

WEEKLY STATUS INPUT
Internal Affairs & Membership Division
Matthew Herndon, Director
(317) 630-1406
October 18, 2024

2024 Traditional Membership:

Membership as of the October 16th report is at 97.63% of the 1,452,188 goal with 1,417,735 current members (new recruits, renewals and encumbered DMS transfers).

2025 Traditional Membership:

Membership as of the October 16th – target date report is at 57.29% of the 1,445,882 goal with 828,415 current members (new recruits, renewals and encumbered DMS transfers). 42 departments met or exceeded this target. The 65% target date is November 14, 2024.

DMS New Member Acquisition:

The 2025 DMS new member acquisition program has acquired 27,547 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	11,020	32.00%	USA	16,305	47.34%
GW_TERRORISM	9,637	27.98%	USN	6,749	19.60%
VIETNAM	6,046	17.56%	USAF	6,027	17.50%
PERSIAN_GULF	3,069	8.91%	USMC	4,030	11.70%
Unknown	2,822	8.19%	Unknown	742	2.15%
LEBANON_GRENADA	1,010	2.93%	USCG	539	1.57%
KOREA	384	1.11%	USSF	31	0.09%
PANAMA	381	1.11%	USMM	17	0.05%
WWII	67	0.19%	Total New Members:	34,440	
WWII_MM	4	0.01%			
Total New Members:	34,440				

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 **40,224** 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 56.86% at the traditional level. There are 61,484 department headquarters post members who are paid for 2024 that have not renewed for 2025 and 708,972 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 22,661 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)

Following a very successful SAL Fall NEC meeting, National Commander Navarreté is set to start visiting detachments that have requested him. The SAL continues to grow, and 2025 membership is also increasing.

The SAL pop-up shop closes on Oct 22: <https://bsnteamssports.com/shop/yLNYdmYEjf>

2024 SAL Membership Info.

For the week of October 14th.

Total Actual Membership:	395,084	(New All-Time High)
End-of-year membership goal:	103.42%	
2024 Renewal Percentage:	89.93%	
Detachments at 105%:	19	

2025 SAL Membership Info.

For the week of October 14th.

Total Actual Membership:	98,714
--------------------------	---------------

End-of-year membership goal:	24.60%	
2024 Renewal Percentage:	21.90%	
Detachments at 10%:	53	
Detachments at 25%:	30	(25% target date Oct 16)

The National Emergency Fund (NEF):

Approved Grants:

2024 – 25 grants (22 members/3 posts) totaling \$64,011.68

- 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) – 11 members
- Indiana (Tornado) – 1 post

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 – 5 Grants totaling \$48,074.12

Completed: 5

Grants to servicemembers – 2

Grants to facility - 3

Training:

National Regional Information Conference (NRIC)

We're gearing up for the first-ever **National Regional Information Conference (NRIC)** on **November 16, 2024**, at the **Westin Westminster Hotel**. This event will be a significant milestone for The American Legion, and I encourage you to spread the word about registration and early bird pricing (\$70). Attendees will gain valuable insights into **Constitution & Bylaws, Post Operations, Be The One**, and more, with sessions designed to enhance member engagement and leadership.

Here's a glimpse of the agenda:

Room A Sessions:

- 9:00 AM: Constitution & Bylaws
- 10:00 AM: Legal
- 11:00 AM: Post Operations
- 1:00 PM: Running an Effective Meeting
- 2:00 PM: Parliamentary Procedures
- 3:00 PM: Be The One
- 4:00 PM: Resolutions

Room B Sessions:

- 9:00 AM: Mentorship
- 10:00 AM: Membership Retention

- 11:00 AM: History
- 1:00 PM: Programs
- 2:00 PM: Post Opportunities (Awards)
- 3:00 PM: Buddy Check
- 4:00 PM: MyLegion

Let's ensure this historic event is well-attended! Feel free to reach out with any questions.