

## HUBMASTER REPORT MARCH 2016

### Purpose

The Hubmaster Report is published monthly to promote membership retention and member involvement through effective communication. Please help by ensuring distribution to each Post. Suggestions and ideas are always welcome.

### Stuff You Need To Know!

During the Mid-Winter Conference the Department Executive Committee voted to accept changes to the 2017 Awards Program as suggested by the Awards/Trophies Sub-Committee of the Membership, Organization & Post Activities Commission. The revised program will be printed in the 2016-2017 Post Administrative Manual. The qualifying statement will read as follows –  
*“Posts which have not submitted to Department Headquarters a Post Certification Form by July 1st of each year, a Consolidated Post Report by June 1st of each year and do not have an up to date Post Constitution & By-Laws by June 1st each year will not be eligible for any Post Awards. A Post Constitution & By-Laws is considered to be up to date if dated after July 31, 2010.”*

### Membership Update

There is often confusion about The American Legion membership year. Membership cards are valid from the time of issue until December 31 of the calendar year printed on the card. After December 31<sup>st</sup> a member is considered delinquent. The final renewal notice will be mailed April 27, 2016.

### Membership Standings on March 1, vs. 95% March 2nd Target

	1st Division	2 <sup>nd</sup> Division	3 <sup>rd</sup> Division	4 <sup>th</sup> Division	Total
<b>Goal</b>	15,537	16,669	21,524	10,132	63,862
<b>Current</b>	12,481	13,447	18,010	8,403	52,341
<b>Percent</b>	80.3	80.7	83.7	82.9	81.9

### *Membership Achievement Salutes!*

*To the 45 (9.5%) of 472 Posts that have already achieved their 100% Target  
To the 64 (13.6%) of 472 Posts that have already achieved the 95% Target*

**98% Membership Target Date is April 6, 2016**

### Is Your Post Included on the 100<sup>th</sup> Anniversary Website?

Ronnie Pietzsch, Chairman 100<sup>th</sup> Anniversary Committee, reports that only 37 of our 472 (7.8%) Posts in the State have recorded their history on the 100<sup>th</sup> Anniversary Celebration Website – [centennial.legion.org](http://centennial.legion.org). The American Legion Centennial Celebration is not only about honoring the past 100 years of our history, but also preparing to continue our legacy of service. All Posts are encouraged to join the celebration by submitting your rich history on the website.

### **Are You Promoting Your Post Effectively?**

Everyone agrees that *one* of the key elements to Post growth is effective Public Relations. Help is available from National in three ways.

1. National sends out press releases throughout the year. These releases often quote the national commander about a topic of high importance to the Legion and the veteran community in general. It is easy for the Public Relations leaders at post level to localize these messages and send to the local media.
2. It is easy to promote your post using the “*Public Relations Toolkit*” provided **free** by national. You can order one for your post by calling 317-630-1253 or email [pr@legion.org](mailto:pr@legion.org).
3. National Headquarters is offering new branding materials for posts to use in local media to promote The American Legion brand. A variety of print, web and video content are available for download and more will be added in coming months at this link [www.legion.org/nalpa/resources](http://www.legion.org/nalpa/resources).

### **March Reminders & Looking Forward**

March 1, 2016, Eagle Scout of the Year Award deadline

March 15, 2016, Cut-off date for 2017 pre-printed cards

### **Dates To Remember**

**March 2 – Texas Independence Day.** Celebration of the adoption of the Texas Declaration of Independence on March 2, 1836, which officially declared independence from Mexico and created the Republic of Texas.

**March 15 – Happy 95<sup>th</sup> Anniversary American Legion!** It was on this date in 1919 when the first American Legion caucus was convened in Paris, coordinated by member of the American Expeditionary Force. They were concerned about their lives after discharge, the welfare of their comrades and the general condition of our nation. Such concerns gave rise to a value system, and The American Legion swiftly became the nation’s largest veterans service organization. This is a time for us to celebrate and spread the word of our noted service to the community, state and nation.

**March 30 – Welcome Home Vietnam Veterans Day!** In 2011 the U.S. Senate unanimously passed a resolution by Senator Richard Burr to provide these veterans with a chance at a proper welcome home. This date recognizes the final withdrawal date of all combat and combat supported troops from Vietnam.

### **How Do You Measure The Strength Of Your Post?**

*Submitted by Jerome Iltis*

The PRIMARY measure of our strength is **not** in our membership; but rather our **activity** in the service to our community, state and nation, and in service to our fellow veterans. If membership is an **indicator** of our activity, then doesn't it make sense that membership will increase if we increase our activity?