

THE AMERICAN LEGION, DEPARTMENT OF MICHIGAN

Resolution Number: #20-12

Submitted By: The American Legion, Department of Michigan Membership Committee

Subject: **Authorize Department to Create a Website to Allow Veterans to Sign Up for the Department Post 225**

WHEREAS, The Department Membership Committee has a goal of increasing membership by 3,000 new members in 2020-2021; and

WHEREAS, If a veteran from Michigan joins via The American Legion National Headquarters website, www.legion.org/join, the veteran's membership and dues are part of the Direct Marketing Solicitation program; and

WHEREAS, Department does not gain financially, for two (2) years, from the veterans who join via the National site; and

WHEREAS, The current dues rate for Post 225 is \$45; and

WHEREAS, Five percent (5%) of \$45 is \$2.25, which would still comply with meeting minimum per capita dues rates; and

WHEREAS, The current fee (as of July 2020) for a PayPal transaction is 3.6% or \$1.61; and

WHEREAS, Department could target advertise, in various printed and digital media, to veterans to join The American Legion, Department of Michigan directly through this option; and

WHEREAS, The website or page would be developed and managed by the Department Public Relations Director, with input received from the Department Membership Committee, with the cost not to exceed thirty dollars (\$30) per year; now, therefore, be it

RESOLVED, That The American Legion, Department of Michigan Department Executive Committee, via video conference on September 24, 2020, authorizes the Department Membership Committee to work with Department Headquarters to develop a website for Michigan veterans to join The American Legion, Department of Michigan directly; and, be it further;

RESOLVED, That the Department Finance/Personnel Committee understands that a transaction fee will be assessed per veteran that joins by PayPal (or other service used), but the transaction fee may not exceed five percent (5%) of Post 225's membership dues; and, be it finally

RESOLVED, That efforts will be made to transfer the new member to a local Post.