



Membership

Instructors: Doug Hockenberry
Issac White
Bruce Carl

2026 DEPARTMENT OF FLORIDA

DEPARTMENT CONVENTION



Membership is a Team effort.

“STRONGER TOGETHER”

Membership comprises two key components:

Retention

Recruitment

"STRONGER TOGETHER"

What is Membership?

Who is responsible for Membership?

How do we get members to renew?

How do we recruit new members?

“STRONGER TOGETHER”

***All Districts and Areas
are required to have a
Membership Chair.***

“STRONGER TOGETHER”

- *Every Post should have a Membership Team.*
 - *Chair*
 - *1st Vice Commander*
 - *Adjutant*
 - *Chaplain*

"STRONGER TOGETHER"

Acceptable Forms of Verification

- ***DD-214***
- ***Retired Military ID***
- ***Active Duty ID***
- ***FL Drivers license with "V" or Veteran***



“STRONGER TOGETHER”

How are we going to get there?

“STRONGER TOGETHER”

- ***Work together as a Legion Family.***
- ***Find out what your members want.***
- ***Keep your members informed.***
- ***Remember that each Post is different.***

Use MyLegion.org

“STRONGER TOGETHER”

The screenshot displays the MyLegion.org website interface. At the top, there is a blue header with social media icons (Facebook, Twitter, Instagram, YouTube, LinkedIn) on the left and links for LEGION.ORG, SHOP ONLINE, and LOGOUT on the right. Below the header is a white banner featuring the MyLegion.ORG logo and a yellow button labeled "MY ACCOUNT" next to the text "Member Name".

A dark blue navigation bar contains the following links: MEMBERSHIP, SUBSCRIPTIONS, GIVE, RESOURCES, SHOP, and CONTACT. Below this bar, a breadcrumb trail reads "Home > My Account".

The main content area is divided into three columns. The left column, titled "MY ACCOUNT", contains a sidebar with links for "MY INFORMATION" (Name & Demographics, Military Service, Contact Information, Addresses, Emergency Contacts, Username / Password), "MEMBERSHIP" (Membership Card, Membership Details, Member Discounts, Committees), and "SUBSCRIPTIONS" (Dispatch, E-newsletters, Magazine). The middle column, titled "MY CONTACT INFORMATION", shows a user profile with a placeholder image and an "Add" button. To the right of the profile, the following information is displayed: Member Name (700 N Pennsylvania St, Indianapolis, IN 46204-1129), Phone: (555)555-4444, and Email: testcmdrlogin@gmail.com. The right column, titled "TAL MEMBERSHIP SUMMARY", shows the user's status as "Active", paid through date as 12/31/2020, member post as 1 Year Membership, and member number as Indiana Post 0495. Below this summary is a "Renew Now" button and a "View Details" link. The bottom section, titled "MY SUBSCRIPTIONS", lists two subscriptions: "The American Legion Magazine" with an expiration date of 8/31/2022 and "The American Legion Magazine" with an expiration date of 8/31/2021. Each subscription has a "Details" link.

“STRONGER TOGETHER”

*Ask your fellow Veterans,
your family, and friends.*



*Get the word out about who we are,
what we do, and what we stand for...*

"STRONGER TOGETHER"

Buddy Checks



"STRONGER TOGETHER"

*Get your honorary members renewed
right after the new Legion Year starts.*



“STRONGER TOGETHER”

Promote the Three-Year Membership Renewal Program



LOCK IN
MULTI-YEAR
MEMBERSHIP
RENEW TODAY
and select the
three-year
membership
option.

VISIT [LEGION.ORG/RENEW](https://legion.org/renew)

"STRONGER TOGETHER"

Have an "Open House"



“STRONGER TOGETHER”

Host Membership Drives

Still Serving America



Children & Youth Programs Scholarship & Financial Aid Veterans Legislation & Benefits National Security & Protection of Our Flag

**Do You Qualify
to be a Legion Family member**

To Learn More, Contact:	Eligibility Dates
	Thanks to the LEGION Act (Let Everyone Get Involved in Opportunities for National Service Act), Congress expanded the current eligibility period to cover Dec. 7, 1941, to the present, and includes the current war campaigns.
	* If currently serving on active duty today, you are eligible.

Be part of the nation's largest veterans organization!

AMERICAN LEGION | Department of Florida

WE WANT YOU
JOIN US TODAY

Are you an honorably discharged Veteran or currently serving in the U.S. Military?

If so, the American Legion wants you to join the nation's largest Veterans' organization.

- ✓ Veterans Legislation and Benefits
- ✓ National Security and Flag Protection
- ✓ Children and Youth Programs
- ✓ Scholarships and Financial Aid
- ✓ Community Engagement



For more information about The American Legion, please contact your local Post or visit our website at www.floridal legion.org.

f @ in v t f x



Children & Youth Programs
Scholarship & Financial Aid
Veterans Legislation & Benefits
National Security & Protection of Our Flag

I WANT YOU
to be a Legion Family member

To Learn More, Contact:	Eligibility Dates
	Thanks to the LEGION Act (Let Everyone Get Involved in Opportunities for National Service Act), Congress expanded the current eligibility period to cover Dec. 7, 1941, to the present, and includes the current war campaigns.
	* If currently serving on active duty today, you are eligible.

“STRONGER TOGETHER”

***Set up an American Legion Family booth
at community events, festivals, fairs.***



“STRONGER TOGETHER”

Community Involvement

Get involved with:

- Clubs
- Youth Athletics
- Fraternal Organizations
- Schools
- College Campuses
- Chamber of Commerce



"STRONGER TOGETHER"

Talk with Active Duty, Guard and Reserve units in your local area.



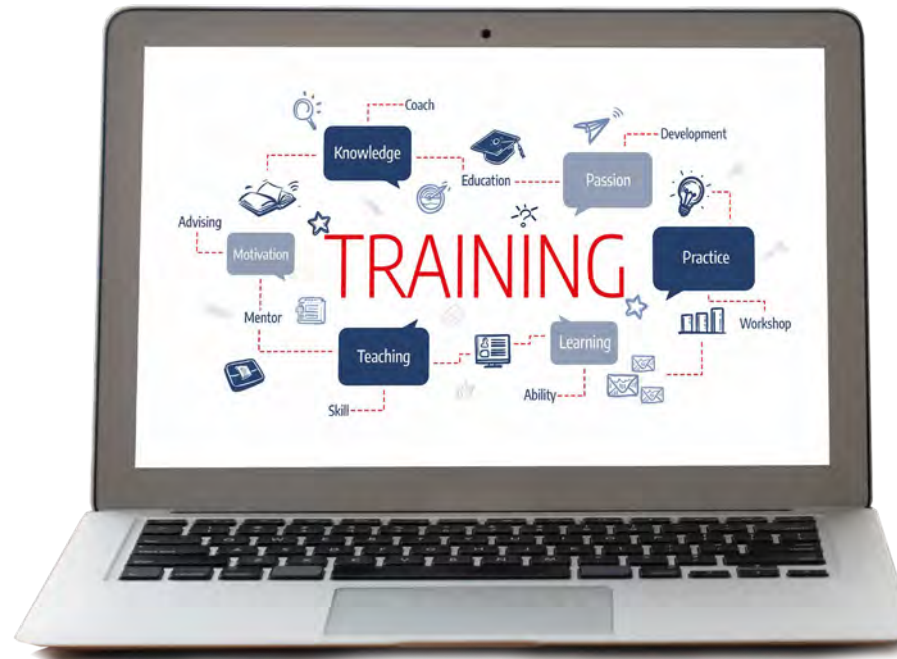
“STRONGER TOGETHER”

Work the DMS list now! *Keep working the DMS list. It is updated periodically. (emails, phone calls, text, mailings)*



“STRONGER TOGETHER”

- *Conduct Training at least 2-3 times at the District level*
- *Individual Post Training*



“STRONGER TOGETHER”

- *Consider having your Post pay for your WWII and Korea War Veteran members.*
- *If your Post is just 5 to 10 members away from reaching 100%, consider having the Post cover their dues to help achieve full membership.*
- *Hold a 50/50 raffle or a raffle that suits your Post.*
- *Work with your District Team to assist bringing in members to help reach goals.*

“STRONGER TOGETHER”

Work closely with your Membership Chairs



“STRONGER TOGETHER”

Work closely with your Area and District Commanders



“STRONGER TOGETHER”

Department Membership Goals 2026-2027

Target Date	Designation	Required%
September 2, 2026	Early Bird Kickoff	50%
October 7, 2026	Fall Meetings	55%
November 4, 2026	Veterans Day	65%
December 2, 2026	Pearl Harbor Day	75%
January 6, 2027	Mid-Winter	80%
February 3, 2027	Presidents Day	85%
March 3, 2027	American Legion Birthday	90%
April 7, 2027	Children and Youth	95%
May 5, 2027	Armed Forces Day	100%
May 31, 2027		100+1 Membership%

“STRONGER TOGETHER”

National Membership Goals 2026-2027

Target Date	Designation	Required%
September 10, 2026	Early Bird Kickoff/NEF Kickoff	50%
October 14, 2026	Fall Meetings	55%
November 12, 2026	Veterans Day	65%
December 9, 2026	Pearl Harbor Day	75%
January 13, 2027	Mid-Winter	80%
February 10, 2027	Presidents Day	85%
March 10, 2027	American Legion Birthday	90%
April 14, 2027	Children and Youth	95%
May 12, 2027	Armed Forces Day	100%
Delegate Strength		30 Days prior to National Convention

“STRONGER TOGETHER”

Membership Renewal Schedule 2026-2027

Cut Off Dates

May 13, 2026

September 10, 2026

October 14, 2026

December 9, 2026

February 10, 2027

April 14, 2027

Renewal Mail Dates

July 1-8, 2026

October 3-9, 2026

November 7-13, 2026

January 2-8, 2027

March 2-9, 2027

May 1-7, 2027

“STRONGER TOGETHER”

Membership Awards

District Commander Race to the Top

***100% District Membership by
March 31, 2027***

"STRONGER TOGETHER"

Membership Awards

100% Membership May 12, 2027

Posts achieving 100% membership by May 12, 2027, receive:

- *100% Certificate*
- *100% Department Ribbon*
- *100% Department Pins*
- *100% Department Coins*

“STRONGER TOGETHER”

Membership Awards

- *Awards Tracking for 100% pins and coins*
- *103% National Commander Award*

"STRONGER TOGETHER"

Membership Awards

Post Highest Percentage of Membership Award

*The Post with the highest percentage of membership in each of the 5 categories by May 31, 2027, receives **\$200**. No forms are needed. Department verified.*

"STRONGER TOGETHER"

Membership Awards

District Commander's New Post Achievement Award

*District Commanders who start a new American Legion Post in their respective districts and have the new posts' temporary charter application on file with the National Headquarters by May 5, 2027, will receive a check for **\$200** and the new post will receive a check for **\$300***

“STRONGER TOGETHER”

National Membership Awards

Check the Membership Manual for details on qualifications and awards available. Please review the manual regarding all awards to ensure you meet the qualifications and deadline dates.

***You’ve worked hard to earn them—
make sure you claim your recognition!***

“STRONGER TOGETHER”

COMMUNICATION

Keep the lines of communication open with:

- Your Post Membership***
- Your District Membership Chair***
- Your Area Membership Chair***
- Don't be afraid to ask for assistance,
they are there to help.***

“STRONGER TOGETHER”

Working as a team, will enable you to not only meet the goals but exceed them.



“STRONGER TOGETHER”

Membership Goals

- *90% Retention*
- *50% of Posts at 100% by May 7, 2027*
- *District Race to the Top Winners*
- *100,000+ Legionnaire members in the Department*
- *5 or more DMS transfers from each Post*

“STRONGER TOGETHER”

My pledge to you...

- Help you be successful.***
- Provide you with the proper support.***
- Provide you with on site training.***
- Help you achieve the established goals.***
- Ensure your success through collaborative Teamwork.***

“STRONGER TOGETHER”

This year’s Department Membership Team is here to support you, work with you, and help you meet your membership goals.



Contact #s

Doug Hockenberry 727-514-3742

Isaac White 609-556-7310

“STRONGER TOGETHER”

Questions

Questions

Questions

Thank You

Feedback



Thank You