



# SONS OF THE AMERICAN LEGION

2017-2018 Administrative year

## THEME FOR THE YEAR

**FOLLOWING THEIR FOOTSTEPS..... MAKING HISTORY**

## MEMBERSHIP THEME

**PIONEERING SPIRIT: COURAGE, FAITH, TEAMWORK, PERSEVERANCE**

### Membership Goals:

400,000 members

Renewal rate of 95%





# SONS OF THE AMERICAN LEGION

**2017-2018 Administrative year**

## **FOLLOWING THEIR FOOTSTEPS.... MAKING HISTORY**

Overall theme for 2017-2018 Administrative year

References the historic election of the first female National Commander of The American Legion, and 100th National Convention of The American Legion

Leads into 100th Anniversary of The American Legion

Development of training material for standing programs, commissions and committees

Other Historic Milestones that may be achieved: All time high in membership and membership renewal percentage.

Historic support of the programs of The American Legion with investments of dollars and hours of service

**OUR FOCUS: VETERANS AFFAIRS AND REHABILITATION & CHILDREN AND YOUTH**

**OUR PROGRAMS: ENDOWMENT FUND, NATIONAL EMERGENCY FUND, CHILD WELFARE FOUNDATION**

**OUR GOALS:**

ENDOWMENT FUND \$0.50 PER MEMBER = OVER \$180,000.00

NEF \$.50 per member = over \$180,000.00

CWF CONTINUE WITH \$1.00 PER MEMBER= Over \$360,000.00

ENCOURAGE ALL MEMBERS TO PROMOTE AND SUPPORT AMERICANISM PROGRAMS

# MEMBERSHIP THEME

## **PIONEERING SPIRIT: COURAGE- FAITH- TEAMWORK- PERSEVERANCE**

OUR GOALS: 400,000 MEMBERS

95% RENEWAL RATE

50,000 NEW MEMBERS

OUR FOCUS: MEMBERSHIP RETENTION

OUR PROGRAM: DEVELOPEMENT OF NEW MEMBERSHIP TOOLS AND TRAINING

## **COURAGE- FAITH- TEAMWORK- PERSEVERANCE**

These four words will take us on our historic journey in our 2018 membership year, while traveling into new "territory" in membership, total membership, renewals and recruitment.

Like the early pioneers the Sons of The American Legion are goal driven, always moving forward towards our objective. We will face many opportunities to achieve our goals and we will rise to meet those opportunities head on.

### **COURAGE:**

*"There are risks and costs to action. But they are far less than the long range risks of comfortable inaction."*- **John F. Kennedy**

*"He who is not courageous enough to take risks will accomplish nothing in life."* - **Muhammad Ali**

Sometimes the most difficult step is the first one, fear of the unknown is the most challenging obstacle to overcome. We must possess the **COURAGE** necessary to step outside of our "comfort zone" if we want to complete our journey. Reach out to your members, personal contact is the most successful way to secure those renewals. Having the courage required to face our challenges and the courage to make changes as necessary to achieve our goals will benefit our organization.

**FAITH:** *"One who lives with **faith** says it will happen, while the one who lives without it asks will it happen?"* – **RVM**

As leaders we must create an atmosphere of confidence, as Confidence builds confidence. Therefore we must start with a positive attitude and develop that attitude in all of our members. We must believe in ourselves and have **FAITH** that all members will assist in attaining our goals. Knowing that we can depend on each other to reach our objective will make the task at hand easier. **Faith** in one another and trusting in God will see us through to completion, thus attaining our goals.

**TEAMWORK:** *"**Teamwork** is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results".* – **Andrew Carnegie**

Just like the pioneers it will take **TEAMWORK** and cooperation throughout the entire organization to reach our objectives and goals. All members are being asked to step up and contribute to our success this year. Working as a team, with a common goal, and sharing the load benefits all that serve.

**PERSEVERANCE:** *"The difference between impossible and possible lies in a person's determination"* – **Tommy Lasorda.**

With determination and that "stick with it attitude" we will complete our membership journey. Turning back is not an option, we must continue to push forward. **PERSEVERANCE** will see us through to our objectives and goals.

**TOGETHER WE CAN AND WILL MAKE A DIFFERENCE**