



THE AMERICAN LEGION
Department of Maryland, Inc.

The War Memorial, Baltimore, Maryland 21202
(410) 752-3104

MEMORANDUM

August 14, 2017

TO : All Department Officers
: Past Department Commanders
: All Department Executive Committee Members
: All District Commanders
: All County/ Area Commanders
: All Post Commanders

From : Department Adjutant Russell W. Myers, Jr. *RW*

Subject : 2017-2018

This memorandum serves as notice of the 2017-2018 Membership recruiting Incentive program. The program consists of Posts, County/Area/District, and Individual incentives.

Department Commander Marchinke goal is to recognize those Legionnaires who actively recruit new members into the world's largest Veterans service organization for the 2018 membership year, Posts, County/Area/Districts meeting or exceeding the department goals. To maintain the integrity of the Department Commanders incentive program, only one individual award will be awarded per individual, per level. Please see the attachments for an explanation of the individual, County/Area/District and Post programs.

The certification form for the individual incentives may be submitted at any time until the closing of the membership year on June 11, 2018. Upon receipt, Department membership staff will confirm the names and mail or present the coin directly to the Legionnaire. Department Commander Marchinke's incentive program will end on June 11, 2018. The Challenge Coin portion will end on June 11, 2018 or when supplies are exhausted.

Attachments

Membership Year 2018
County/Area and District Commanders Incentive Program

1. County/Area and District incentive Award

To compete for this award, a County or Area or District must achieve 100% in membership by the June 2018 membership cutoff date. Award is open to all County/Area/ and Districts that achieve 100% of membership goal by the June Membership cutoff date.

Prize to be awarded if County/Area or District meets criteria to compete for award: \$200.00

2. Outstanding District Jacket

To compete for this award a District Commander must have achieved 100% in Membership by the June Membership Cutoff Date. Winner will be determined by the District having the highest paid in membership over 100% by the June membership cutoff date. Ties will be determined by the date which the competing Districts reaches the highest percentage first.

Prize to be awarded to any District Commander meeting the criteria to compete for the prize: A Navy Blue Blazer with name badge signifying accomplishment

2018 Membership Year Post Incentive Program

1. Plaque for First Place Each Category

To compete for this award, a Post must have paid into Department total membership in excess of 100% of their assigned Membership Goal by the Convention Membership cutoff date.

The Category Winners will be determined by the Post having the highest percentage of paid in membership over 100% to Department Headquarters by the Convention cutoff date. Ties will be determined by the date which the competing Post reaches the highest percentage first. A first place shall be made in the following categories(if each of the Posts is over 100% as stated above).

Prize to be awarded to Posts that meet criteria to compete for prize: A High Quality Plaque

Categories for this award are as follows:

Posts of 15 to 150 Members

Posts 151 to 300 Members

Posts 301 to 500 Members

Posts 501 to 750 Members

Posts 751 to 1000 Members

Posts of 1001 Members or more

2. 100% Retention Incentive Award

To compete for this award a Post must retain 100% of their Membership (All members from previous year must be renewed, excluding deceased and transferred members) they had at the 2017 June cutoff date by December 31, 2017 (Post Everlasting and transfers can be deducted if verified) Prize to be awarded to the first 5 Posts that reaches 100% by December 31, 2017

Prize to be awarded if Posts meets the criteria to compete for prize : \$200.00

3. 100% Post Cash Incentive Award

To compete for this award, a Post must have paid into Department 100% of their membership goal by the specified dates. Award is open to all Posts that achieve 100% of their membership goal. Award applies per member gained after the 100% goal is reached that isn't paid for by Department. 297 and Active Duty Military members gained after 100% is reached do not qualify towards the award. Award starts on date 100% of goal is achieved. (Example- if 100% of goal is reached on January 15, 2018 then award would apply to every member gained from January 15th to the June cutoff date that isn't paid for by Department)

Prize to be awarded if Posts meet the criteria to compete:

100% reached by January 31, 2018- \$10.00 per member gained over 100% not paid for by Department

100% reached by February 28, 2018- \$9.00 per member gained over 100% not paid for by Department

100% reached by March 31, 2018- \$8.00 per member gained over 100% not paid for by Department

100% reached by April 30, 2018- \$7.00 per member gained over 100% not paid for by Department

100% reached by June cutoff date- \$6.00 per member gained over 100% not paid for by Department

NOTE: Posts or individual actions to circumvent the intent and spirit of this award could result in the Post being ruled ineligible for the incentive. (ie.. holding renewals of Post members and using Department Active Duty and Post 297 transfers to reach 100%, then submitting the renewals for additional credits).

2018 Membership Year Post Incentive Program

4. Post Commander's 100% Legion Cap Incentive

Any Post Commander who's Post reaches 100% of Department goal for their Post by January 5, 2018 shall be eligible to receive an Outstanding Commander's Official Legion Cap at the Department Convention. A form shall be sent to all Post Commander's meeting the criteria for completion. The Post Commander(s) achieving 100% of goal by January 5, 2018 may elect to give the Legion Cap to another member of their Post and having Outstanding Membership embroidered on the cap to reward someone within the Post for excellence in recruiting or membership efforts.

Membership Year 2018 Individual Incentive Program

A **New Member** for this incentive is defined as any eligible person joining for the 2018 membership year who was not a member of The American Legion during the 2017 membership year.

Challenge Coin: Recruit 3 new members and Post Commander or Adjutant submits certification form entitles the Legionnaire to A CHALLENGE COIN (Limit one per individual and only while supplies last).

THE AMERICAN LEGION, Department of Maryland Inc.
2018 Membership Challenge Coin
Certification Form
(Duplicate if needed)

Return to: The American Legion
Department of Maryland, Inc.
101 N. Gay Street
Baltimore, Maryland 21202

Tel: (410) 752-1405

Date: _____

Recruiter's Name: _____

Recruiter's Membership Number: _____

Recruiter's Post Number: _____

Street Address or PO Box: _____

City, State and Zip Code: _____

Daytime Phone Number: _____

TO QUALIFY YOU NEED TO LIST AT LEAST THREE (3) NEW MEMBERS YOU SIGNED UP PRIOR TO JUNE 11, 2018. (Include full name, address, post and temporary membership number)

NAME	ADDRESS	POST #	TEMP ID #
1.			
2.			
3.			

Certified by: Post Commander or Post Adjutant

Date

Challenge Coin: Recruit 3 new members and Post Commander or Adjutant submits certification form entitles the Legionnaire to A CHALLENGE COIN (Limit one per individual and only while supplies last).

A **New Member** for this incentive is defined as any eligible person joining for the 2018 membership year who was not a member of The American Legion during the 2017 membership year.