



HIGHLIGHT MINUTES OF Membership Committee, Department of Michigan THE AMERICAN LEGION

Committee Chairman Brian Mohlman opened the meeting with the Pledge of Allegiance and a review of an agenda.

Meeting Minutes: The membership committee meets every 2 weeks and the minutes from 7.10.2020, 7.23.2020, 8.6.2020, 8.20.2020, 9.3.2020 were approved by the committee.

Goals set by the committee: (7.10.2020)

Increase Department Membership by 3,000 members (5.2%) moving the Department from 36th place in the national standings to at least 20th place.

- Provide targeted training at the Post and District Level
- Increase usage of my Legion to 90% within the Department.
- Schedule District Revitalizations for every District.
- Encourage posts to start one new program.
- Complete at least 75% of Local Post Transfers.
- Post online a list of Local Post transfers not completed.
- Post online the rankings of Membership Incentives.
- Marketing Plan

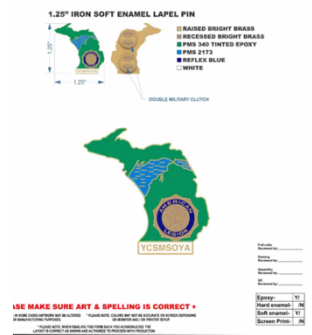
(7.23.2020) A resolution was presented to the committee to allow the Department of Michigan to create a website for legion membership processing. A motion to approve the resolution was made by Scott Nichols and 2nd by Jena Wilmers. Motion Passed.

(8.6.2020) A Dropbox was created for the membership committee for file sharing purposes.

(8.6.2020) The membership committee is approaching membership goals a different way for 2020-2021. All of the Zone Commanders and District Commanders were sent the District Goals Worksheet. The District Commander's were then asked to call each Post Commander to set their membership goal. The main objective of this was to get buy-in from the post level and foster communication between the Post and the District.

(8.20.2020) A motion was made by 1st Zone Commander to order 500 YCSMSOYA (You Can't Sell Membership Sitting On Your A**) pins. Motion was 2nd by 2nd Zone Commander Richard Parks. Motion Carried

(9.3.2020) Post Visitation Feedback form and the S.O.P (explanation of the form) was presented to those present. 4th Zone Commander suggested to present the form to the District Commanders for their feedback. DMS Coordinator Jena Wilmers motioned to approve the form and have the Zone Commanders distribute to the District Commanders for feedback by 9/10/2020. Motion was 2nd by 1st Zone Commander. Motion carried.



Respectfully submitted,

Brian Mohlman

Brian Mohlman
Membership Committee Chairman