



# SONS OF THE AMERICAN LEGION

2017-2018 Administrative year

## THEME FOR THE YEAR

***FOLLOWING THEIR FOOTSTEPS..... MAKING HISTORY***

## MEMBERSHIP THEME

**PIONEERING SPIRIT: COURAGE , FAITH, TEAMWORK, PERSEVERANCE**

### Membership Goals:

400,000 members

Renewal rate of 95%





# **SONS OF THE AMERICAN LEGION**

**2017-2018 Administrative year**

## **FOLLOWING THEIR FOOTSTEPS.... MAKING HISTORY**

Overall theme for 2017-2018 Administrative year references the historic election of the first female National Commander of The American Legion, and 100th National Convention of The American Legion

Leads into 100th Anniversary of The American Legion

Development of training material for standing programs, commissions and committees

Other Historic Milestones that may be achieved: All time high in membership and membership renewal percentage.

Historic support of the programs of The American Legion with investments of dollars and hours of service.

### **OUR FOCUS:**

**VETERANS AFFAIRS AND REHABILITATION  
CHILDREN AND YOUTH**

### **OUR PROGRAMS:**

**ENDOWMENT FUND  
NATIONAL EMERGENCY FUND  
CHILD WELFARE FOUNDATION**

### **OUR GOALS:**

**ENDOWMENT FUND                    \$0.50 PER MEMBER = OVER \$180,000.00**  
**NATIONAL EMERGENCY FUND    \$0.50 PER MEMBER = OVER \$180,000.00**  
**CHILD WELFARE FOUNDATION    CONTINUE \$1.00 PER MEMBER= OVER \$360,000.00**  
**ENCOURAGE ALL MEMBERS TO PROMOTE AND SUPPORT AMERICANISM PROGRAMS**

# MEMBERSHIP THEME

**PIONEERING SPIRIT: COURAGE- FAITH- TEAMWORK- PERSEVERANCE**

OUR GOALS:

**400,000 MEMBERS**

**95% RENEWAL RATE**

**50,000 NEW MEMBERS**

OUR FOCUS:

**MEMBERSHIP RETENTION**

OUR PROGRAM:

**DEVELOPEMENT OF NEW MEMBERSHIP TOOLS AND TRAINING**

**TOGETHER WE CAN AND WILL**



**MAKE A DIFFERENCE**

# COURAGE- FAITH- TEAMWORK- PERSEVERANCE

These four words will take us on our historic journey in our 2018 membership year, while traveling into new "territory" in membership, total membership, renewals and recruitment.

Like the early pioneers the Sons of The American Legion are goal driven, always moving forward towards our objective. We will face many opportunities to achieve our goals and we will rise to meet those opportunities head on.

## **COURAGE:**

*"There are risks and costs to action. But they are far less than the long range risks of comfortable inaction."*- **John F. Kennedy**

*"He who is not courageous enough to take risks will accomplish nothing in life."* - **Muhammad Ali**

Sometimes the most difficult step is the first one, fear of the unknown is the most challenging obstacle to overcome. We must possess the **COURAGE** necessary to step outside of our "comfort zone" if we want to complete our journey. Reach out to your members, personal contact is the most successful way to secure those renewals. Having the courage required to face our challenges and the courage to make changes as necessary to achieve our goals will benefit our organization.

## **FAITH:**

*"One who lives with **faith** says it will happen, while the one who lives without it asks will it happen?"* – **RVM**

As leaders we must create an atmosphere of confidence, as Confidence builds confidence. Therefore we must start with a positive attitude and develop that attitude in all of our members. We must believe in ourselves and have **FAITH** that all members will assist in attaining our goals. Knowing that we can depend on each other to reach our objective will make the task at hand easier. **Faith** in one another and trusting in God will see us through to completion, thus attaining our goals.

## **TEAMWORK:**

*"**Teamwork** is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results".* – **Andrew Carnegie**

Just like the pioneers it will take **TEAMWORK** and cooperation throughout the entire organization to reach our objectives and goals. All members are being asked to step up and contribute to our success this year. Working as a team, with a common goal, and sharing the load benefits all that serve.

## **PERSEVERANCE:**

*"The difference between impossible and possible lies in a person's determination"* – **Tommy Lasorda.**

With determination and that "stick with it attitude" we will complete our membership journey. Turning back is not an option, we must continue to push forward. **PERSEVERANCE** will see us through to our objectives and goals.

# **FALL COMMISSION AND COMMITTEE FORUM**

## **Fall NEC changes:**

Committees and Commissions that do not have a full call in, excluding Membership, would not meet as individual commissions or committees unless the chairman requests a separate meeting. All called chairmen and vice chairmen would meet in a group, round table type forum to discuss future plans, receive training and instruction. There would be no policies established or official actions taken during this forum. Any commission or committee desiring to take official action on individual issues would do so during their own official meeting when a quorum is present. Select commission and committee chairmen would provide information on special agenda items and would answer any questions specific to their area.

The Commission and Committee Forum would be open to anyone, but discussion and input would first be from chairmen, vice chairmen and commission/committee members. Guest comments would be after Committees and Commissions discussion, with guests allowed full participation in the brain storming session. With many items to discuss and cover the Commission and Committee Forum would open on Friday at 5:00pm, meet for 1-1/2 hours and recess until 10:00am Saturday. If needed the forum could continue with their business Saturday afternoon after the luncheon reception.

Committees and commissions that have a full call-in would meet to conduct their business as usual, and are encouraged to join the forum as time allows. The Membership committee would continue to meet Friday evening at 7:00pm, to discuss plans and ideas for changing the "status quo" of past meetings and finalize their plan for the year.

### Logistics:

Small meeting rooms across the hall from NEC meeting room, opened up into one large room, a video monitor would be appreciated. If we are unable to secure a monitor access to a projector has been arranged. Meeting to start Friday at 5:00pm recess at 6:30pm to allow those in attendance to sit in on membership committee meeting and other scheduled meeting.

Continue with forum Saturday morning 10:00am, recess or adjourn at 11:30am, if needed finish forum Saturday afternoon at 1:00pm. It would be advantageous to have National Adjutant O' Hearne and/or National Assistant Adjutant Wright in attendance to answer questions that may arise and which they need to address. Two additional National Assistant Adjutants would be need to document and provide any necessary assistance with media support. Round table design seating for chairmen and vice chairmen, with narrow style tables and additional row style seating for members and guests.

## **ROUND TABLE MEETING AGENDA**

Finance committee representative would review procedure for budget requests from commissions and committees along with the procedure for requesting full call in for fall meeting. Information needed- current and proposed budgets for commissions and committees, examples or forms needed to request budget increase and full call-in. Deadline for requesting full call-in and budget increase

Resolutions sub-committee would talk generally about resolutions, writing resolutions, how they affect change, and provide assistance to anyone developing or writing resolutions at this time. Information needed- procedure on writing resolution, adoption procedure from writing through acceptance by The American Legion, chain of command process and who receives a copy of the resolution as it evolves from commissions and committees

Media and Public Communications: Discuss generally; press releases, using "no cost" access in newspapers, radio and television, how and where we find these? How M&P Communications can assist in developing a training power point, a slide show for convention, and development of Public Relations material. Information needed- Fill-able format press release for events and fundraisers, effective use of advertisement, "no cost" media; Showing Appreciation- thanking media and public for supporting events/ fundraiser. Working with Media and Public Communication to develop material, speeches and technology based presentations

Legislative would provide Legislative issues specific to the various Committees and Commissions for their review and endorsement. Information needed- Specific Legislative Bill Numbers, information on contacting representative i.e.: where to find contact information for local, state and national representatives and most effective means of communicating with representatives. Supporting legislation with resolutions

Internal Affairs, including MT&D, would talk about CSR changes to the form and making it less cumbersome, development of new material and approval process, current status of any material changed or proposed. "Avoiding the Black-hole", policies and procedures. MT & D; How can commissions and committees help in development of new training material?

ALL commissions/ committees and guest to forum- conference call review- how often are they needed?, Member participation and evaluation; Is it needed? Developing team members, How do we get the right fit? What can we do to make it better? How do we fit into and mesh with The American Legion Commissions and Committees? Do you have contact information for your counterpart on The American Legion side and are you communicating with them? What is the function and purpose of our Commissions and committees? Obstacles or challenges that need immediate attention? Adopting and implementing our themes; "Following Their Footsteps... Making History", and membership theme of "Pioneering Spirit" Courage, Faith, Teamwork, Perseverance; Working with the Strategic Planning sub-committee

Brain Storming session- ( Small Groups, open to all in attendance) ideas, challenges/solutions, future plans, expectations of commissions and committees.

## FALL COMMISSION AND COMMITTEE FORUM

OPENING CEREMONY - 5:00 p.m. Friday

COMMANDER COMMENTS

FINANCE COMMITTEE PRESENTATION:

- Review each commission's and committee's proposed budget for 2018, procedure for budget increase requests and procedure for requesting full call in for fall meeting.

RESOLUTIONS SUB-COMMITTEE PRESENTATION:

- Resolutions- How they affect change, Writing resolutions: idea to implementation, Approval process: "chain of command"

MEDIA AND PUBLIC COMMUNICATIONS COMMISSION PRESENTATION:

- Press releases
- Using free access in newspapers, radio and television, how and where do we find these?
- Developing Public Relations material: Training power point, slide show and speech writing

LEGISLATIVE COMMISSION PRESENTATION:

- Legislative priorities for upcoming year, effective lobbying techniques

INTERNAL AFFAIRS COMMISSION PRESENTATION:

- Working with M.T.&D. to develop new training material and approval process
- Avoiding the "Black Hole" - process for new material and changes to existing material sent through for approval and distribution

RECESS - Scheduled Commission And Committee Meetings 7:00 p.m.

GENERAL DISCUSSION - all commissions and committees - Saturday 10:00 a.m.

- Conference calls - how often?
- Commission/Committee Member participation and evaluation
- Developing team members, get the right fit, making it better
- Meshing and communicating with The American Legion Commissions and Committees
- Function and purpose of our Commissions and committee
- What can we do to make it better?
- Utilizing and adopting our annual themes, Make History... Following their Footsteps and membership theme Pioneering Spirit
- American Legion Conferences, meetings, events and attendance by chairman
- Email distribution of information; How do we effectively communicate and avoid over duplication?, Who should be responsible? Maximizing distribution and Minimizing the distribution list viewed on email.
- Next Year- When do we start planning for our ensuing year, how do we implement without infringing on current administration?

BRAIN STORMING SESSION - all commissions/ committees and guests

- Ideas, challenges/solutions, issues, pending items that have been developed, future plans, "blue cap" member expectations of commissions and committees, working together toward a common goal, Review of forum- good, bad and ugly

CLOSING CEREMONY