

WEEKLY STATUS INPUT
Internal Affairs & Membership Division
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November 15, 2024

2024 Traditional Membership:

Membership as of the November 13th report is at **97.73%** of the 1,452,188 goal with **1,419,253** current members (new recruits, renewals and encumbered DMS transfers).

2025 Traditional Membership:

Membership as of the November 13th report is at **65.07%** of the 1,445,882 goal with **940,775** current members (new recruits, renewals and encumbered DMS transfers), 29 departments have already met or exceeded this goal.

DMS New Member Acquisition:

The 2025 DMS new member acquisition program has acquired **32,890** new members since July 1. This represents about **32.89%** 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.

Conflict	Conflict Totals	Percentage:	Branch of Service	BOS Totals	Percentage:
OTHER	14,285	32.09%	USA	20,999	47.17%
GW_TERRORISM	12,381	27.81%	USN	8,805	19.78%
VIETNAM	7,775	17.47%	USAF	7,775	17.47%
PERSIAN_GULF	4,030	9.05%	USMC	5,202	11.69%
Unknown	3,686	8.28%	Unknown	977	2.19%
LEBANON_GRENADA	1,305	2.93%	USCG	699	1.57%
KOREA	486	1.09%	USSF	38	0.09%
PANAMA	475	1.07%	USMM	22	0.05%
WWII	89	0.20%	Total New Members:	44,517	
WWII_MM	5	0.01%			
Total New Members:	44,517				

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. To date **42,265** 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 64.05% at the traditional level. There are 55,564 department headquarters post members who are paid for 2024 that have not renewed for 2025 and 625,315 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 28,784 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 <https://vimeo.com/americanlegion> on the Legion's Vimeo channel.

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 represented the national organization with a wreath-laying ceremony at Arlington National Cemetery, Arlington, VA. National Vice Commander Ray also presented a wreath at the Vietnam Veterans Memorial, Washington DC. The SAL continues to grow, and 2025 membership is also increasing steadily.

2024 SAL Membership Info. For the week of November 11th.

Total Actual Membership:	395,913	(New All-Time High)
End-of-year membership goal %:	103.64%	
2024 Renewal Percentage:	90.11%	
Detachments at 100%:	44	
Detachments at 105%:	19	

2025 SAL Membership Info. For the week of November 11th.

Total Actual Membership:	148,746	
End-of-year membership goal %:	37.07%	
2024 Renewal Percentage:	33.48%	
Detachments at 10%:	54	
Detachments at 25%:	50	
Detachments at 35%:	38	(35% target date Nov. 14)

The National Emergency Fund (NEF):

Approved Grants as of November 14th:

2024 – 64 grants (57 members/7 posts) totaling \$168,223.03

Florida (Hurricanes Debby, Helene & Milton) – 44 members/1 post

Georgia (Hurricane) – 1 member

Indiana (Tornado) – 1 post

Iowa (Flood/Tornado) – 4 members/1 post

Louisiana (Tornado) – 1 member

New York (Microburst) – 1 post

North Carolina (Hurricane) – 1 post

Philippines (Typhoon) – 1 member

South Carolina (Hurricane) – 1 member/1 post

South Dakota (Flood) – 2 members

Tennessee (Flood) – 1 member

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

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.

Hurricane Helene caused power outages for millions of individuals across several states, and thousands of homes sustained major structural damage or were destroyed, causing more than **268 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/R1ZqkXs39Wq9EG65YUnACWVmNOjHcFJBrSNSAJuaFNIQZ_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.

Tornadoes hit Jay's and Delaware Counties in Indiana September 22nd, severely damaging Portland American Legion Post 211, a school, local businesses and several other homes and structures. Jay County did issue a disaster declaration, and Post 211 will receive a \$10,000 NEF Grant.

Hurricane Francine hit Louisiana as a Category 2 hurricane recently. It's too soon to determine damages yet, but we are aware that both Louisiana and Mississippi have been declared disaster areas. We have contacted the affected departments and will be tracking. Wildfires are also currently burning communities and there are many evacuations in both Northern and Southern California. We will be tracking these as well.

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

Training:

As we gear up for the National Regional Information Conferences, we are pleased to announce that **Denver is fully booked and ready to go** with no further registrations being accepted. Boston continues to grow, and although winter weather presents some logistical challenges, we're excited about the turnout so far. These conferences are vital for leadership development and enhancing our national network, and we're dedicated to delivering a valuable experience for everyone involved.

Denver Conference Highlights:

Location: Westin Westminster Hotel, Westminster, CO

Date: November 16, 2024

Registrants: 64 (registration is closed)

Included: Facility costs and a meal

We're thrilled to welcome several distinguished guests at the Denver Conference, including:

1. **Past National Commander Dan Dellinger** (VA)
2. **National Adjutant Rodney Rolland** (GA)
3. **National Judge Advocate Mark Seavey** (VA)
4. **Executive Director James Bacca** (NM)
5. **Internal Affairs and Membership Director Matt Herndon** (IN)

We're also grateful for our volunteer instructors, some traveling nearly 1,000 miles to share their knowledge and experience.

Make It a Weekend in Denver!

Attendees can enjoy local highlights such as:

- **Colorado Avalanche vs. Los Angeles Kings** hockey game
- **16th Street Mall** for shopping and dining
- The immersive **Meow Wolf Denver** art experience
- Scenic **Confluence Park, Coors Field, and History Colorado Center**
- Dinosaur exhibits at the **Denver Museum of Nature & Science**
- Live music and events on November 15 and 16

Boston Conference Highlights:

Location: Hyatt Regency Boston Harbor, Boston, MA

Date: February 1, 2025

Current Registrants: 19 (up by 7)

Early Bird Cost: \$70 (increases to \$80 after the deadline)

Included: Facility costs and a meal

Although hotels are booking up, Boston's excellent transportation options allow easy access from surrounding areas, so participants can stay close and commute comfortably.

Extend your stay to experience Boston's iconic landmarks:

- **Freedom Trail, Museum of Fine Arts, and Samuel Adams Brewery**
- **Boston College Eagles vs. UMass Lowell River Hawks** hockey game on January 31
- Local events and live performances

Training Tuesday: Be the One - Veteran Mental Health Resources:

Join us on **November 26, 2024, at 7 PM** for Training Tuesday, focusing on the "Be the One" initiative. This session will spotlight essential mental health resources for veterans, exploring how we can all contribute to veteran wellness and suicide prevention.

National American Legion College:

National American Legion College begins **Sunday, November 17, 2024**, welcoming **52 students from 37 American Legion Departments**. This program represents our transition to more volunteer-led training, with Legionnaires doing an exceptional job in shaping this new era.

Let's make these conferences a success—register for Boston and reach out with any questions or for further information.