

2023 Membership Incentives

3 WAYS TO WIN

Activity and Public Relations (PR)

An Activity is any action taken by a post that brings attention to the Post. They can be internal, where the public is invited to an event at the Post (Think pancake Breakfast or Trunk or treat). Or external, where the Post participates in a community event, (Participating in a parade, talking about programs at a school board meeting).

Activities create awareness in the community of the American Legion and by extension, membership grows. You get credit for multiple activities in one day, Marched in the parade, and hosted an ice cream social afterward.

You also get credit for any media coverage or PR. Media coverage is important to reach the people who didn't attend the event or activity. Media includes Flyers you distributed (100 minimum), Radio interviews, TV interviews, news coverage, etc. Other PR may be considered, so keep track of your efforts. You can even get stand-alone credit for PR without holding an event
EX: Your Post is recognized in the local paper for an important anniversary.

POINT SYSTEM

- 1 point for every activity or media/marketing effort.

EXAMPLE: Post Commander goes on the local talk radio to discuss the upcoming Fourth of July celebration. He talks about how the Post will lead the parade with the Honor Guard and invite the community to the Post that afternoon for a Jump castle carnival and Cookout. The newspaper publishes a Fourth of July events page including the Jump Castle carnival & Cookout. The local TV shows up at the Post and interviews a family in front of the Post's sign.

1 point for the Parade

1 point for the Cookout/ Carnival

1 point radio interview

1 point Newspaper coverage

1 point TV coverage

5 points total!

4 Categories based on the size of the Post

- | | |
|----------------------|---------------------|
| • 15 – 100 Memebbers | • 251-600 Members |
| • 101 - 250 Members | • 601-5,000 Members |

Getting credit for Events and Media

Please email the total number of qualifying events/media coverage to **mpa@michiganlegion.org** by the 15th of the month following your Post's event. Include your Post Number in your submission. Keep a copy of media recognition, newspaper clipping, record the interview on radio or ask for a digital copy from radio or TV. Stations should be able to provide you with a web address where a copy is stored. Include Events your Post conducted since July 1, 2022. Contest period May 17, 2023.

Your Calendar is a great source for documentation of most events.

Results based Incentive

- Traditional Membership Incentive
- Total Number of Members Above Goal + % Above Goal(In Whole Numbers). This provides a way to equal out the difference in post size to make completion fair.

Ex1. Post A has 100 member goal, and signs up 12 members above goal.

Point total: 12(% above goal)

+12 (# of members above goal)

Tot 24

Ex2. Post b has 125 member goal, and signs up 18 members above goal.

Point total: 14(% above goal)

+18 (# of members above goal)

Tot 32

- Competition Period Ends May 17, 2023

DMS(Post 225) Recruiting

The Post with the Highest Number of DMS Transfers includes paying & non-paying 2023 and Encumbered & Unencumbered. Transfers will not be counted until 2023 dues are paid so collect before the deadline of May 17, 2023. Be sure to retain MDF's as verification.

Prizes

Prizes will be awarded separately for each Activities, Traditional Membership and DMS, so there are three ways to win for every Post.

1. 3 Nights Hotel accommodations at Department Convention (1 room) OR Laptop Computer. Plus, a Jacket and a Plaque.
2. 1 Jacket and a Plaque.
3. 3rd place Plaque

Rules for ALL 1st Place Winners

- Hotel Reservations MUST be made by Post
- No Reimbursement above the Department contracted price
- 3 Nights Only/1 Room
- Laptop price not to exceed \$675