



MEMORANDUM

September 26, 2019

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. 

Subject : 2019-2020 Membership Incentives

This memorandum serves as notice of the 2019-2020 Membership recruiting Incentive program. The program consists of Posts, County/Area/District, and Individual incentives.

Department Commander Dorsey's goal is to recognize those Legionnaires who actively recruit new members into the world's largest Veterans service organization for the 2020 membership year, and 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 2020. Upon receipt, Department membership staff will confirm the names and mail or present the coin directly to the Legionnaire. Department Commander Dorsey's incentive program will end on June 2020 cut-off date. The Challenge Coin portion will end on June 2020 cut-off date or when supplies are exhausted.

Attachments

2020 MEMBERSHIP YEAR POST INCENTIVE AWARDS

HIGH QUALITY PLAQUE FOR 1ST PLACE IN EACH MEMBERSHIP CATEGORY

To compete for this award, a Post must have paid in to the 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 membership over 100%. Ties will be determined by the date which the competing Post reaches the highest percentage first.

Categories for this award are as follows:

Posts of 15-150 members

Posts of 151-300 members

Posts of 301-500 members

Posts of 501-750 members

Posts of 751-1000 members

Posts of 1001 members or more

(TO BE AWARDED AT DEPARTMENT CONVENTION)

\$1000 CASH AWARD

\$1000 will be awarded to Posts with the highest percentage over 100% in each membership category (same category as stated above for plaque award).

POST RETENTION AWARD

\$300 cash 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 2019 June cutoff date by January 3, 2020 (Post Everlasting and Transfers can be deducted if verified). Prize to be awarded to the first five (5) Posts that reach 100% by January 3, 2020.

POST COMMANDERS OUTSTANDING CAP AWARD

Any Post Commander whose Post reaches 100% of the Department's goal for their Post by January 3, 2020, will be eligible to receive an Outstanding Commanders Official Legion Cap at the Department Convention. A form will be sent to all Post Commanders meeting the criteria for completion. The Post Commanders achieving 100% goal by January 3, 2020, 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.

POST COMMANDERS JACKET

Jacket will be awarded to Post Commanders who achieve the highest percentage over 100% in each membership category (same category as stated for Plaque Award).

CHALLENGE COIN

Recruit three (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 supply lasts).

THE AMERICAN LEGION, Department of Maryland Inc.
2020 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 2020 cut off date. (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 2020 membership year who was not a member of The American Legion during the 2019 membership year.