated to reflect the changes that were made. It will be incumbent upon the Requestor to provide the information necessary to facilitate grant approval.

### **Training:**

#### **National American Legion College (NALC)**

With the appointment of Past National Commander Daniel Seehafer as Chancellor and Mike Rohan, Past National Commander's Aide, as Dean, NALC will shift its focus to servant leadership under their guidance. This approach will further strengthen alumni engagement and ensure the continuation of immersive, high-quality education.

## **National Regional Information Conference (NRIC) – Boston**

The next National Regional Information Conference is scheduled for February 1, 2025, in Boston, Massachusetts. Registration currently stands at 30 attendees from 11 departments. The event will offer valuable sessions and networking opportunities for leaders and members across the organization.

## **Training Tuesday Update**

There will be no Training Tuesday session in December 2024 due to the holiday season. Sessions will resume on January 28, 2025, with a focus on "Managing the Post." Be sure to join us for this critical training to enhance post operations and member engagement.

## **UPCOMING FORM DEADLINES FOR INTERNAL AFFAIRS & MEMBERSHIP:**

### **2025 LEGION/SAL BULK SHIPMENT FORM – NOVEMBER 30 \*\*PAST DUE**

We have received forms from **30** departments: AK, CT, DE, FL, FR, ID, IN, IA, ME, MD, MA, MI, MN, MO, MT, NV, NH, NJ, NM, NC, ND, OH, PA, SD, TN, TX, VT, WA, WI, WY.

### **2026 LEGION & SAL MEMBERSHIP CARD FORMS – JANUARY 15**

We have received forms from **23** departments: AK, DE, FL, FR, ID, IA, KY, LA, MD, MA, MI, MN, MO, MT, NJ, NY, ND, SC, TN, TX, WA, WI, WY.

CERTIFICATION FORM FOR POST HONOR RIBBON – **JANUARY 31**

CERTIFICATION FORM FOR CERTIFICATES OF MERITORIOUS SERVICE – **JANUARY 31**