

Department of North Dakota

2018

Membership Awards Manual



“Making Memories”

Karen Meier, Department Commander

Alan Fehr, Membership Chairman

Teri Bryant, Programs/Membership Coordinator

I. Situation:

- A. The American Legion was founded 99 years ago, in 1919 by WWI veterans.
- B. The membership of the ND American Legion has been decreasing over a period of many years.
- C. Membership dues provide funding for the American Legion.
- D. An Awards Program was developed to incentivize recruitment, retention, and associated activities.
- E. The awards programs recognizes Legionnaires, Posts, and Leaders, who are involved in recruitment and retention activities.

II. Commander's Intent:

- A. To grow our membership
 - a. Membership is the heart of an energized American Legion and active programs. The awards program encourages membership, retention, and training activity.

III. Execution:

- A. Membership recruitment and retention primarily occur at the Post level. Direct personal contact by Legionnaires are the heartbeat of membership.
- B. This manual describes the Department Awards Program and incentives to (a) individuals, (b) Posts, and (c) leaders.

- C. A listing of National awards is also incorporated into this Manual.
- D. Determining eligibility and ensuring that awards are appropriately presented requires the diligent reporting by Post Adjutants and Department staff.
- E. Unless otherwise noted, awards will be announced and presented at the 2018 Department Convention Membership Luncheon. The 2018 Department Convention is in Fargo on June 22-24, 2018.
- F. Department leaders (Regional Vice Commanders, District Commanders, and District Vice-Commanders) are members of the Membership Team, which is led by the Department Membership Chair.
- G. The Department Commander and Membership Chair are responsible for this awards program. The Department Awards Program is subject to change annually.
- H. Membership Target Dates and Percentages are listed in Appendix A.

IV. Awards:

A. Post Target Date Awards

1. **Early Bird Certificates** – are presented to all Posts that meet or exceed 40% of their membership goal by the first Target Date (August 7th)
2. **Post Honor Ribbons** – presented to all Posts whose 2018 membership exceeds their 2017 membership by December 31, 2017.

3. **Bellwether Plaque** – presented to all Posts that achieve 100% of their Membership Goal by the January 15, 2018 Target Date. For each subsequent qualifying year after winning the initial plaque, the Post will receive an additional engraved year label to attach to their plaque.

B. Post Category Awards

1. **Category Awards** are presented to Posts within each of four categories that are based on Post size. The categories are as follows:
 - i. Category I – Posts with under 50 members
 - ii. Category II – Posts with 50 to 100 members
 - iii. Category III – Posts with 101 to 200 members
 - iv. Category IV – Posts with over 200 members
2. **\$100 Cash Award** – presented to the Post in each category with the highest percent over their 2018 membership goal by December 31, 2017. A letter and check for \$100 will be mailed to each winning Post in January and will be announced at the Winter Conference.
3. **Retention Award** – Posts that recruited 5 or more new members in 2017 are eligible for consideration. The Post in each category that renews (in 2018) the highest percentage of their new Post members from 2017 (retain them as members by May 22, 2018) will win a \$100 cash award and recognition at the Department Convention. In the case of ties between Posts, each Post shall receive the \$100 cash award and will be recognized at the Department Convention.

C. Individual Awards

1. **Go-Getter Program** – a pin is awarded to each Legionnaire who earns 15 points based on the following categories:
 - i. 1 point for each Post member renewal they secure (10 points max)
 - ii. 5 points for each recruited new member. A new member is defined as any member signed into the American Legion who was not a member in 2017. So a lapsed member who renews in 2018 is considered to be a new member for the purpose of this award.
 - iii. 1 point for each hour of participation in membership training at Dept Conferences and Conventions. The Dept will provide lists of class participants to every Post.
 - iv. 1 point for each hour of direct recruiting at Post or District Revitalization Drives.
 - v. Post Adjutants will certify to the Department by April 15th the names of Legionnaires who have earned the Go-Getter Pins based on the above criteria.
2. **Go-Getter Club Membership Cards**
 - i. Early Bird Sticker – a Legionnaire who qualifies as a Go-Getter by the September 11th Target Date will receive a card with an Early Bird Sticker on it.

- ii. Silver Star – a Go-Getter who earns 25 points will earn a card with a silver star on it.
- iii. Gold Star – a Go-Getter who earns 35 points will earn a card with a gold star on it.
- iv. 50-Year Plaque – a Legionnaire who qualifies as a Go-Getter for 50 years will receive a 50-Year Plaque.

3. **Recruiter of the Year**

- i. Each Post may recognize the Legionnaire who recruits the most new members for 2018 by May 12, 2018 as their Post Recruiter of the Year. Posts will forward their winners to the Department by May 22, 2018.
- ii. **Regional Recruiter of the Year** – each region (East, Central, and West) will recognize the Legionnaire in each Post category who signs up the most new members with a minimum of 5. Winners in each category will receive a specially designed cap pin.
- iii. **Department Recruiter of the Year** – regardless of category, the one person who signed up the most new members be will recognized as the Department Recruiter of the Year. The Dept Recruiter of the Year will receive round trip mileage allowance to the 2018 Dept Convention, 1 night hotel accommodations, and 2 tickets to the Convention Banquet. They will also receive a plaque from National and will be

entered in the National drawing that could win for them a trip to the National Convention.

4. **Other Recruiter Awards**

- i. **Commander's Pin Shadow Box** - The name of every Legionnaire who recruits a new member by May 12, 2018 will be forwarded to Department to be entered into a drawing for a Commander's Pin Shadow Box.
- ii. **Gold Squadron** – a Squadron Baseball Cap will be presented to a Legionnaire who signs up 5 new members by May 12, 2018.
- iii. **Gold Platoon** – a Platoon Baseball Cap and Membership Shirt will be presented to a Legionnaire who signs up 15 new members by May 12, 2018.
- iv. **Gold Division** – a Division Baseball Cap, Membership Shirt, and a Jacket will be presented to a Legionnaire who signs up 25 new members by May 12, 2018.

D. Leadership Awards

1. **District Commander and Vice Commander Awards**

- i. **District Commander and Vice Commander Jackets** – will be presented to each District Commander and Vice Commander whose District achieves 100% of their Goal by May 22, 2018. To qualify as a 100% District, 70% of the District Posts must have attained 100% of their local Post Goals.

- ii. **\$150 Cash** – will be awarded to the District Commander whose District is first to obtain 100% of its Membership Goal by March 15, 2018 (Legion Birthday). All other District Commanders who reach their Membership goal by March 15th will receive \$50 cash. Memberships must be at Dept HQ by March 9, 2018.
 - iii. **Legion Cap and Shirt** – will be presented to the District Commander and District Vice-Commander whose District achieved the highest percentage of their Membership Goal by May 22, 2018. Both the cap and shirt will be embroidered with the designation of the leading District Commanders.
 - iv. **District Commander Achievement Certificate and District Honor Ribbon** – will be presented to the District Commander whose 2018 District Membership by May 12, 2018 exceeds the 2017 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.
2. **Regional Vice-Commander Awards** – the Regional Vice-Commander who attains the highest percentage of his/her Regional Goal by May 22, 2018 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 number of Department Membership Cards with remittance in the amount \$36.50 must be received by Dept HQ to be counted.

E. National Awards

1. **Certificates of meritorious Service** – will be awarded by National Headquarters to all Posts who, by December 31, 2017, have set a new All-Time-High Membership.
2. **Gold Brigade New Member Recruiter Award** – is a national award given to any Legionnaire who recruits 50 or more new members before May 13, 2018. 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 \$1000 (5 winners will be drawn).
3. **District Commander Race to the Top** – is a nationally sponsored award for District Commanders who have the highest percentage over their final 2017 membership on March 31, 2018. There are five (5) categories based on number of members but ND 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.

4. **100% Commander and Adjutant Pin** is presented to all Post Commanders and Adjutants whose Post achieves 100% of their Goal by March 12th, 2018.
5. **Other National pins and awards may be announced.**

Appendix A

2018 Target Dates and Percentages of Goal

Target Dates and Target Percentages were selected to keep in line with the National Target Dates. All 2018 memberships must be received by the Department Headquarters by noon on the Target Date to be counted.

<u>Target</u>	<u>Date</u>	<u>% of Goal</u>
No. 1 - Early Bird	August 7	40%
No. 2 - Autumn Festival	September 11	50%
No. 3 - Octoberfest	October 9	55%
No. 4 - Veterans Day	November 13	65%
No. 5 - Pearl Harbor	December 11	75%
No. 6 - Bellwether	January 15	85%
No. 7 - Clean-up	February 12	90%
No. 8 - Legion Birthday	March 12	95%
No. 9 - Children and Youth	April 9	100%
*No. 10 – Convention	May 22	101%

* Note: Membership on May 22nd determines Department Convention Delegate Strength at the Fargo Convention on June 22-24, 2018.