

HUBMASTER REPORT DECEMBER 2016

The Hubmaster Report is published monthly to promote membership retention and member involvement through effective internal communications.

Department of Texas Update

By Walter Ivie, Department Commander

The Department of Texas will soon print 10,000 door hangers, which can be left at our expired members' homes during Post revitalizations. The National American Legion is ready to provide the same level of assistance to Posts as they provide for the District revitalizations in which they participate. They will prepare and mail letters to your expired members and prepare lists by zip codes that are in Map Point order. This allows volunteers to enter the addresses into a GPS and visit each address without excess mileage. If you miss the member, the door hanger will let them know you cared enough to come ask for their membership. Leave your name and phone number.

Membership Update

Submitted by Lloyd Buckmaster, Department Vice Commander

Texas moved to 39th place out of 55 departments. Much better than 52nd place but we still have a long way to go. Thank you for your hard work but keep on renewing and recruiting.

Membership Standings on November 30 vs. 75% December 7th Target Date

	1st Division	2 nd Division	3 rd Division	4 th Division	Total
Goal	15,778	16,944	21,908	10,315	64,945
Current	9,064	10,410	13,552	6,275	39,301
Percent	57.5	61.4	62.0	60.8	60.5

What Is A PSA And Why Are They Important?

A public service announcement (PSA) is a message in the public interest disseminated by the media *without charge*, with the objective of raising awareness, influencing public attitudes and behaviors. They are important because they are often the only realistic opportunity for nonprofit groups to communicate a message through the mass media. They generally are published or broadcast in unsold advertising space and must follow the same guidelines as paid advertising. They are available to nonprofit organizations and are viewed by the public as positive and credible sources of information. Many PSA's are available to us at legion.org/nalpa/resources

New Veterans Portal

Submitted by Andy Gibson, Post 320 Gilmer, Texas

The Texas Veterans Commission has launched a redesigned Texas Veterans Portal, which connects veterans and their families to the benefits they have earned thru their military service. The website can be accessed at veterans.portal.texas.gov. New features include:

- Responsive design to better accommodate mobile devices.
- Improved layout and organization to clearly highlight the most important topics such as education, health and wellness, employment, disabilities and claims;
- Plain language content that informs about different areas of the site; and
- The addition of a search engine to help visitors quickly find exactly what they need

Holiday Blood Drive

This American Legion annual event kicks off November 24 and runs until December 31. You can learn how to give blood or host a blood drive at legion.org/security/blood

Consolidated Post Report

The American Legion's Consolidated Post Report (CPR) was established nearly 40 years ago to assist departments in the documentation of activities that a specific post completed during the 12-month (June 1 through May 31) reporting period

The recently compiled 2015 CPR reveals that reporting posts provided more than 4 million community-service volunteer hours, conducted more than 7,000 Memorial Day and Veterans Day services, participated in 1,065 veteran job fairs, provided 123,014 funeral honors, awarded 10,308 scholarships to youth, performed 30,023 U.S. flag presentations, presented 8,426 ROTC medals, and much more.

However, these are not the final numbers as only 8,900 posts submitted a CPR – a 67% response rate from the 13,290 total posts, leaving a third of posts' activities un-counted. It's important for the CPR response rate to increase so that the great work Legion members are doing in their communities is reflected.

Posts are strongly encouraged to fill out and submit CPRs, whether in paper-based form – located at www.legion.org/publications – or online through www.mylegion.org.

Submitting CPRs through MyLegion is not only faster, but posts can continually update the form throughout the reporting year. And once finalized and submitted electronically, a PDF of the CPR is automatically generated and sent to the post's department and National Headquarters. [The 2016-2017 CPR is now available at mylegion.org.](http://www.mylegion.org)

December Dates To Remember

December 2 – Department Newsletter, “*The Legion Times*” is posted at txlegion.org the link is on the home page. Posts are encouraged to submit articles. Details on how to submit an article is on the above website

December 7 – National Pearl Harbor Remembrance Day, to honor the more than 3,500 Americans that lost their lives or were wounded on this solemn day in 1941.

December 15 – Bill of Rights Day, designated by Franklin D. Roosevelt in 1941.

December 17 – National Wreaths Across America Day, a movement to cover all Veterans grave markers with a wreath at over 800 cemeteries across the USA.

December 23 – January 3 – Department office closed for the holidays

December 28 – Pledge of Allegiance Day, which was written in 1892 in celebration of the 400th anniversary of the discovery of America and formally recognized by Congress in 1945

Awards Deadlines To Remember

December 31 – Details are in the Post Administrative Manual. Post Cash Award - page 52, VA Volunteer Awards – page 6, Outstanding Post Adjutant Award – page 7.

Quote Of The Month – “*We, too, must make it our mission to sign up every eligible veteran we find – not necessarily for reward or recognition, but because they’ve earned the privilege to be part of our family*”. Charles E. Schmidt, National Commander.