

WEEKLY STATUS INPUT
Internal Affairs & Membership Division
Matthew Herndon, Director
(317) 630-1406
November 7, 2024

2024 Traditional Membership:

Membership as of the November 6th report is at 97.69% of the 1,452,188 goal with 1,418,693 current members (new recruits, renewals and encumbered DMS transfers).

2025 Traditional Membership:

Membership as of the November 6th report is at 62.98% of the 1,445,882 goal with 910,672 current members (new recruits, renewals and encumbered DMS transfers). The 65% target date is November 14, 2024, ten departments have already met or exceeded this target.

DMS New Member Acquisition:

The 2025 DMS new member acquisition program has acquired 30,383 new members since July 1. This represents about 30.38% 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	12,669	30.62%	USA	19,530	47.21%
GW_TERRORISM	11,740	28.38%	USN	8,166	19.74%
VIETNAM	7,410	17.91%	USAF	7,201	17.41%
PERSIAN_GULF	3,812	9.21%	USMC	4,847	11.72%
Unknown	3,490	8.44%	Unknown	912	2.20%
LEBANON_GRENADA	1,239	2.99%	USCG	653	1.58%
KOREA	467	1.13%	USSF	38	0.09%
PANAMA	454	1.10%	USMM	22	0.05%
WWII	83	0.20%	Total New Members:	41,369	
WWII_MM	5	0.01%			
Total New Members:	41,369				

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 **41,840** 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 62.10% at the traditional level. There are 56,397 department headquarters post members who are paid for 2024 that have not renewed for 2025 and 647,001 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 26,675 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 had a fantastic visit to the detachment of Virginia. The SAL continues to grow, and 2025 membership is also increasing.

2024 SAL Membership Info. For the week of November 4th.

Total Actual Membership:	395,682	(New All-Time High)
End-of-year membership goal %:	103.58%	
2024 Renewal Percentage:	90.06%	
Detachments at 105%:	19	

2025 SAL Membership Info. For the week of November 4th.

Total Actual Membership:	133,634	
End-of-year membership goal %:	33.30%	
2024 Renewal Percentage:	29.92%	
Detachments at 10%:	54	
Detachments at 25%:	48	
Detachments at 35%:	31	(35% target date Nov. 14)

The National Emergency Fund (NEF):

Approved Grants as of November 7th:

2024 – 59 grants (53 members/6 posts) totaling \$150,211.23

Florida (Hurricanes Debby, Helene & Milton) – 40 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

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/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'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 move closer to the National Regional Information Conferences, it's clear that registration is picking up, but there are a few things we need to stay focused on. The numbers are showing strong local turnout for Denver, which reinforces the impact of proximity on participation. On the other hand, Boston is seeing growth, but we're still facing challenges with geographic reach and timing, especially with the winter weather on the horizon.

It's important we keep these factors in mind to ensure we're maximizing engagement across the board. These conferences are key opportunities for leadership development and strengthening our network nationwide, and we're committed to making sure they deliver value for everyone involved.

Denver Conference:

Current Total: 52 (Previous: 44 | Change: +8)

Key Growth States:

Colorado: +6 (now 29 total)

Arizona: +1

Arkansas: +1

Kansas: +1

New Mexico: +1

Utah: +1

Wyoming: +1

Boston Conference:

Current Total: 17 (Previous: 10 | Change: +7)

Key Growth States:

New York: +3

Virginia: +1

Key Observations:

Denver's Local Engagement: The Denver conference shows a higher increase in registrations (+8) compared to Boston (+7), with a significant contribution from local attendees in Colorado (29 participants).

Geographic Diversity: Boston's growth is notable, particularly from New York (+3), but it still lags behind Denver in overall numbers, partly due to proximity and potential travel constraints.

Weather Considerations: The favorable weather in Denver may have contributed to stronger participation, while Boston's winter schedule could be a limiting factor for broader geographic attendance.