

**WEEKLY STATUS INPUT**  
**Internal Affairs & Membership Division**  
**Matthew Herndon, Director**  
**(317) 630-1406**  
**October 4, 2024**

**2024 Traditional Membership:**

Membership as of the October 2<sup>nd</sup> report is at 97.55% of the 1,452,188 goal with 1,416,595 current members (new recruits, renewals and encumbered DMS transfers).

**2025 Traditional Membership:**

Membership as of the October 2<sup>nd</sup> report is at 54.46% of the 1,445,882 goal with 787,449 current members (new recruits, renewals and encumbered DMS transfers). The 55% target date is October 16, 2024, 27 departments have already met or exceeded this target.

**DMS New Member Acquisition:**

The 2025 DMS new member acquisition program has acquired 26,317 new members since July 1. This represents about 26.3% of the projected 100,000 for 2025 and is significantly ahead of the 2024 pace, which is directly attributable to the active direct mail campaign and the continued growth in the social media campaigns. By source we have received about 28.2% of these new members through digital channels, 68.2% from direct mail campaigns and the remaining 3.7% from other sources. Year-to-date the average dues received per new member is standing at \$31.92. This rate is in line with the budgeted level.

**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	10,628	33.62%	USA	14,882	47.07%
GW_TERRORISM	8,584	27.15%	USN	6,214	19.66%
VIETNAM	5,462	17.28%	USAF	5,601	17.72%
PERSIAN_GULF	2,779	8.79%	USMC	3,710	11.73%
Unknown	2,509	7.94%	Unknown	668	2.11%
LEBANON_GRENADA	904	2.86%	USCG	499	1.58%
KOREA	354	1.12%	USSF	26	0.08%
PANAMA	330	1.04%	USMM	15	0.05%
WWII	61	0.19%	<b>Total New Members:</b>	<b>31,615</b>	
WWII_MM	4	0.01%			
<b>Total New Members:</b>	<b>31,615</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 **39,665** 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 54.39% at the traditional level. There are 63,947 department headquarters post members who are paid for 2024 that have not renewed for 2025 and 732,142 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 19,970 new members into the organization at the local post level.**

### **New Member Video:**

American Legion Membership & Post Activities Committee Chairman Matt Jabaut hosts 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 had a great visit at the ALA National President's homecoming. It was great representing the Legion family. We had 19 detachments, which achieved 105%, and our membership is at an all-time high. We are working on preparations for the Washington Conference.

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

Total Actual Membership:

**For the week of September 30<sup>th</sup>**

**394,584**      **(New All-Time High)**

End-of-year membership goal:

**103.29%**

2024 Renewal Percentage:

**89.82%**

Detachments at 105%:

**19**

**2025 SAL Membership Info.****For the week of September 30<sup>th</sup>**

Total Actual Membership:	<b>84,058</b>
End-of-year membership goal:	<b>20.95%</b>
2024 Renewal Percentage:	<b>82%</b>
Detachments at 10%:	<b>52</b>
Detachments at 25%:	<b>26</b>

2025 SAL 25% Membership Target Date is October 16<sup>th</sup>.

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

Approved Grants:

*2024 – 15 grants (12 members/3 posts) totaling \$54,411.19*

Louisiana (Tornado) – 1 member

Tennessee (Flooding) – 1 member

Iowa (Tornado) – 1 post/4 members

Texas (Devastating Storms) – 1 post/1 member

South Dakota (Flood) – 2 members

Philippines (Typhoon) – 1 member

Florida (Hurricanes) – 2 members

Indiana (Tornado) – 1 post

Hurricane Helene's death toll rises to over 190 and continues to rise as President Biden deploys 1,000 troops to assist with response and recovery efforts. The death toll is expected to rise as rescue efforts become recovery efforts. Our thoughts and prayers go out to all that are affected. The storm has affected at least six departments—Florida, North Carolina, South Carolina, Tennessee, Georgia, and Alabama and communication has been on-going with all six. A webinar was conducted by Florida staff and every department was invited. 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 will be expecting a great number of grants for all these departments.

Tornadoes hit Jay and Delaware Counties in Indiana on September 22<sup>nd</sup>. Severely damaging Portland American Legion Post 211, a school, local businesses and several other homes and structures. Jay County issued 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.

Also, Hurricane Ernesto was a moderately strong Atlantic hurricane that caused significant flooding in Puerto Rico before striking Bermuda. President Biden approved an emergency declaration for Puerto Rico. Over the August 3<sup>rd</sup> weekend, Hurricane Debby hit Florida and continued as a tropical storm through Georgia and into the interior southern part of the country. Calls have been made to all three adjutants in those affected departments, and they fully understand what's necessary on getting the word out to their members and posts. On 24 July California Governor Gavin Newsome declared a State of Emergency in response to the Park and Gold Complex Fires in the counties of Shasta, Plume, Butte, and Tehama. These fires have destroyed more than over 600 homes and business structures and forced the evacuations of nearly 30,000 people. Earlier in July, New York Governor

Kathy Hochul recently declared a statewide State of Emergency in response to severe weather impacting communities across New York. Areas in Central New York and the Mohawk Valley, including the City of Rome and areas in Madison County, have incurred severe damage due to high winds and storms. Hurricane Beryl hit the state of Texas in late June/early July and many counties were declared disaster areas.

It's been a grim year of 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 – 5 Grants totaling \$48,074.12*

Completed: 5

Grants to servicemembers – 2

Grants to facility - 3

### **Training:**

To access our training resources, visit [\*\*www.legion.org\*\*](http://www.legion.org), click on the **Information Center**, and then select **Training**. This section offers a range of valuable tools for expanding your leadership skills and knowledge.

While September's **Training Tuesday** is not yet available, once it is live, you will be able to find it under the **Training Tuesdays** section here:

[https://www.legion.org/information-center/training/training-tuesdays.](https://www.legion.org/information-center/training/training-tuesdays)

Our recent Training Tuesday session saw 432 views of the registration page, with 59 registered attendees, and 48 attending. Most participants felt inspired to draft a resolution after learning about the process. A key takeaway was the clarification that resolutions can be written at the post level without necessarily advancing to the national level—closing a significant information gap.

Additionally, we've had inquiries regarding the legal briefing by our National Judge Advocate, Mark Seavey. Topics such as "Staying Out of Trouble" (Constitution & By-Laws,

limits of authority, officer responsibilities, and liabilities) were covered. While internal, you can access related recorded sessions from the 2024 National Membership Workshop in the **Training In A Box** section: [www.legion.org/training](http://www.legion.org/training).