



The American Legion

Department of Arkansas

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Post Commanders, Adjutants, and Membership Chairmen,

Are you using all the membership tools available to you? Have you been reaching out to your 2017 members and encouraging them to renew? There are several tools available to aid you in this effort. If you are using www.myLegion.org you have instant access through the National membership database to all current and past members on your Post.

It is time to make that one last call to your expiring 2017 members. I recommend a phone call or email blast to those members you have email address on and ask them to make an online dues payment. Use your mylegion.org to access these members or contact Department if you have not yet set up your mylegion.org account. I will get that list to you.

I have included a sample greeting letter that you can use to reach your members. Just copy and paste it into your email letter. Please modify it to meet your needs.

Michael Westergren, Commander

American Legion

Department of Arkansas

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Greetings,

I noticed that you have not yet renewed your membership in the American Legion for 2018. I don't want you to lose your continuous membership in this 98-year old organization. In just a few months we will celebrate our 99th year of standing up for the needs of the veteran. The G.I. Bill, the current reform in the VA system, the removal of taxation of Arkansas military retirement pay could not have occurred without the inspiration and support provided by the American Legion.

We would not be able to do any of these things without the strength in numbers that comes from your membership. You are one of the 1.9 million-member-voice that we use to influence our elected representatives to respond to the issues that directly impact our veterans and active duty military members.

Membership in the American Legion places you in the position as that powerful voice. I need you to consider what you will lose if your membership expires. Through the Legion's purchasing power, you have access to discounts on medical, insurance, travel, and several other benefits. If your membership expires, you will stop receiving the Legion Magazine and Arkansas Legionnaire newspaper. Finally, you will lose your voice in your Post and in our National organization.

Renewing online is simple. Go to <https://www.legion.org/renew> and follow the instructions. Contact me if you don't know your Legion membership number and I will get right back to you with it.

Thank you for your support,

Name

Post

City