

THE AMERICAN LEGION, DEPARTMENT OF MICHIGAN

RESOLUTION: 07-16-C
SUBMITTED BY: Department of Michigan
SUBJECT: Direct Mail Solicitation

RESOLUTION

WHEREAS, The National Organization of The American Legion imposes a \$20.00 initial fee for respondents to the Direct Mail Solicitation program who accept their invitation to join our great organization; and

WHEREAS, After their first year in the organization these DMS members are transferred to their respective Department Holding/Headquarters Posts; and

WHEREAS, The annual dues in most of these Department Holding Headquarters Posts have been raised in recent years to \$25.00 or more, per year; and

WHEREAS, The aim of the DMS program is both the recruitment and retention of members for the organization; and

WHEREAS, An immediate increase in the cost membership of \$5.00 or more when the member is required to transfer into his/her respective Department might be a hindrance or cause for them to fail to renew their membership; now, therefore, be it

RESOLVED, That the Internal Affairs Division of the National organization be encouraged to immediately raise the fee amount of DMS solicitation to \$35.00 to eliminate this potential impediment to renewal and retention of those accepting our invitation to join; and, be it

FINALLY RESOLVED, By The American Legion, Department of Michigan, in annual Department Convention assembled in Dearborn, Michigan, June 14-17, 2007, That this Resolution be forwarded to the National Organization for further action.