

# National Membership Workshop 2025

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## **Red Group – Foundational Growth & Belonging**

### **Be The One (QPR)**

Learn to recognize distress signals, ask direct questions, and refer individuals to life-saving support using QPR methods.

### **Meaningful Membership**

Explore practical methods for recruiting, retaining, and reactivating members. Learn proven programs and develop creative strategies.

### **Build Your Post's Value Proposition**

Craft a powerful message that speaks to potential members. Identify your Post's unique value and learn how to share it confidently.

### **Membership Growth & Engagement**

Understand the full membership lifecycle, from onboarding to renewal. Build a plan for consistent and sustainable growth.

### **Digital Tools & Legion+**

Unlock the power of Legion+, MyLegion, and digital platforms to support communication, outreach, and membership tracking.

### **Next Event Lab**

Design your next membership event! Define goals, select activities, map logistics, and draft a mini promotion plan.

### **Mentorship & Legacy Lab**

Reflect on your growth, name someone you will mentor, and commit to one action that strengthens your Post's future.

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## **Blue Group – Member Engagement Track**

### **Be The One (QPR)**

Learn how to recognize distress, ask the right questions, and refer fellow members using the QPR suicide prevention model.

### **Digital Tools & Legion+**

Discover how to use Legion+, social platforms, and communication tools to tell your Post's story and activate member interest.

### **Membership Relationships**

Explore strategies for strengthening the personal bonds that turn new members into lifelong Legionnaires.

### **Communication Tools**

Learn to fine-tune your public speaking, write compelling messages, and elevate your communication across multiple channels.

### **Member Experience Map**

Visualize the full lifecycle of a member's journey. Identify the most important moments to engage, support, and retain your members.

### **Mini Campaign Design**

Create a 7-day engagement campaign to promote a specific Post initiative, event, or value-driven message. Templates included!

### **Mentorship & Legacy Lab**

Reflect on your leadership growth and name a mentee. Commit to one concrete action that supports your Post's long-term impact.

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## Yellow Group – Recruitment & Retention Track

### **Strategic Partnerships**

Build meaningful relationships with community organizations and service providers to co-create value and sustain long-term alliances.

### **Post/District Revitalization**

Gain tools for activating inactive members, rebranding your message, and relaunching with momentum.

### **Digital Tools & Legion+**

Learn how to use Legion+ and other tools to track engagement, boost visibility, and manage events or outreach.

### **Be The One (QPR)**

Gain critical skills in suicide prevention using QPR methods to support members in crisis.

### **21st Century Integration Lab**

Identify your Post's strategic strengths, growth areas, and implementation pathways in connection to the national plan.

### **Growing Community: Reflect & Renew**

Reflect on service gaps, diversity, and inclusion. Ask who you're serving and whether your Post is truly welcoming.

### **Mentorship & Legacy Lab**

Write your commitment to the next generation. Identify who you'll mentor and how you'll support their development.

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## **Green Group – Strategic Leadership & Legacy Track**

### **Putting Strategy into Practice**

Apply the 21st Century Membership Plan to your department or district. Align organizational priorities with member needs.

### **Digital Tools & Legion+**

Lead digital adoption across posts using tools for communication, engagement, and accountability.

### **Lead Through Tension**

Gain tools for conflict navigation and mentoring through challenging conversations.

### **Move the Mission**

Learn how to advance national priorities through local structure, messaging, and mentorship.

### **Grow Leaders, Grow Legacy**

Develop mentorship pipelines, succession plans, and long-term leadership strategies.

### **Building Your Compass**

Create a personalized leadership and legacy map. Define your goals and connect mission to movement.

### **Mentorship & Legacy Lab**

Reflect on your influence. Commit to actions that pass on leadership and grow the next generation.