

TERMS OF REFERENCE

Membership Committee

Command has software for managing membership at branch level. Contact the Command office to access this software, it is free of charge.

The Branch Membership Committee duties are vital to the survival of the branch and to the continuity of The Royal Canadian Legion. As there are so many different membership programs and duties to maintain it is essential a branch has two sub-committees – a Renewals Committee and a New Members Committee. The two sub-committee Chairs should always coordinate their activities. Each sub-committee will have different goals to attain but need to work together to achieve maximum efficiency.

When using any of the above sources of information, be sure you have the latest up-to-date copy. The Membership Manual contains general information on membership as well as rights and privileges, proof of eligibility requirements and the history of membership categories. The *Membership Manual* is full of information on membership such as processing, forms and materials, reports, administrative duties and helpful hints. The *Membership Manual* is a must have for each Membership Chairman and provides information on the responsibilities of a Membership Chairman as well as information on recruitment, retention, promotional material, communication and administration. Membership bulletins from BC/Yukon Command also provide up-to-date information to branches as new programs and ideas are developed.

The first task for the newly formed sub-committees is to review the calendar for the coming year's activities. Membership work goes on every month, all year long. The calendar is a list of "Important Dates" pertaining to membership such as the early bird campaign, deadlines for renewals and per capita tax payments in the Membership Processing Guide.

The second task for each sub-committee is to set goals on your calendar in percentages and numbers. Use last year's figures to set reasonable goals that can be attained and yet will increase the rate of renewal and the number of overall members. (i.e., what percentage of renewals can the branch attain by January 31 or how many new members can be initiated by June 30, etc.) It is important to keep the figures up-to-date and report progress at each general meeting.

Member Benefits

As a non-profit, membership supported, volunteer organization, the Legion enjoys an actively engaged strong membership. As a service to our members, we are proud to offer our BC/Yukon Member Benefits Program. You can find a current list of our member benefit partners on our Command website.

Some of the Command partners offer products and services to Legion members in good standing; often with discounts or extra benefits. Make sure you promote our Member Benefit Program to your new members. This program is meant to help branches with both retain of members and recruit new members.