

**NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
INDIANAPOLIS, INDIANA
MAY 4 - 5, 2016**

Resolution No. 16: Membership Credit be Given to Departments for Transferring First and Second Year Direct Mail Solicitation Members into Local Posts
Origin: Membership & Post Activities Committee
Submitted By: Internal Affairs Commission

WHEREAS, The American Legion was chartered and incorporated by Congress in 1919 as a patriotic veterans organization devoted to mutual helpfulness; and

WHEREAS, The American Legion prides itself as the largest wartime veterans organization dedicated to mentoring youth and sponsorship of wholesome programs in our communities; and

WHEREAS, Membership is the backbone that allows The American Legion continued devotion to our fellow service members and veterans; and

WHEREAS, The American Legion encourages individuals to become members of the post that they desire and that can best serve both that individual's preference and the overall goals and objectives of The American Legion; and

WHEREAS, Members that are recruited through the Direct Mail Solicitation (DMS) program are retained by the national organization along with their dues for the first two years; and

WHEREAS, First and second year DMS members that are transferred into local posts count as current membership, but do not count in department membership totals which has caused a disparity in membership numbers between departments and National Headquarters; and

WHEREAS, Through the District Revitalization Program, a list of these members are provided to individual departments for active recruitment into local posts; and

WHEREAS, A failure to give departments credit under the current membership year for DMS members that are transferred into local posts would in fact serve as a deterrent to actively recruit these members; and

WHEREAS, Article V Section 3 of The American Legion National Constitution states; coded DMS members acquired in each membership year shall count toward the respective department's delegate strength 30 days out from the National Convention; and

WHEREAS, Allowing departments to count transferred DMS members in their membership counts would increase their chances of reaching their membership goals for the year; and

WHEREAS, The American Legion encourages early payment of membership dues and allows members to pay dues for the upcoming year beginning July 1 of the current year; and

WHEREAS, Departments have the ability to transfer Legionnaires from their headquarters post into a local post and give said posts credit for a new member during that membership year, which in turn provides a huge incentive for posts to actively pursue these members; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled in Indianapolis, Indiana, on May 4-5, 2016, That departments be afforded the same privileges with Direct Mail Solicitation (DMS) members that are

transferred into local posts through the District Revitalization Program, lists obtained from MyLegion.org or through the request of the member; and, be it further

RESOLVED, That departments will receive immediate credit toward its national membership goals for DMS members who have paid dues for the upcoming year and transfers into a local post on or after July 1; and, be it further

RESOLVED, That no monies will be transferred to individual departments for individuals who have renewed as a first or second year member under the DMS Program, rendering this action, if approved, revenue neutral to the national organization, and thus, requiring no action from the Finance Commission; and, be it finally

RESOLVED, That Resolution No. 18, May 2015 NEC titled, "Membership Credit be Given to Departments for Transferring First and Second Year Direct Membership Solicitation Members into Local Posts" is hereby superseded and rescinded.