

AGENDA
57TH ANNUAL NATIONAL MEMBERSHIP WORKSHOP
VIRTUAL THROUGH MICROSOFT TEAMS
AUGUST 3-6, 2020

GROWING A POST

MONDAY, AUGUST 3, 2020

4:00 PM – 5:00 PM

TOPIC: THIS IS THE AMERICAN LEGION

Basic Introduction To The American Legion

Presenter: Matt Herndon (IN), IA&Membership Division

[Attendee Link:](#)

7:00 PM – 8:00 PM

TOPIC: MISSION & VISION

Focuses On The Importance Of Developing A Mission Statement And Having A Vision Towards The Future

Presenter: Ron Neff (IN), IA&Membership Division

[Attendee Link:](#)

TUESDAY, AUGUST 4, 2020

4:00 PM – 5:00 PM

TOPIC: BUILDING AN EFFECTIVE MEMBERSHIP TEAM

How To Organize A Membership Team That Focuses On A Clear Goal Through A Developed Plan Of Action

Presenter: Kevin Mook (MD), IA&Membership Division

[Attendee Link:](#)

7:00 PM – 8:00 PM

TOPIC: RECRUITMENT OF VOLUNTEERS

How To Locate And Keep Legionnaires Engaged

Presenter: Doug Chace (IN), IA&Membership Division

[Attendee Link:](#)

WEDNESDAY, AUGUST 5, 2020

4:00 PM – 5:00 PM

TOPIC: MEMBERSHIP RETENTION

Focuses On Growing Membership Through Retention

Presenter: Michele Steinmetz (CA), IA&Membership Division

[Attendee Link:](#)

7:00 PM – 8:00 PM

TOPIC: EVERY LEGIONNAIRE IS A RECRUITER

Focuses On Growing Membership Through Recruiting

Presenter: Ron Neff (IN), IA&Membership Division

[Attendee Link:](#)

THURSDAY, AUGUST 6, 2020

4:00 PM – 5:00 PM

TOPIC: DEFINE A GREAT POST

Discusses Ways For Posts To Be An Asset In The Community

Presenter: Doug Chace (IN), IA&Membership Division

[Attendee Link:](#)

7:00 PM – 8:00 PM

TOPIC: MYLEGION FOR THE POSTS

Online Membership Tools For Post Adjutants

Presenter: Libby Vickers, IT Division

[Attendee Link:](#)