



Department  
of Florida



# Membership Training

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2025 DEPARTMENT OF FLORIDA  
**LEADERSHIP RETREAT**



[www.floridalegion.org](http://www.floridalegion.org)

**2025 - 2026**

# Membership Plan

**Vision:** Teamwork Drives Results

**Focus:** Building Stronger posts through membership.

**Goal:** 100% membership by May 2026



*The strength of the team is  
each individual member.  
The strength of each  
member is the team.*

PHIL JACKSON

## **Collective Commitment:**

Every member plays a critical role.

## **Shared Efforts:**

Retention requires everyone's participation

## **Organizational Strength:**

Growth expands our impact for veterans

***Strengthening our initiatives requires  
active Membership Chairs at every level:***

**Post, District, Area, &  
Department**

# Department Membership Goals 2025-2026

Target Date	Designation	Required%
September 4, 2025	Early bird kickoff	50%
October 1, 2025	Fall Meetings	55%
November 5, 2025	Veteran's Day	65%
December 3, 2025	Pearl Harbor Day	75%
January 7, 2026	Mid-Winter	80%
February 4, 2026	Presidents Day	85%
March 4, 2026	Legion Birthday	90%
April 1, 2026	Children and Youth	95%
May 6, 2026	Armed Forces Day	100%
May 31, 2026		100+1 mbr%

# National Membership Goals 2025-2026

Target Date	Designation	Required%
September 10, 2025	Early bird kickoff	50%
October 15, 2025	Fall Meetings	55%
November 13, 2025	Veteran's Day	65%
December 10, 2025	Pearl Harbor Day	75%
January 14, 2026	Mid-Winter	80%
February 11, 2026	Presidents Day	85%
March 11, 2026	Legion Birthday	90%
April 8, 2026	Children and Youth	95%
May 13, 2026	Armed Forces Day	100%
Delegate Strength		30 days prior to convention

# Membership Renewal Schedule 2025-2026

## Cut Off Dates

May 14, 2025

September 10, 2025

October 15, 2025

December 10, 2025

February 11, 2026

April 8, 2026

## Renewal Mail Dates

July 1-8, 2025

October 4-10, 2025

November 8-14, 2025

January 3-9, 2026

March 1-8, 2026

May 2-8, 2026

# Goals

## 2025-2026





- Continue to work 2025 membership until December 31, 2025 to get ALL of our members to renew.
- 90% Retention or higher
- 50% of Posts at 100% by May 6, 2026
- District Race to the Top Winners
- 102,643 total members in Department
- 2 or more DMS transfers each Post

# How are we going to get there?

## Set Clear Targets

- Specific goals for each level

## Provide Resources

- Training and materials

## Build Relationships

- Connect with veterans

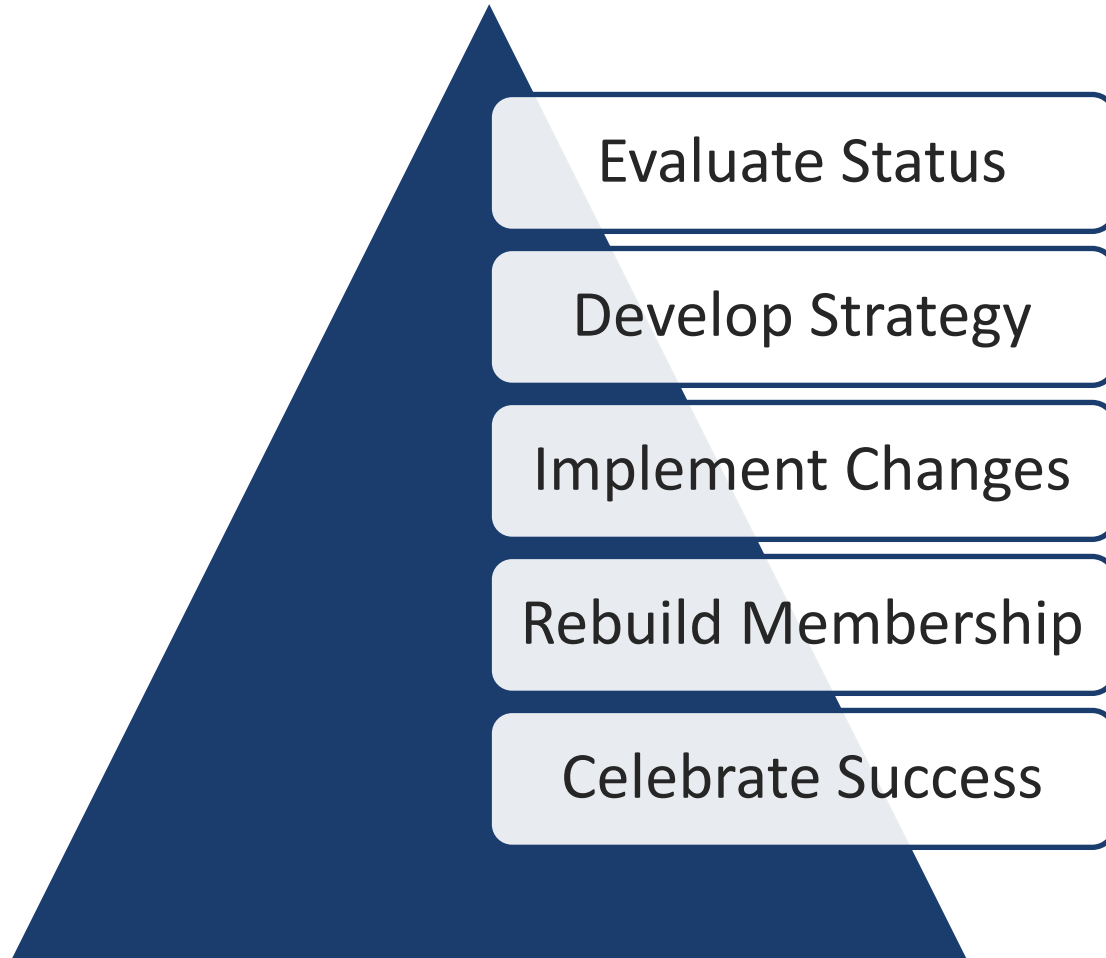
## Track Progress

- Regular reviews and adjustments



# Host an "Open House"

# Post Revitalizations



# Keys to Member Satisfaction:

## Family Unity

Work together across organizations.

## Member Input

Listen to what they want

## Communication

Keep everyone informed

## Unique Approach

Not all post are the same



# Buddy Checks



# Membership Drives

- 1 — **Pre-Planning**  
Set goals, prepare materials
- 2 — **Promotion**  
Advertise event widely
- 3 — **Execution**  
Run well-organized drive
- 4 — **Follow-Up**  
Contact prospects promptly



# Acceptable Forms of Verification

## Military Documentation

- DD-214 discharge papers
- Active Duty ID Card
- Retired Military ID Card

## Government ID

- Florida Driver's License with "V"
- VA Health Card
- Other state veteran designation



## Verification Process

- Check eligibility dates
- Verify honorable service



# Membership Data Form

THE AMERICAN LEGION		MEMBER DATA FORM		Date
Email to IT / Member Support Services: <a href="mailto:membership@americanlegion.org">membership@americanlegion.org</a>		(Please use ink and print clearly using UPPERCASE letters)		
Member ID # (9-digit)		Dept.		Post #
First Name		MI		Last Name
				Suffix
MEMBERSHIP RECORD CHANGE				
<input type="checkbox"/> Deceased		Honorary Life Membership Code: <input type="checkbox"/> Add <input type="checkbox"/> Delete		
<input type="checkbox"/> Member above holds an elected office or appointment within the Department or District				
NAME CORRECTION				
First Name		MI		Last Name
				Suffix
NEW ADDRESS				
Line 1				
Line 2				
City		State		ZIP Code
Home Phone		Cell Phone		
EMAIL ADDRESS				
DATE OF BIRTH		CONTINUOUS YEARS OF MEMBERSHIP		
MM/DD/YYYY		# Years		
		Last Paid Membership Year		
Member Transferring FROM:	Department (Alpha Code)		Former Post #	
Member Transferring TO:	Department (Alpha Code)		New Post #	
				GENDER
				<input type="checkbox"/> Male <input type="checkbox"/> Female
WAR ERA (Mark all that apply)				
<input type="checkbox"/> Global War on Terrorism	<input type="checkbox"/> Panama	<input type="checkbox"/> Vietnam	<input type="checkbox"/> WWII	
<input type="checkbox"/> Gulf War	<input type="checkbox"/> Grenada/Lebanon	<input type="checkbox"/> Korea	<input type="checkbox"/> Other Conflicts	
BRANCH OF SERVICE				
<input type="checkbox"/> Air Force	<input type="checkbox"/> Army	<input type="checkbox"/> Coast Guard	<input type="checkbox"/> Marines	<input type="checkbox"/> Merchant Marines (WWII only)
<input type="checkbox"/> Navy	<input type="checkbox"/> Space Force			
Signature - Post Adjutant (Required for Transfer, Renewal, Honorary Life and Rank Transfers)		Signature - Member (Required for Transfer)		
SEE INSTRUCTIONS ON NEXT PAGE				
NAJHR 33-001 (Rev. FEB / 2020)		National Headquarters Copy		

# DMS Membership

What is the Difference Between the DMS400 and the DMS400AD?



## Work the DMS List

# Community Involvement

## Be / Get Involved in the Community:

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

- Set up an American Legion booth at local community events, festivals, fairs or in shopping malls and store fronts.
- Ask you relatives and neighbors
- Talk with Active Duty & Guard Reserve Units
- 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.
- Work with your District team to bring in DMS400 AD members to reach goals.



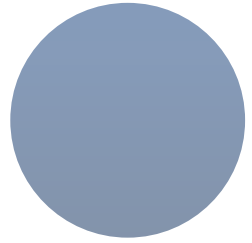
# MyLegion.org

The screenshot displays the MyLegion.org website interface. At the top, there is a blue header with social media icons and links for LEGION.ORG, SHOP ONLINE, and LOGOUT. Below this is a navigation bar with the MyLegion.ORG logo and a 'Member Name' field with a 'MY ACCOUNT' button. A main navigation bar contains links for MEMBERSHIP, SUBSCRIPTIONS, GIVE, RESOURCES, SHOP, and CONTACT. The user is currently on the 'My Account' page, indicated by the breadcrumb 'Home > My Account'.

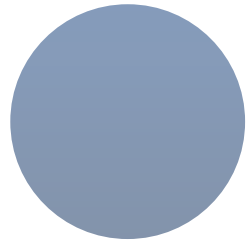
The 'MY ACCOUNT' section on the left includes a sidebar with links for MY INFORMATION (Name & Demographics, Military Service, Contact Information, Addresses, Emergency Contacts, Username / Password), MEMBERSHIP (Membership Card, Membership Details, Member Discounts, Committees), and SUBSCRIPTIONS (Dispatch, E-newsletters, Magazine). The main content area is divided into three sections:

- MY CONTACT INFORMATION:** Displays a profile picture placeholder with an 'Add' button. The member's details are: Member Name (700 N Pennsylvania St, Indianapolis, IN 46204-1129), Phone: (555)555-4444, and Email: testcmdrlogin@gmail.com. There are 'Edit' buttons for the name and phone.
- MY SUBSCRIPTIONS:** Lists two subscriptions for 'The American Legion Magazine'. The first expires on 8/31/2022, is delivered by Print, and has an 'Active' status. The second expires on 8/31/2021. Both have 'Details' links.
- TAL MEMBERSHIP SUMMARY:** Shows the member's status as 'Active', paid through date as 12/31/2020, and a 1-year membership post for Indiana Post 0495. It includes a 'Member Number' field and buttons for 'View Details' and 'Renew Now'.
- SAL MEMBERSHIP SUMMARY:** Shows the member's status as 'Active', paid through date as 12/31/2020, and a 1-year membership post for Indiana Squadron 0495.

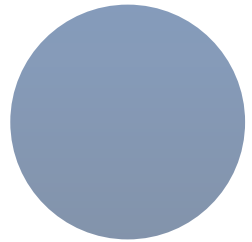
# Expectations



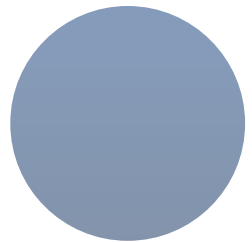
**Commitment**



**Accountability**



**Teamwork**



**= Results**



Maintain an open line of communication. **Please don't be afraid to ask for help!**





Working together as a team, we should be able to accomplish our goals



# Membership Awards



# Post 100% Membership May 6, 2026

All Posts achieving 100% membership by May 6, 2026, will receive:



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

# Department wide American Legion Membership Drive

Post Categories	
Category I	15 - 199 members
Category II	200 - 499 members
Category III	500 - 999 members
Category IV	1,000 – 1,499 members
Category V	1,500 plus members

## November 1, 2025 & March 1, 2026

- The post with the highest percentage of membership in each of the five categories achieving the highest increase in membership by November 15, 2025 and March 15, 2026, will receive a check for \$150.00.

# Post Highest Percentage of Membership Award

Post Categories	
Category I	15 - 199 members
Category II	200 - 499 members
Category III	500 - 999 members
Category IV	1,000 – 1,499 members
Category V	1,500 plus members

The Post with the highest percentage of membership in each of the 5 categories by **May 31, 2026**, will receive a **\$200** check. No forms are needed; Department verified.

# 103% National Commander Award

- The National Commander will present their National Commander pin to any post, district, county, division or Department Commander or membership chair, who achieves 103 percent of their assigned membership goal for 2026.



# District Commander

## “Race to the Top” Competition

Race to the Top Categories	
Category I	15 – 1,499 members
Category II	1,500 – 2,999 members
Category III	3,000 – 4,999 members
Category IV	5,000 – 7,499 members
Category V	7,500 plus members

- To Qualify District Membership has to be 100% or above by **March 31, 2026**
- Competition is divided into five categories based on the membership of the District without regard to geographic locations.
- Based on the final membership year totals

- **1st Place:** The District Commander and a guest in each category will receive a trip to the 107<sup>th</sup> National Convention as a distinguished guest of the National Commander, including round-trip airfare, tickets to the National Commanders' Banquet, and hotel accommodations for six days and five nights. They will also receive caps signifying they are Race to the Top winners, awarded on stage at National Convention with ribbons for each of the districts' posts.
- **2<sup>nd</sup> Place:** The District Commanders in each category whose district membership represents the second-highest percentage over the final previous year will receive a **\$500** check.
- **3<sup>rd</sup> Place:** The District Commanders in each category whose district membership represents the second-highest percentage over the final previous year will receive a **\$375** check.



# District Commander's New Post Achievement Award

- District Commanders who help create a new American Legion post in their respective districts and have the new posts' temporary charter application on file at National Headquarters by **May 6, 2026**, will receive framed certificate.

## 100%+1 & Highest Percentage of Membership District/Area Commander Achievement Award

- The District Commanders and Area Commanders who achieve 100% +1 by **May 31, 2026**, will be recognized on stage at the Department Convention and will receive a framed certificate.
- The District Commander and Area Commander with the highest percentage by **May 31, 2026**, will also receive a special dinner invitation with The Department Commander in recognition of their outstanding leadership.

# National Membership Awards

There are too many awards to list here! For a complete overview of qualifications and available awards, be sure to check the Membership Manual. Remember, many awards from the Department require applications, so don't forget to review the forms and deadlines.

Remember everyone should **BE ~~THE~~ ONE** to prevent veteran suicide, everyone should **BE ~~THE~~ ONE** for membership.

ANY  
Questions?