

2026–2027 Membership Plan

As we begin the 2026–2027 membership year, the Department of Maine is committed to building a stronger organization by recruiting new members, renewing our current members, bringing former members back, and making sure every eligible veteran knows that they have a place in The American Legion.

Membership is everyone's responsibility.

To keep us moving forward throughout the year, we will use the following membership targets:

September 10, 2026 — 50%

October 14, 2026 — 55%

November 12, 2026 — 65%

December 9, 2026 — 75%

January 13, 2027 — 80%

February 10, 2027 — 85%

March 10, 2027 — 90%

April 14, 2027 — 95%

May 12, 2027 — 100%

These percentages are not simply numbers. They are milestones to help each Post stay focused and know where we stand throughout the membership year.

Mission

Increase membership by strengthening recruitment, improving retention, and reconnecting with expired members while supporting every post in the Department of Maine.

Membership Goals

- Achieve 100% membership by the department deadlines.
- Increase new member recruitment by 10% over the previous year.
- Recover at least 50% of expired or unpaid members through personal outreach.
- Ensure every post has an active membership chair and recruitment plan.

Recruitment Strategy

1. Visit every district and as many posts as possible.
2. Encourage each member to recruit at least one new eligible veteran (**Every Legion Member is a Recruiter**).

3. Hold membership drives at community events, fairs, parades, veterans resource events, and military appreciation activities.
4. Partner with local veteran organizations and military units to identify eligible veterans.
5. Promote membership through social media, local newspapers, and community outreach.

Retention Strategy

- Personally contact members before their dues expire.
- Welcome every new member with a phone call or letter.
- Recognize recruiters and outstanding posts for their achievements.
- Encourage posts to provide meaningful programs that keep members active and engaged.

Support for Local Posts

- Provide membership training and recruiting resources.
- Share successful recruiting ideas between posts.
- Conduct regular meetings with district leadership.
- Assist posts needing additional membership support.

Communication

- Publish a monthly membership update.
- Celebrate successful posts and recruiters.
- Maintain open communication with post and district leadership.
- Share best practices across the Department.

Timeline

First 90 Days

- Visit district meetings.
- Review membership numbers.
- Establish goals with each district.
- Launch a statewide membership challenge.

Mid-Year

- Evaluate progress.
- Focus on renewing unpaid members.
- Increase recruiting efforts at public events.

Final Membership Push

- Contact every unpaid member.

- Conduct statewide membership weekends.
- Recognize top-performing posts and recruiters.

Closing Statements

We need to continue making personal contact with our members when it is time to renew, phone calls can make a major difference.

All members should be looking for eligible veterans, the number one reason people don't join The American Legion, ***no one ever asked them***. Membership should not rest solely on Commanders, Adjutants, and Vice Commanders, it is everyone's responsibility.

Reach out to inactive members, reach out to former members. Invite them back, bring them to an event.

Hold a District wide membership drive, work with neighboring Posts. Share ideas that work at your Post.

Be visible in your community, show off what your Post does for the community. Community events are opportunities to meet veterans and potential Legion family members.

As Department First Vice Commander, I will work with the Districts and Posts throughout the year to support membership efforts, share ideas, recognize success, and help wherever I can. Together, we will strengthen our organization, honor our veterans, and ensure the Department of Maine continues to thrive for generations to come.

Ryan Simpson
Department First Vice Commander