

WEEKLY STATUS INPUT
Internal Affairs & Membership Division
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2024 Traditional Membership:

Membership as of the October 22nd report is at 97.63% of the 1,452,188 goal with 1,417,793 current members (new recruits, renewals and encumbered DMS transfers).

2025 Traditional Membership:

Membership as of the October 22nd report is at 58.60% of the 1,445,882 goal with 847,319 current members (new recruits, renewals and encumbered DMS transfers). The 65% target date is November 14, 2024, four department have already met or exceeded this target.

DMS New Member Acquisition:

The 2025 DMS new member acquisition program has acquired 28,061 new members since July 1. This represents about 28% of the projected 100,000 for 2025. The national membership acquisition campaigns consist of a robust digital and email campaign that is continuously running along with a more traditional direct mail campaign.

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	11,382	30.93%	USA	17,369	47.20%
GW_TERRORISM	10,437	28.36%	USN	7,216	19.61%
VIETNAM	6,546	17.79%	USAF	6,438	17.50%
PERSIAN_GULF	3,347	9.10%	USMC	4,318	11.73%
Unknown	3,075	8.36%	Unknown	826	2.24%
LEBANON_GRENADA	1,108	3.01%	USCG	577	1.57%
KOREA	418	1.14%	USSF	34	0.09%
PANAMA	409	1.11%	USMM	21	0.06%
WWII	73	0.20%	Total New Members:	36,799	
WWII_MM	4	0.01%			
Total New Members:	36,799				

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 **40,670** 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 58.03% at the traditional level. There are 59,193 department headquarters post members who are paid for 2024 that have not renewed for 2025 and 686,981 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 23,955 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/commander/pin>

Sons of The American Legion (SAL)

National Commander Navarreté has issued a challenge to obtain 400k members next year and has a PSA that should be published very soon. The pop-up shop resulted in 92 orders for a sale of over \$5000! The SAL continues to grow, and 2025 membership is also increasing.

2024 SAL Membership Info.

For the week of October 21st.

Total Actual Membership:	395,258	(New All-Time High)
End-of-year membership goal %:	103.47%	
2024 Renewal Percentage:	89.96%	
Detachments at 105%:	19	

2025 SAL Membership Info.

For the week of October 21st.

Total Actual Membership:	98,714	
End-of-year membership goal %:	24.60%	
2024 Renewal Percentage:	21.90%	
Detachments at 10%:	54	
Detachments at 25%:	39	
Detachments at 35%:	16	(35% target date Nov. 16)

The National Emergency Fund (NEF):

Approved Grants:

2024 – 34 grants (31 members/3 posts) totaling \$78,809.55

Louisiana (Tornado) – 1 member

Tennessee (Flooding) – 1 member

Iowa (Tornado) – 1 post/4 members

Texas (Devastating Storms) – 1 post/2 member

South Dakota (Flood) – 2 members

Philippines (Typhoon) – 1 member

Florida (Hurricanes Helene & Milton) – 18 members

Indiana (Tornado) – 1 post

South Carolina (Hurricane) – 1 member

Georgia (Hurricane) – 1 member

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/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.

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 is 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 has 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. The Department of Illinois mailed out 1,100 letters to their members who live in Florida encouraging them to reach out to the department if they need assistance.

<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 – 5 Grants totaling \$48,074.12

Completed: 5

Grants to servicemembers – 2

Grants to facility – 3

Grants pending – 4

Training:

National Regional Information Conference Updates

Denver (November 16, 2024)

Registration for the National Regional Information Conference in Denver is showing promising engagement, with participants from several states. Current attendees include:

- **Arizona: 2 (1 instructor)**
- **Arkansas: 1 (1 instructor)**
- **California: 2**
- **Colorado: 13**
- **Indiana: 1 (IA&M Director)**
- **Kansas: 2 (1 committee member)**
- **Minnesota: 2**
- **Montana: 1**
- **South Dakota: 1**
- **Washington: 1**
- **Wyoming: 2**

This diverse group encompasses Post Commanders, Adjutants, Department College Deans, and District Commanders, highlighting the conference's significance and the valuable learning and networking opportunities it will provide.

If you are attending the National Regional Information Conference in Denver, there is no shortage of activities to explore. Begin your journey in the vibrant downtown area, where you can visit the iconic 16th Street Mall, complete with a free shuttle, or take a leisurely stroll through Larimer Square, known for its boutique shops and stunning Victorian architecture. Art lovers should not miss the Denver Art Museum and the immersive Meow Wolf Denver experience. For outdoor enthusiasts, parks like Confluence Park and the Denver Botanic Gardens offer great opportunities to enjoy nature. History enthusiasts will appreciate landmarks such as Coors Field and the History Colorado Center. Denver has something for everyone during your stay!

Boston (February 1-2, 2025)

Early registration for the National Regional Information Conference in Boston indicates strong engagement, with participants from several states, including:

- **New Hampshire: 1**
- **Pennsylvania: 1**
- **Connecticut: 1**
- **New Jersey: 3**
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This early interest reflects the conference's importance and the valuable networking and collaboration opportunities it will provide.

While you are in Boston, you will find plenty to explore. Conveniently located near various attractions, you can visit landmarks such as the Boston Public Library, the historic Freedom Trail, and the vibrant Seaport District. Do not miss the Department Headquarters at the Statehouse, the Kennedy Library, the Museum of Fine Arts, the Museum of Science, and the USS Constitution (be sure to check hours before your visit). The American Heritage Museum is also a must-see for those passionate about American history. Whether you are interested in history, science, or simply exploring the city, Boston has something for everyone!

These events promise rich sessions and collaborative learning, with leaders from different states ensuring a strong Legion presence. To register for either conference, visit www.legion.org, scroll down to Events & Training, and click on National Regional Information Conferences. Both events will be available for registration on that page.

Training Tuesday: Webinar on Financial Readiness

Join us for an insightful webinar on Financial Readiness, hosted in partnership with USAA, on Tuesday, October 29, 2024, from 7:00 PM to 8:00 PM EDT. This online event will provide valuable tips on effectively managing your finances, building a strong financial foundation, and preparing for the future. Key topics will include budgeting, saving strategies, investment basics, and retirement planning. Whether you are just starting out or looking to enhance your financial security, this session will equip you with the knowledge to make informed decisions. Do not miss this opportunity to learn from experts and take control of your financial future! [Register here](#).