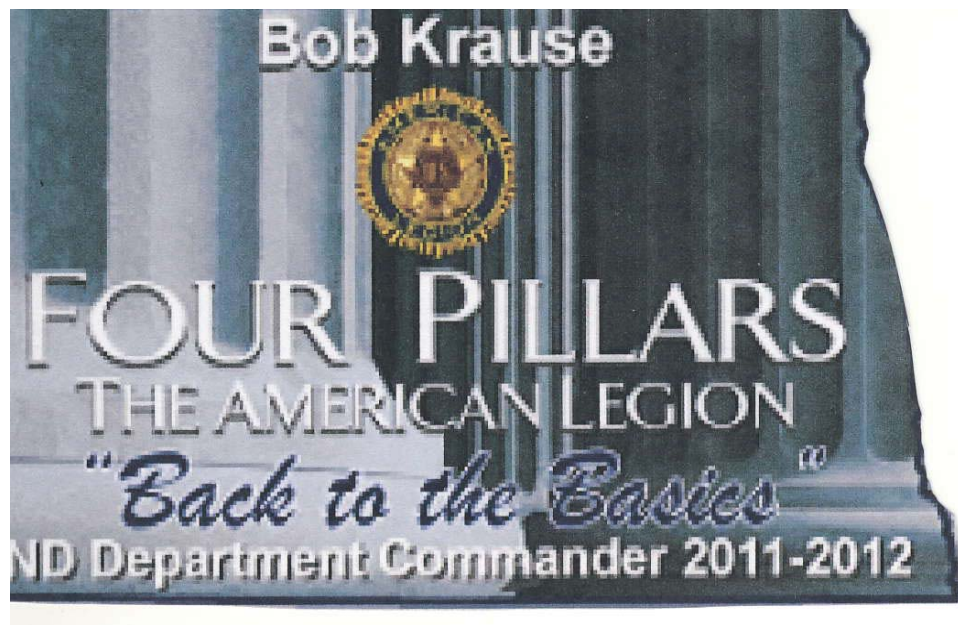


Department of North Dakota 2012 Membership Contest AWARDS MANUAL



"Back to the Basics"

Bob Krause, Department Commander

Teri Bryant, Programs/Membership Coordinator

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2012 Membership Contest

Forward

The Department of North Dakota has earned an enviable record in membership the past few years. We have won the National "Big Twelve" competition twice before and have received \$2,000 in each of those years for Department office upgrades. This started something that now makes North Dakota the target of every other Department in our category. Because staying on top is often more difficult than getting there (remember "King of the Hill?"), we will have more difficult competition ahead.

The Department Commander Bob Krause, is asking every Department and Post Officer, membership committee member, Go-Getter and individual Legionnaire to expend the effort once again to make the Department of North Dakota **THE LEADER** in membership. Our Department has a long history of accomplishments that we can be proud of. For over three decades, North Dakota has led the nation with the highest percentage of those eligible enrolled in our membership. For the past few years we have been one of only two or three departments to have had over 85 percent of our members renewed by December 31st.

The Department of North Dakota currently has one of the highest target market percentages of eligible members signed up in the American Legion.

Although our North Dakota membership represents less than one percent of the total national membership, we have had three National Commanders come out of the North Dakota American Legion! We can once again be "**number one**" in the nation in membership by getting an early start on our membership returns. It starts with you who are reading this. Let **every** citizen of **every** North Dakota community know we are "**Still Serving America**" and "**We're Winning**"! Show your "Pride".

Membership - "Back to the Basics"

The time to start a comprehensive, motivational and effective membership program is **NOW**. Without the proper perspective and orientation, our membership drive will just become another un-orchestrated effort.

The largest and fastest growing veteran's organization in the world promises to reach even greater heights of service and achievement in the new millennium as the American Legion's membership strives to reach 3,000,000 members. We can continue to lead the nation **ONLY** if we are successful with signing up veterans from Vietnam, Lebanon, Grenada, Panama, the Persian Gulf War and the Iraq and Afghan war.

The success of this program is based on "performance" -- which is based on motivation, and motivation is determined by attitudes and goals. A positive, outgoing, aggressive attitude will help find the motivation to perform. Setting high but reachable goals will assist in motivating people to high levels of performance.

It is the desire to perform better that ultimately leads to success. The value of the awards program is much more than the monetary value found in the awards. Its value will be in our ability as leaders to perform our responsibilities and motivate our membership to do theirs.

* * **Now is the time to preserve the future of our Organization!** * *

Explanation of the 2012 Contest
(Please read carefully)
contest ends May 24, 2012

Our 2012 Department Membership Goal is 17,090.

This figure is the result of a formula established by National Headquarters based on our previous year's traditional Membership, as of August 8, 2011, plus one member for every North Dakota post. Negotiations begin with that figure.

Post Membership Goals

The 2012 Post Membership Goals are established based on Post responses, past efforts, and potential growth while keeping the Department Goal in mind. Therefore, Post membership goals will be set at levels the Post Adjutants certify they can achieve, **keeping in mind our Department goal**. In those cases where a Post expects a reduction in membership, that reduction cannot exceed the expected number of members transferring to Post Everlasting and Adjutants must have filed a member Data form for each deceased member in order to reduce the 2012 membership goal below the 2011 membership goal. Membership goals are listed on the membership tabulation reports sent to each Post Adjutant and Post Membership Chairman.

Our 2012 Membership Teams Are Ready To Go!

North Dakota is divided into three Membership Regions, each being under the supervision of an elected Department vice Commander. The District Commanders in the Regional vice Commander's Membership region will serve on that team.

East Region Team

Vice Commander

Mark Antal, Park River

Central Region Team

Vice Commander

Bob O'Shea, Turtle Lake

West Region Team

Vice Commander

Ken Hasby, New Town

District Commanders

1. Ron Matthews, Fargo
2. Rodney Kadlec, Pisek
10. Dwight Boucher, Hankinson

District Commanders

3. Dan Agnes, Langdon
4. Florence Glatt, Carrington
5. Ronald Dykema, Linton

District Commanders

6. Arnie Havelka, Minot
7. Delbert Weishaar, Elgin
8. George Petermann, Dickinson
9. Roman Fettig, Crosby

NOTE. For the purpose of this contest a New Member is defined as any member signed into The American Legion for 2012 that was not a member of The American Legion for the 2011 membership year. Therefore, reinstated members who last paid dues in 2010 or earlier, are considered new members.

2012

Target Dates and Percentages of Goal

Target Dates and Target Percentages were selected to keep in line with Nationally established Target Dates. All 2012 memberships received in Department Headquarters by noon Monday of the Target Date week will be counted.

<u>Target Date</u>		<u>% of Goal</u>
No. 1 - Early Bird	August 8	40%
No. 2 - Autumn Festival	September 12	50%
No. 3 - Octoberfest	October 17	55%
No. 4 - Veterans Day	November 14	65%
No. 5 - Pearl Harbor	December 12	75%
No. 6 - Bellwether	January 17	85%
No. 7 - Clean-up	February 6	90%
No. 8 - Legion Birthday	March 12	95%
No. 9 - Children and Youth	April 9	100%
*No. 10 - Convention	May 24	101%

*** Note: Membership on May 24 Determines Department Convention Delegate Strength and Parade Position at the Jamestown Convention on June 22-24, 2012.**

Prizes

Post Awards --

In an effort to keep the Membership Contest as fair as possible, the Department Executive Committee has established four (4) Post Size Categories. This will have posts of comparable size competing with each other. The four categories used through the contest are as follows:

Category I	- Posts with under 50 members
Category II	- Posts with between 50 and 100 members
Category III	- Posts with between 101 and 400 members
Category IV	- Posts with over 400 members

Earlybird Certificates will be awarded to all posts that meet or exceed 40% of their membership goal by the first TARGET DATE - August 8th!!

On Target Drawing for \$25.00 -- Each time a post meets their target date percentage of membership, it will be entered in a drawing for \$25.00 to be held on each of the first six target dates (Aug 8, Sept 12, Oct 17, Nov 14, Dec 12 & Jan 17). A drawing for \$50 will be held on the February 6, 2012, Target Date for those posts that are at 100% of their assigned goal.

\$100 Cash Award -- The post in each Post Size Category with the highest percent **OVER** their 2012 Membership goal by December 31, 2011, will be awarded a \$100 Cash Prize. A letter and check will be mailed to the posts in January and announced at the Winter Conference.

Bellwether Award -- A bellwether is the leader of the flock. This new award (a plaque) will recognize those Posts that achieve 100% of their Membership Goal by the January 17, 2012 target date -- "lead the flock". For each subsequent qualifying year after winning the initial plaque, the Post will receive an additional engraved year label to attach to the initial plaque.

Post Honor Ribbons will be awarded to all Posts whose 2012 membership, as of December 31, 2011, exceeds the 2011 membership for their post on the same date.

Certificates of Meritorious Service will be awarded by National Headquarters to all Posts who have, by December 31, 2011, set a new All-Time-High Membership.

\$25.00 Cash Prize will be given to the post in each post size category with the highest percentage **OVER** their membership goal by the Target Date May 24, 2012.

Retention Award -- Posts that recruited 5 or more new members in 2011 qualify for entry into a new part of the contest, the "Retention Award". The Post in each size category that renews (in 2012) the highest percentage of their new Post members from 2011 (retain them as members by May 24, 2012) will win a \$100 cash award and recognition at the Department Convention. In case of ties between Posts, the money will be split among the winners.

Individual Awards --

Go-Getter Club Membership is granted to membership workers who earn enough qualifying points by April 15, 2012, with (1) point for each renewal and five (5) points for each new or reinstated member signed for their post. Points must be certified to the Department Headquarters by each Post Adjutant by April 15th. Basic qualifications for Club Membership is based on Post Size Categories as follows: Category I - 15 points / Category II - 20 points / Category III - 25 points / Category IV - 30 points

Go-Getter Club Silver Membership is granted to membership workers who earn 10 points OVER the above minimum points. Each card will have a special silver star on it.

Go-Getter Club Gold Membership is granted to membership workers who earn DOUBLE the minimum points. Each card will have a special gold star on it.

Earlybird Go-Getter Status will be bestowed on all membership workers who qualify as a GO-GETTER by the September 8th Target Date. Each card will have an early bird sticker on it.

50-Year Go-Getter Status will recognize qualifying members with a plaque at the Department Convention.

New Member Recruitment Award – Those members who recruit 5 or more new members, or reinstate 5 or more members, qualify for a "New member Recruitment Award" in addition to their membership as Go-getters. The recruiters will be recognized at a special reception and provided special seating and recognition at the Department Convention.

Each post may submit the name of the membership worker who signs up the most new members for 2011 by May 14, 2012. New members must be certified by the Post Adjutant to Department Headquarters by May 24, 2012. The individual in each post size category in each Region that has signed up the highest number of New Members (with a minimum of 5) will be recognized as the Regional Recruiter of the Year. Each Regional winner will receive a specially designed cap pin recognizing their recruiting efforts and will compete for the honor of being named Department Recruiter of the Year. The Department Recruiter of the Year will be selected from the Regional Recruiters of The Year who signed up the highest number of New Members (regardless of post size) by May 14, 2012. The person selected will receive travel allowance to the 2012 Department Convention in Jamestown to include round-trip mileage, 1 night hotel accommodations and 2 reserved seating tickets to the Convention Banquet during the convention where he/she will be honored. They will also receive a plaque from National and will be entered in the National competition where they could win a trip to the National Convention.

Gold Brigade New Member Recruiter Award is a national award given to any Legionnaire who recruits 50 or more NEW members before May 14, 2012. The award consists of a Gold Brigade Cap Pin, certificate, a Gold Brigade patch and choice of a jacket or sweater, or polo shirt with the "Gold Brigade" logo. In addition, the Gold Brigadier will be entered in a drawing for \$1,000 (five (5) winners drawn). To recognize North Dakota Legionnaires who sign up new members but do not get the 50 required for the National Gold Brigade, the Department has established three lower levels - the **Gold Squadron**, **Gold Platoon** and the **Gold Division**. To qualify for enrollment in one of these "special units," the following requirements must be met:

- **Gold Squadron** - sign up 5 NEW MEMBERS and receive a "squadron baseball cap."
- **Gold Platoon** - sign up 15 NEW MEMBERS and receive a "platoon baseball cap" and \$15 cash prize.
- **Gold Division** - sign up 25 NEW MEMBERS and receive a "division baseball cap" and shirt.

These individuals will also qualify for the new National **SILVER BRIGADE AWARD** earning a Silver Brigade pin and certificate. Additional details and certification form can be obtained from Department Headquarters.

New Member Recruiter Drawing - Each person who signs up a new member can be entered in a drawing for one of four \$25.00 cash prizes to be held at the Winter Conference in Bismarck. To qualify, new members must be enrolled and drawing entry form and their membership must be received by Department HQ by January 31, 2012. A sheet of entry slips will be mailed to each post or can be obtained from the Department Headquarters.

New Member Drawing. New members will be entered in a separate drawing for one of four \$25.00 cash prizes to be held at the Winter Conference in Bismarck. To qualify, new members must be enrolled and drawing entry form, and their membership received by Department Headquarters prior to January 31, 2012. A sheet of entry slips will be mailed to each post or can be obtained from the State Headquarters.

Have Dinner on US - The Department will award an Applebee's or Perkins Gift Certificate to any member who recruits five (5) new members for the 2012 Membership year. **A separate certification form is required and will be in a membership bulletin in January and a deadline date of March 15, 2012.**

District Commanders Awards --

An Award Jacket will go to each District Commander that hits 100% of their District Goal 30 days (May 24, 2012) prior to the Department Convention.

\$150.00 Cash will be awarded to the District Commander whose District is first to obtain 100% of its membership Goal by the Legion's birthday on March 14, 2012. All District Commanders who reach their membership goal by the Legion's birthday will win **\$50.00**. Memberships must be at Dept HQ by March 9, 2011! **Awards are doubled if the District goal is obtained by December 31, 2011.**

An American Legion Cap and Shirt will be presented to the District Commander whose District enrolled the highest percentage of their Membership Goal 30 days prior to the convention. Both the cap and shirt will be embroidered with the designation of the leading District Commander.

District Commander Race to the Top is a nationally sponsored award for District Commanders who have the highest percentage over their final 2011 membership on March 31, 2012. There are five (5) categories based on number of members, but North Dakota Districts would fall either into Category II (1,500 - 2,999 members), Category III (3,000 - 4,999 members) or Category IV (5,000 - 7,499). The first place finisher and guest in each category can win a paid trip to the Indianapolis 500, second place is a \$500 Visa Gift Card and third place is a \$375 Visa Gift Card.

District Commander Achievement Award and District Honor Ribbon will be given to each District Commander whose 2012 District membership, as of May 14, 2011 exceeds the 2011 membership by at least the number of posts in that District. The Commander will receive a framed certificate and the ribbon will be placed on the District Banner.

Department vice Commander Awards --

The vice Commander who attains the highest percentage of his/her Region goal will be an automatic delegate to the National Convention and will receive a check for **\$100** towards the trip to the National Convention and an **award jacket**.

The time to get started is now! Please keep in mind that the correct number of Department Record Cards, together with remittance for dues in the correct amount (**\$26.50 per member**), must be received by Department Headquarters before memberships are counted in the contest.

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Do Not Send Membership Mail to any Address Other Than:

North Dakota American Legion, PO Box 5057, West Fargo, ND 58078