

Membership

Newsletter

20220629

On 26 Jun 2022, I became the State Membership Director. With that came some apprehension and enthusiasm in the same breath. This apprehension came from the stigma of the word Membership. I will work to get past that stigma and look forward to working with all of you to make the American Legion a household name. I am working hard with our Webmaster, Frank, and Brad, as a Public Relations guru to do this. This QR code will bring you right to the Department's website for more information. Prospective new members will be able to fill out the application and input payment information right there instantaneously. I want to make fliers that we can hang out in the community; again, another way to get our name in every home, and potential businesses in our community. To continue the Buddy Check theme; opinions of how effective these proof in the numbers that they

I would like the Vice Commanders Area, and use the thought of help when choosing a location to Area will hopefully eliminate the

I would like to see these events welcoming the community into Goals and Ideals, and inspire them asked to facilitate a couple of the Membership Team will see at the end of the month. The two and "Every Legionnaire is a recruiter". I could not have been given two better topics to talk about.



I understand that there are events might be. But there is work. Let's give them a try.

to come up with a plan for their which Post might need some have these. Having one in each length of travel for most.

coexist in Post Open Houses, our Post to show them our to come back. I have been courses that the Department Membership Workshop at the courses are "Outside the Box"

The coincidence of the Outside the Box topic line up with Department Commander Mike Simon's philosophy, "Outside our Four Walls". I can't wait to get to work on our rejuvenation of our Members. Are you ready? I know I am. I firmly believe that our membership goals can be reached if we retain our current members. Rejuvenate (Members) through these Buddy Checks and Open Houses, Empower (Educate them), and Develop (Our future Leaders) will translate right to our retention rate. I will put out a membership impact statement monthly, with weekly updates detailing the numbers. As your Membership Director, I can be reached at the Department email, Membership@azlegion.org or this mobile number (480) 376-3649. More to come--

For the Good of The Legion, making the right decision for the right reason.

Steve Sperl
Membership Director
Department of Arizona