



“TROLLING FOR MEMBERS”

2011-2012 Membership Awards Manual

The American Legion
Department of North Carolina

Ben Lee, Department Commander
Jim Mayhew, Membership Chairman
THE AMERICAN LEGION
Department of North Carolina

THE AMERICAN LEGION

Department of North Carolina

My Fellow Legionnaires,

Another year, another Commander, another manual and another message! I've been agonizing for days now, trying to find a new way to say "membership is the life blood of OUR organization" and for that matter any organization. Well I'm stumped. I don't know how to say "membership is the life blood of The American Legion" in any other way!

I can't round up the 40,000 members needed to reach our expected goal. The membership committee can't either. For that matter, neither can commanders at the Division and District levels. That's where you come in, **BIG TIME!!!**

We will succeed this membership year and reach our goal only if every office holder listed above, PLUS yours truly, the membership chairman, ALL the members of the membership committee and every Post Commander and Adjutant gets to work TODAY. It's really not that complicated but it will take dedication and commitment. The same commitment we display every day in pursuit of success in the many other programs we conduct throughout the year.

Just what does that program success mean to us at the Post level? Did you ever see the face of one of your Post sponsored baseball players who gets his first hit of the year? Or the run producing RBI to win the game in the last at bat? How about the smile that lights up the face of the oratorical contest winner when his/her name is called? Or the tears in the eyes of an old lonely veteran in a nursing home when he thanks you for coming and tells you he can't remember the last time his family visited him?

We make all these good things happen by having a strong membership that loves what we stand for. Let's continue to touch people one at a time and the rest will take care of itself!



Ben Lee, Commander
The American Legion
Department of North Carolina
2011-2011

THE AMERICAN LEGION

Department of North Carolina

My Fellow Legionnaires:

Location, location, location are the three most important words in Real Estate, just as membership, membership, membership are the three most important words to a volunteer organization. Now there are three keys to improve your membership, recruit, reinstate and renew. We will have many tools for you to use. We as the membership team cannot make you use these tools, but why would you not? If you need help with any of these tools we will be there to give you assistance. One thing I will be asking during my travels is “who has a membership application in your pocket” so be forewarned I will expect all hands to go up. Now that we have that said we all need to use those applications, don’t let them turn yellow. Membership is hard work, but for us to survive at a Post, Department or National level we must learn the most effective ways to work it. Let’s not forget most times, with hard work comes reward. Like new members to help with the work load around the Post, who will maybe take some of the burden off of the few that have always done it. So please let us help you. These tools are in place to help make membership easier on you. Now what are the three most important words to our organization?



James C. Mayhew, Membership Chairman
The American Legion
Department of North Carolina
2011-2011

MEMBERSHIP, POST ACTIVITY, POST ORGANIZATION, AND REVITALIZATION COMMITTEE

Chairman

Jim Mayhew (30)
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Lincolnton, NC 28092
704-732-9449 (H)
980-241-1051 (C)

Vice-Chairman

James Moore, Jr. (11)
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EX OFFICIO

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"Mr President"
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704-825-9418 (H)
704-231-0015 (C)

EX OFFICIO

Dale Punch (30)
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Lincolnton, NC 28092
704-735-3527 (H)

Membership and Post Activities - Responsible for developing and implementing a program in membership recruitment that gives due consideration to the renewal of existing members and the enrollment of new members. This program shall provide for appropriate awards for those who participate in membership recruitment. Receive post officers to discuss program and activities, problems, etc.

Reports to Internal Affairs

2011-2012 MEMBERSHIP TARGET DATES

<u>DEPARTMENT</u>	<u>TARGET</u>	<u>NATIONAL</u>
SEPTEMBER 13, 2011	50%	*SEPTEMBER 14, 2011
OCTOBER 18, 2011	55%	OCTOBER 19, 2011
NOVEMBER 15, 2011	65%	NOVEMBER 16, 2011
DECEMBER 13, 2011	75%	*DECEMBER 14, 2011
JANUARY 18, 2012	80%	JANUARY 19, 2012
FEBRUARY 7, 2012	85%	*FEBRUARY 8, 2012
MARCH 13 2012	90%	MARCH 14, 2012
APRIL 13, 2012	95%	*APRIL 11, 2012
MAY 09, 2012	100%	MAY 9, 2012
National Delegate Strength		30 Days prior to National Convention

*This date is also a renewal notice cutoff date.

2011 - 2012 DIRECT RENEWAL NOTICE DATES

JULY 1, 2011 OCTOBER 3, 2011 JANUARY 2, 2012
MARCH 1, 2012 MAY 1, 2012

*This cutoff date is also a membership target date. Transmittals received after this date will not prevent a subsequent notice from being delivered at or around the renal date

POST CATAGORIES

CLASS A - 500 AND ABOVE (15)	CLASS D - 60-99 (41)
CLASS B - 200 - 499 (46)	CLASS E - 30-59 (76)
CLASS C - 100 - 199 (58)	CLASS F - 15-29 (93)

AWARDS QUICK LOOK SHEET

AWARD	CUT-OFF DATE	PAGE
Early Bird Certificates	August 31, 2011	10
Post Commander Excellence Award	November 15, 2011	10
Go-Getter Club	December 31, 2011	8
Dogwood Award Department 100% Award	December 31, 2011	10
National Post Honor Ribbon	December 31, 2011	11
Certificate of Meritorious Service	December 31, 2011	11
Five or More Consecutive All-Time-High Award	December 31, 2011	11
District Commanders Race to the Top	March 31, 2012	13
100% Post Commander Pin	May 15, 2012	11
100% Post Adjutant Pin	May 15, 2012	11
The Gold Brigade	May 15, 2012	9
The Silver Brigade	May 15, 2012	9
National Recruiter of the Year	May 15, 2012	9
New Member Recruiter of the Year	May 15, 2012	8
National Recruiter Pin	May 15, 2012	8
100% Post Award	May 15, 2012	10

AWARDS QUICK LOOK SHEET CONT'D

AWARD	CUT-OFF DATE	PAGE
Department Recruiter of the Year	May 15, 2012	8
First to 100% District Award	Variable date to May 15, 2012	10
Top District Commander Award	May 15, 2012	12
100% District Award	May 15, 2012	
District Commander's New Post Achievement Award	May 15, 2012	13
District Commander Achievement Award	May 15, 2012	13
First to 100% Division Award	Variable Date to May 15, 2012	14
Top Division Commander Award	May 15, 2012	
100% Division Commander Award	May 15, 2012	14

INDIVIDUAL AWARDS

DEPARTMENT LEVEL

CUT OFF

DATE

Dec 31, 2011

AWARD

Go-Getter Club

10 members - Silver Star
20 members – Gold Star
30 members - Silver Star w/wreath
50 members - Gold Star w/wreath
75 members - Special Design Pin
100 members - Century Club Shield

REQUIREMENTS

Each member who secures at least 10 Members by Dec 31st shall be a member of the Go Getters Club. In addition, a cap pin will be awarded indicating the number of members secured.

May 15, 2012

New Member Recruiter of the Year

Classes A ,B ,C, D, E and F - The individuals in each Post Class who secures the highest number of NEW members certified by the Post Adjutant will receive a plaque at the 2012 Dept. Convention.

May 15,2012

National Recruiter Pin

Each Legionnaire who recruits three (3) new members and renews 10 members certified by the Post Adjutant qualifies for the National Recruiter Pin.

May 15, 2012

Department Recruiter of the Year

Each Post will have the opportunity to submit the name of its Recruiter from that Post who has signed up the most NEW Members for the 2012 Membership year. The individual who has signed up the most members in the state will receive a plaque and his/her name will be submitted for the National Recruiter of the Year.

INDIVIDUAL AWARDS

NATIONAL LEVEL

CUT OFF

DATE

May 15, 2012

AWARD

The Gold Brigade

REQUIREMENTS

Any Legionnaire who recruits 50 or more NEW members into The American Legion by the Target Date will qualify for enrollment in the elite GOLD BRIGADE.

May 15, 2012

The Silver Brigade

Any Legionnaire who recruits 25 to 49 NEW members into The American Legion by the Target Date will qualify for enrollment in the Silver Brigade.

May 15, 2012

National Recruiter
of the Year
(Department)

Individual certified with the highest number of New Members recruited from among all the Departments will be declared "National Membership Recruiter of the Year."

POST AWARDS

DEPARTMENT LEVEL

<u>CUT OFF DATE</u>	<u>AWARD</u>	<u>REQUIREMENTS</u>
August 31, 2011	Early Bird Certificates	Each Post that transmits 50% of their year end membership goal to Department Headquarters by the cut-off date will receive an Early Bird Citation.
Nov. 15, 2011	Post Commander Excellence Award	Post Commanders who attain 100% membership goal by Veterans Day will receive a citation recognizing their accomplishment.
Dec. 31, 2011	Dogwood Award	Each Post which has reached its 100% membership goal by Dec 31st will receive a Dogwood Streamer for their Post Colors.
VARIABLE DATE BY CATAGORY	First to 100% Plaque	Class A, B, C, D, E and F - Presented to the FIRST Post in each class that makes 100% of its 2012 Membership Goal as certified by the Department Adjutant. (Postmark mailing date determines winners in case of ties)
May 15, 2012	100% Post Award	All Posts that attain their 100% membership goal by May 15 th will receive a certificate recognizing their accomplishment.

POST AWARDS

NATIONAL LEVEL

<u>CUT OFF DATE</u>	<u>AWARD</u>	<u>REQUIREMENTS</u>
Dec 31, 2011	National Post Honor Ribbon	Each Post that has reached its 100% membership goal by Dec 31st will receive a streamer for their Post Colors.
Dec 31, 2011	Certificate of Meritorious Service	Awarded to Posts who have enrolled an advanced membership for 2011 - 2012 equaling or surpassing the Post's previous All Time-high membership.
Dec 31, 2011	Five or More Consecutive All-Time-High Award five or more	Awarded to all Posts who have reached more consecutive years of All-Time Highs in membership.
May 15, 2012	100% Post Commander Pin	Post Commanders who attain their 100% Post Membership Goal by May 15th, will receive the National 100% Post Commander Pin.
May 15, 2012	100% Post Adjutant Pin	Post Adjutants who attain their 100% Post Membership Goal by May 15 th will receive the National 100% Post Adjutant Pin.

DISTRICT AWARDS

DEPARTMENT LEVEL

<u>CUT OFF DATE</u>	<u>AWARD</u>	<u>REQUIREMENTS</u>
VARIABLE DATE to May 15, 2012	First to 100% District Award	A Honor plaque awarded to the first District Commander to reach 100% of his/her 2012 Membership Goal. (Posted mailing date determines ties)
May 15, 2012	Top District Commander Award	A Honor plaque and paid State Convention expenses awarded to the Top District Commander in the Department based on the following: 1 – Must achieve the greatest percentage of membership. 2 – Must reach established goal. State Convention expenses consist of 3 nights hotel accommodations and convention registration fee.
May 15, 2012	100% District Commander Award	Custom Honor Plaque for the District Commanders who make 100% of their 2012 Membership Goal.
May 15, 2012	100% Posts District Commander Award	Custom Honor Plaque for all District Commanders who have ALL POSTS in their District at 100% by cut off date

DISTRICT AWARDS

NATIONAL LEVEL

<u>CUT-OFF DATE</u>	<u>AWARD</u>	<u>REQUIREMENTS</u>
March 31, 2012	District Commanders Race	District Commanders will compete in each of the to The Top five categories for the Top District Commander at the National Level for an all expense paid trip to the National Convention, including round-trip airfare, tickets and first-class hotel accommodations for two.
May 15, 2012	District Commander's <u>New Post</u> Achievement Award	District Commanders who create a new American Legion Post in their respective Districts and who have a new Post Temporary Charter Application on file at National by the May Target Date.
May 15, 2012	District Commander Achievement Award	District Commanders whose 2012 membership exceeds their 2011 membership by at least the number of Posts in their District will be awarded the Achievement Award plus an Honor Ribbon for their District colors.

DIVISION AWARDS

DEPARTMENT LEVEL

CUT OFF DATE

AWARD

REQUIREMENTS

VARIABLE DATE
to May 15, 2012

First to 100%
Division Award

A Honor plaque and Navy Blazer awarded the **first** Division Commander to reach 100% of their 2011 Membership Goal. (Posted mailing date determines ties)

May 15, 2012

Top Division
Commander Award

A Honor plaque and paid State Convention expenses awarded to the Top Division Commander in the Department based on the following:

1 – Must achieve the greatest percentage of membership.

2 – Must reach established goal.

State Convention expenses consist of three (3) nights hotel accommodations and convention registration fee.

May 15, 2012

100% Division
Commander Award

Honor Plaque for each 100% Division
Commander.

NEW MEMBER RECRUITER

CERTIFICATION FORM

Date: _____

MEMO TO: Department Headquarters

SUBJECT: Certification of Candidate for New Member Recruiter of the Year

CUT OFF DATE: May 15, 2012

I certify that Legionnaire _____ of Post _____ secured _____ NEW members by the May 15, 2012 cut-off date. This is the highest number of NEW members secured by any member of this Post.

SIGNATURE OF VERIFYING AUTHORITY

FROM: _____ Adjutant – Post _____

CERTIFICATION FORM MUST BE RECEIVED AT DEPARTMENT HEADQUARTERS NO LATER THAN MAY 31, 2012!!

MEMO TO: Post Adjutants

FROM: Larry Robinette, President
Go Getter Club

SUBJECT: 2012 Go-Getters Awards Certification

On reverse side of this page is the form for reporting the Go-Getters in your Post. Each Legionnaire who secures ten or more members for 2012 by December 31, 2011 qualifies as a Go-Getter. His/her name, **COMPLETE** with number of members secured should be listed on the form. The form will be provided to the Post Officer for certification and mailed to Department Headquarters by the specified due date.

Standard awards for members enrolled by December 31st are:

- 10 Members.....Silver Star
- 20 Members.....Gold Star
- 30 Members.....Silver Star with Wreath
- 50 Members.....Gold Star with Wreath
- 75 Members.....Silver Star with Simulated Diamond
- 100 Members.....Century Club Shield

ALL GO-GETTERS SHOULD BE SUBMITTED TO DEPARTMENT

HEADQUARTERS

BY

JANUARY 31, 2012

--- 2012 GO-GETTERS CERTIFICATION FORM ---

This form should be filled in accurately and completely, listing name and number of members secured. A minimum of 10 secured Legionnaires is required to be eligible to be a Go-Getter, and this form must be received by January 31, 2012.

<u>Name (In Full)</u>	<u>No. of Members</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

I certify that the Legionnaires listed above qualified for the Go-Getters' Club for 2012 by personally securing the number of memberships indicated.

SIGNED: _____ Division _____ District _____

Post _____

Location & Address (For mailing pins) _____

Street _____

City _____ State _____ Zip _____

NATIONAL RECRUITER PIN AWARD

CERTIFICATION FORM

DATE: _____

MEMO TO: Department Headquarters

FROM: _____

SUBJECT: National Recruiter Pin Award

CUT-OFF DATE: May 15, 2012

I certify that the following Legionnaires of Post _____, signed three (3) new members, plus renewed ten (10) members by the cut-off date. Include the member ID number for new members.

SIGNATURE OF CERTIFYING OFFICIAL

LEGIONNAIRE

NEW MEMBER NAME

ID NUMBER

<u>LEGIONNAIRE</u>	<u>NEW MEMBER NAME</u>	<u>ID NUMBER</u>

CERTIFICATION FORM MUST BE RECEIVED AT DEPARTMENT HEADQUARTERS NO LATER THAN MAY 15, 2012.

NOMINATION FORM "RECRUITER OF THE YEAR"

POST ADJUTANT SEND TO:
DEPARTMENT HEADQUARTERS

** DEPARTMENT ADJUTANT SEND TO:
MEMBERSHIP DIVISION
P.O. BOX 1055
INDIANAPOLIS, IN 46206

In the Department of North Carolina, the TOP NEW MEMBER RECRUITER of membership enrolled for current membership year as of May Target Date, and transmitted to National Headquarters is: (PLEASE PRINT OR TYPE)

1. NAME: _____ POST: _____
MEMBER ID NO.: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
Phone:() _____

Number of NEW MEMBERS enrolled (minimum 10):

(Attach list of names and ID numbers of new members)

Next Highest New Member Recruiter (Make additional copies if needed)

2. NAME: _____ POST: _____
MEMBER ID NO.: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
Phone:() _____

Number of NEW MEMBERS enrolled (minimum 10):

(Attach .list of names and ID numbers of new members)

Post Adjutant: _____ Date: _____

Department Adjutant: _____ Date: _____

Mail to reach on or before:
*Department Headquarters: May 15, 2012
**National Headquarters: May 28, 2012

DO NOT FORGET TO NOMINATE YOUR TOP RECRUITERS!

CERTIFICATION FORM
“GOLD BRIGADE” NEW MEMBER RECRUITER AWARD

POST: RETAIN COPY FOR YOUR RECORDS

SEND TO: DEPARTMENT ON OR BEFORE THE MAY TARGET DATE

The following member in the Department of North Carolina qualifies for the “Gold Brigade” Award for enrolling 50 or more **NEW MEMBERS** into The American Legion by **May Target Date**. (*Please attach the list of names with each nomination form*).

First time qualifiers for the “Gold Brigade” receive:

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.

Second time qualifiers for the award receive:

a “Gold Brigade” certificate, patch, a “hash mark” for the sleeve, and the **choice of either** another “Gold Brigade” jacket, **or** sweater, **or** polo shirt with the “Gold Brigade” logo.

PLEASE CHECK THE APPROPRIATE BOX(ES):

This “Gold Brigade” award will be my:

A. First “Gold Brigade” award

B. Other (Specify 2nd or 3rd time qualified) _____

If you checked either box “A” or “B”, circle one: **jacket** **sweater** **polo shirt**

(Circle size) Size: (S, M, L, XL, XXL, XXXL)

NAME _____ POST NO. _____

ADDRESS _____

City

State

ZIP

PHONE: (____) _____ Number of **NEW MEMBERS** enrolled (minimum 50) _____

Department Adjutant (signature)

POST ADJUTANT (signature)

Date

ADDRESS

DATE (Cannot be after May Target Date)

USE ADDITIONAL SHEETS IF NECESSARY

DEPARTMENT REMINDER - Forward a copy of this form and a copy of the list of new members to National Internal Affairs **on or before the last day of May 2012**.

**CERTIFICATION FORM
GOLD BRIGADE
FIFTH CONSECUTIVE YEAR AWARD**

Departments: Send to National Headquarters by last day of May 2012.

The following member of the Department of North Carolina qualifies for the prestigious fifth consecutive year "Gold Brigade" Award for enrolling fifty or more New Members into The American Legion by the May Target Date.

A Legionnaire may only qualify for this award once every five years.
This Navy Blue Blazer replaces the Gold Blazer of previous years.

(Circle One)

Man's Blazer: (Cut) Short, Regular, Portly (Stout), Long, Extra Long, Extra Extra Long

PLEASE SPECIFY EVEN SIZES 34-54 _____ Size

Ladies Blazer: (Cut) Short, Regular, Long, Extra Long, Extra Extra Long

PLEASE SPECIFY EVEN SIZES 4-20 _____ Size

(Please Type or Print)

Name _____ Post No. _____ Mem. ID _____

Phone (____) _____ Years of being a Gold Brigader 19____ - 20____

Certified:

Department Adjutant (signature)

Date

DEPARTMENT REMINDER - Forward a copy of this form to the National Membership Division and a copy of the list of new members signed up to National Headquarters, **on or before the last day of May 2012.**

**CERTIFICATION FORM
GOLD BRIGADE
SIXTH CONSECUTIVE YEAR OR MORE AWARD**

The following member of the Department of North Carolina qualifies for the sixth consecutive year or more "Gold Brigade" Award for enrolling fifty or more New Members into The American Legion by May Target Date.

This award is a **\$150 Visa Gift Card** issued by the First National Bank of Omaha.

(Please Type or Print)

Name _____ Post No. _____ Mem. ID# _____

Phone (____) _____ Years of being a Gold Brigader _____

Certified:

Department Adjutant (signature)

Date

DEPARTMENT REMINDER - Forward a copy of this form to the National Membership Division and a copy of the list of new members signed up to National Headquarters, **on or before the last day of May 2012.**

CERTIFICATION FORM
“SILVER BRIGADE” NEW MEMBER RECRUITER AWARD

POST: RETAIN COPY FOR YOUR RECORDS

SEND TO: DEPARTMENT HEADQUARTERS ON OR BEFORE MAY TARGET DATE

The following member in the Department of North Carolina qualifies for the “Silver Brigade” Award for enrolling 25 to 49 **NEW MEMBERS** into The American Legion by **May Target Date**.

Silver Brigaders receive a Silver Pin and a Silver Certificate.

NAME _____ POST NO. _____

ADDRESS _____

City State ZIP

PHONE: (____) _____ Number of **NEW MEMBERS** enrolled (25 to 49) _____

Department Adjutant (signature)

Date

POST ADJUTANT (signature)

ADDRESS

DATE

USE ADDITIONAL SHEETS IF NECESSARY

DEPARTMENT REMINDER - Forward a copy of this form to the National Membership Division and a copy of the list of new members signed up to National Headquarters, **on or before the last day of May**.

2011 - 2012 SUPPLY ORDER FORM

DATE: _____

MEMO TO: Department Headquarters

FROM: _____ Adjutant Post _____

Request that the following supplies be sent to support our Membership Program

<u>ITEM</u>	<u>QUANTITY</u>
Post Transmittal Forms	_____
Membership Applications (Pads of 10)	_____
Member Data Forms (<u>For member transfers only</u>)	_____
Membership Brochures	_____
Certificates of Initiation	_____
Blank Renewal Membership Cards	_____
Paid-Up-for-Life Membership Applications	_____
Post Adjutants Manual	_____

Please send to the following address:

Name: _____

Address: _____

City & Zip: _____