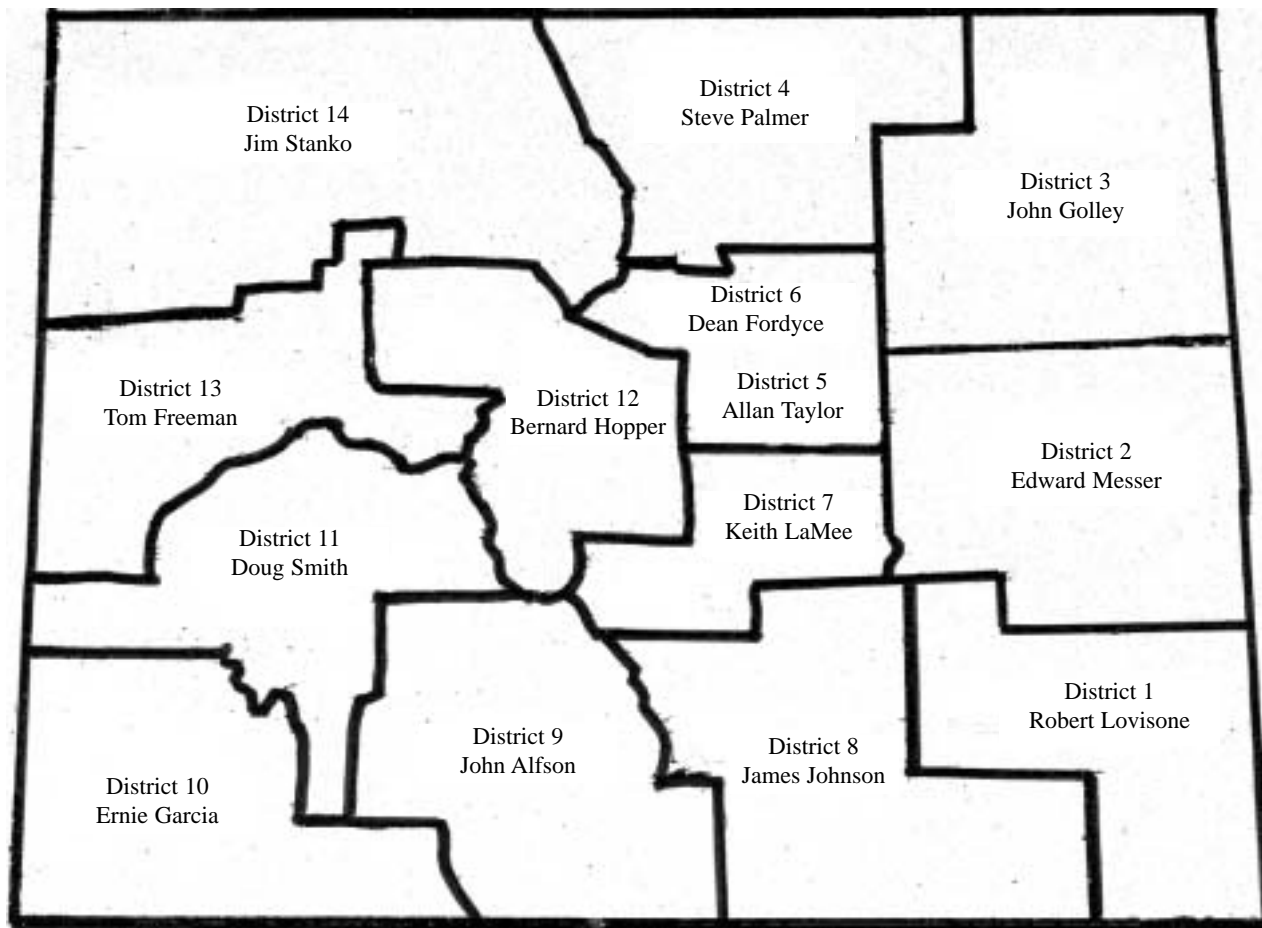




# TEAM COLORADO PLAN OF ACTION



## OPERATION 25K COLORADO 2006-2007 MEMBERSHIP LEADERS



DIST	SR. VICE COMMANDER.	DEC	ADJUTANT
1	Jerry Stover		
2	Ralph Van-Houten	Duane Loutzenhiser	Duane Loutzenhiser
3	Warren Hedlund	Dave Chappell	Jon Erickson
4	Tony DuMosch	Richard Eskew	John Schriver
5	Steve Carter	Ed Wearing	Peg Greenwood
6	Ricky Parker	Ron Olson	Eleanor Allen
7	Duane Daly	Keith LaMee	Larry Johnson
8	Larry Lowe	Richard Friend	Anna Orgeron
9	Rudolfo Arguello	Patricia Cooper	
10	Carmen Miller	Armando Garcia	Armando Garcia
11	Arthur Knapheide	Philip Morton	Brian Ayers
12	Charles Bruckman	Bernard Hopper	Doug Bjorklund
13	Kenneth Willard	Rudi Miller	Dean Wells
14		Mel Shockley	John Daughenbaugh

**THE AMERICAN LEGION  
DEPARTMENT OF COLORADO  
2007 MEMBERSHIP DRIVE  
OPERATION 25K COLORADO 2006-2007**

The object of the 2007 membership program is to enroll at least 25,000 new and renewed members in The American Legion for the 2007 membership year.

**DEPARTMENT TARGET DATES (must receive 3 days prior to dates listed below)**

<b>Early Bird/NEF Kickoff</b>	<b>*September 13, 2006</b>	<b>50%</b>
<b>Fall Meetings</b>	<b>October 12, 2006</b>	<b>55%</b>
<b>Veterans Day</b>	<b>November 15, 2006</b>	<b>65%</b>
<b>Pearl Harbor Day</b>	<b>*December 13, 2006</b>	<b>75%</b>
<b>Mid-Winter</b>	<b>January 10, 2007</b>	<b>80%</b>
<b>President's Day</b>	<b>February 14, 2007</b>	<b>85%</b>
<b>Legion Birthday</b>	<b>March 14, 2007</b>	<b>90%</b>
<b>Children &amp; Youth</b>	<b>*April 11, 2007</b>	<b>95%</b>
<b>Armed Forces Day</b>	<b>May 9, 2007</b>	<b>100%</b>
<b>Delegate Strength</b>	<b>30 Days Prior To National Convention</b>	

**\*This date is also a renewal notice cutoff date.**

National Target dates fall on the second Wednesday of the month unless there is a holiday on that day or at the beginning of that week. In those situations the target date will be moved to Thursday. The November target date falls on the third Wednesday of that month. Department target dates are 3 days prior to national dates.

**RETENTION:** Even though the Department Commander is ultimately responsible for the membership of the Department and will be held accountable for our results, the "Operation 25K Colorado" Membership Team will be expected to assist the Commander. This year's Membership Team consists of three "Operation 25K Colorado" Teams:

**Renewal Team Colorado:** Department Commander, Department Sr. Vice Commander as Membership Chairman, all Department Jr. Vice Commanders, Department Executive Committeemen, District Commanders, District Sr. Vice Commanders, and Legionnaires selected by the Department Commander and Department Sr. Vice Commander. Renewal Team Chairman Tim Grabin

**Reconnect Team Colorado:** District Commanders, District Sr. Vice Commanders, Post Commanders, Sr. Vice Commanders and Adjutants. Reconnect Team Chairman Jim Gillis.

**Revitalize Team Colorado:** DEC Members, Post Membership Processing Teams and phone banks. Revitalize Team Chairman J. R. Kent.

The responsibility will flow from the Department Commander to the Department Sr. Vice Commander, the Department Jr. Vice Commanders, Department Executive Committeemen, all District Commanders, District Sr. Vice Commanders and Post Commanders, Sr. Vice Commanders and Adjutants. Commanders are encouraged to contact the Post Commanders, either in person, by phone or letter at least one time per month.

## **OPERATION 25K COLORADO 2006-2007**

At the Post level, the Commander and Membership Chairperson should establish a Membership Team with the responsibility for the Post Membership Program. The team should divide the Post's 2007 membership into equal parts making each member responsible for contacting and renewing their share of the Post membership. The more team members working in a post, the smaller the member's share of the post goal. If an individual team member has too many members to call, the job probably won't get done. The team member should contact each member on his/her contact list during every month of the membership campaign. (Even though a member may have already paid their dues, contact from Post members, merely making follow-up calls to the member will have long-range impact in that individual member's retention.)

The Post Commander should receive a status report from each member of his/her Membership Team indicating how many members were contacted and which ones have renewed. The Post Commander will share this information with the District Commander on a monthly basis.

Each District Commander is encouraged to contact each of the Post Commanders in his/her District every month during the campaign. The District Commanders should use their Vice Commanders to help maintain contact with the Posts in the District. The District Commanders should communicate the progress in the membership program from each of their Posts to the respective Department Jr. Vice Commander on a monthly basis.

The Department Jr. Vice Commander will contact their assigned District Commanders and report their results to the Department Sr. Vice Commander on a monthly basis.

Weak spots should be immediately identified and assistance rendered by the Department Vice Commanders and the Department Commander early on to keep Posts or Districts from getting behind. The Department Commander should make contact with the Department Vice Commanders and District Commanders on a regular basis. Strategy sessions should be conducted to resolve problems and work towards meeting the Department membership goals.

### **MEMBERSHIP PROMOTION ACTIVITIES**

The Operation 25K Colorado 2007 membership drive will run until May 9, 2007. It is imperative that we promote membership throughout the Department as often as possible. Posts should be encouraged to have a major membership turn-in at target dates, at all conferences and conventions. Department will give special recognition to those Posts who exceed the target date percentage.

Monthly recognition should be given to Post and District Commanders and Adjutants upon meeting or exceeding membership targets. District Commanders will be recognized for communicating with Post Commanders in their District and assisting them in achieving their targets.

To keep the Operation 25K Colorado membership team headed in the right direction, each post should encourage its Membership Team to measure progress with some sort of competition utilizing the Department theme of "Operation 25K Colorado 2006-2007."

Individual membership recruiters should be recognized often. Pictures in the Observer, post newsletters or other special recognition should be awarded monthly. The membership drive should be fun and exciting. Membership should be encouraged and talked about at every meeting.

**"REMEMBER, MEMBERSHIP IS EVERYONE'S BUSINESS"**

# OPERATION 25K 2006-2007 MEMBERSHIP PLAN

**COMMITMENT** – National has set our 2007 goal at 25,000 members. The 2007 membership goal for each Post was established in conjunction with Post, District and Department membership teams and is published on the weekly membership report. Setting goals this way gives us a “positive” growth potential and will assist us in meeting our National goal of 25,000. District membership goals for 2007 were determined by adding up the goals of all Posts assigned to the District.

Post and District Commanders “**Operation 25K Colorado 2006-2007**” 32K award jackets will be based on Post’s and District’s achieving 10% over their goal. Post membership drives started July 1, 2006.

The first Post renewal notices were mailed out by National on July 1, 2006. The second notice will be mailed on October 1, 2006. The third notice will be mailed January 5th, 2007, and a fourth notice will be mailed by National on March 15, 2007.

**All posts are encouraged to utilize their membership team to contact personally each member and ask for their renewal. A final notice will be mailed by National on May 1, 2007.**

The Department will continue a strategic plan to grow our membership to an All-Time High by close of membership year 2010. This plan is known as the “32K” Plan.

1. Retention/renewal: The Post Membership Team should commit to obtaining 85% retention/renewal rate.
2. New Member Enrollment: The Post Membership Team should obtain a commitment from all members to enroll all eligible veterans into this great organization. This year’s objective is to commit to 15% new members or more by the following methods:

a. Transfer of Direct Mail Solicitation (DMS) and Post 211 members: The Post should institute a plan with a coordinated team effort in transferring these members into local posts.

b. Expired Legion Members: Previous Legion Members who have not renewed their dues for 2005, or prior to that, are considered “expired” members. These individuals are treated as new members for the purpose of the awards program. Renewing these members should be done by phoning or visiting each expired member at his/her home. Posts can acquire an expired list upon request to Department Headquarters.

<b>District</b>	<b>Goal</b>		<b>District</b>	<b>Goal</b>
<b>1</b>	<b>152</b>		<b>8</b>	<b>1145</b>
<b>2</b>	<b>378</b>	<b>GOALS</b>	<b>9</b>	<b>555</b>
<b>3</b>	<b>1190</b>	<b>BY</b>	<b>10</b>	<b>758</b>
<b>4</b>	<b>3732</b>	<b>DISTRICT</b>	<b>11</b>	<b>910</b>
<b>5</b>	<b>5502</b>		<b>12</b>	<b>453</b>
<b>6</b>	<b>2926</b>		<b>13</b>	<b>727</b>
<b>7</b>	<b>2282</b>		<b>14</b>	<b>334</b>

**2007 MEMBERSHIP GOAL - 25,000**

## ASSISTANCE PROGRAM

The Vice Commanders will be utilized to assist the District in membership drives at various activities within each District. The Department Vice Commanders are assigned to the Districts which they are responsible to provide assistance as follows:

District 9 and 10	Sr. Vice Commander, Tim Grabin
District 11, 12, 13 and 14	Jr. Vice Commander, Gar Williams
District 3, 4 and 5	Jr. Vice Commander, Jim Gillis
District 1, 7 and 8	Jr. Vice Commander, Chris Bell
District 2 and 6	Jr. Vice Commander, Frank McCurdy

## DISTRICT OPERATION 25K COLORADO AWARDS

1. A District **achieving 100% by May 9, 2007**, will be awarded a patch for the Commander, Adjutant and Sr. Vice Commander.
2. The Districts who **achieve or exceed all 10 target dates** will receive a certificate in the name of the District Commander.
3. A District who **achieves or exceeds Target X** (May 9, 2007 & 100%) will receive a plaque to be awarded in the name of the District Commander.
4. A District Commander that creates a **NEW POST** within its District will receive the National Pioneer Award.
5. The District with the **highest percentage over goal** by the May 9th target date by district category will receive a certificate.
6. The District with the **highest percentage over last year actual** by May 9th target date by district category will receive a certificate.
7. The District with the **highest number of Headquarters Post 211 transfers** into their district will receive a certificate for the District Commander.
8. All Districts must submit a District Officers Certification form to be eligible for any of the awards contained in this Action Plan.

**District Categories Category I - 15-700; Category II - 701-1300; Category III - 1301 +**

## AMERICAN LEGION ELIGIBILITY DATES

If you served honorably on active duty in the U.S. Military for at least one day during any of the following periods you are eligible to join The American Legion, the World's Largest Veterans Organization.

WWI	April 6, 1917 – November 11, 1918
WWII	December 7, 1941 – December 31, 1946
Korea	June 25, 1950 – January 31, 1955
Viet Nam	February 28, 1961 – May 7, 1975
Grenada/Lebanon	August 24, 1982 – July 31, 1984
Panama	December 20, 1989 – January 31, 1990
Desert Storm	August 2, 1990 – cessation of hostilities
Merchant Marines	December 7, 1941 – August 15, 1945

## **POST OPERATION 25K COLORADO AWARDS**

1. A Post achieving **100% of its assigned goal by May 9, 2007** will receive a certificate and a 100% cap pin and a certificate for the Commander, Adjutant and Sr. Vice Commander.
2. Post Commanders who receive **100% by December target date** will receive an Honor Ribbon for their Post Colors. (National award)
3. A Post achieving the **largest percentage of increase over previous year by May 9, 2007** by post category will receive an "Operation 25K" Certificate of Achievement.
4. Posts that reach an "**All Time High**" by **May 9, 2007**, will receive a "Operation 25K" plaque.
5. The Post will the **largest Net New Members over last year by May 9, 2007** by post category will receive a \$100.00 National Emblem catalog gift certificate and a framed certificate.
6. The Post will the **highest number of Headquarters Post 211 transfers by May 9, 2007** by post category will receive a certificate for the post and a certificate for the post membership chairman.
7. All Posts must submit a **Post Officers Certification Form** prior to August 18, 2006 to be eligible for any of the awards contained in this Action Plan.

**Post categories: Category I – less than 100; Category II – 100-309; Category III – 310 +**

## **INDIVIDUAL OPERATION 25K COLORADO AWARDS**

1. Legionnaires who sign up fifty (50) new or expired members by May 9, 2007, will receive the Gold Brigade Jacket award from National. (Certified by Post Adjutant)
2. Legionnaires who sign up twenty-five (25) new or expired members by May 9, 2007, will receive a Silver Brigade Jacket. (Colorado award) (Certified by Post Adjutant)
3. Legionnaires who sign up twenty (20) new or expired members by May 9, 2007, will receive a \$25.00 gift certificate from the National Emblem catalog. (Certified by Post Adjutant)
4. The Legionnaire who signs up the highest number of new or expired Legion members (minimum of 50) by May 9, 2007, will be designated Colorado "Recruiter of the Year" and will receive a certificate of achievement, a "Recruiter of the Year" jacket, and a trip for two to the Department Convention in Longmont, CO. (2 night's hotel accommodations and 2 tickets to the Department Commanders Banquet. Post Adjutants are eligible for this award, except the award is non-transferable.)
5. Post Adjutants must certify all awards on forms provided by Department.

## **BOTTOM LINE AWARD**

The district achieving the highest percentage of membership goal (must exceed 100%) by May 9, 2007 and the highest percentage of 211 transfers into the district (must equal or exceed 75% of eligible 211 members assigned as a goal on the "post 211 transfer" line on the membership report) will receive a trip for 2 to the National Convention in Reno, NV (air fare and 5 nights hotel). Award may be presented to any member in the district, as determined by district, and submitted in writing to Department Adjutant, by June 8, 2007.

Each District Commander, District Adjutant and District Membership Chairperson who exceeds 100% of their assigned goal by May 9, 2007 and also achieves 75% of the assigned Post 211 transfer goal will receive a American Legion watch.