

The American Legion Department of Minnesota Membership Program 2022



“YOU’RE WORTH IT”

Tom Fernlund

DEPARTMENT COMMANDER

Paul Hassing

DEPARTMENT MEMBERSHIP DIRECTOR

MEMBERSHIP RALLIES AND EVENTS

2021-2022

| | |
|---------------------|---|
| SEPTEMBER 11, 2021 | HARVEST FAMILY GATHERING LEGIONVILLE Brainerd, MN |
| OCTOBER 22-23, 2021 | FALL CONFERENCE MAHNOMEN, MN |
| DECEMBER 4, 2021 | PEARL HARBOR FAMILY GATHERING, NORTH SAINT PAUL POST 39 |
| FEBRUARY 5, 2022 | SWEETHEART FAMILY GATHERING PINE ISLAND POST 184 |
| MARCH 12, 2022 | AMERICAN LEGION FAMILY APPRECIATION GATHERING EXECUTIVE COMMITTEE MEETING FOREST LAKE POST 225 |
| APRIL 11-14, 2022 | NATIONAL COMMANDER'S TOUR |
| JUNE 18, 2022 | DEPT COMMANDER'S TESTIMONIAL MOOSE LODGE, WAITE PARK, MN |
| APRIL 23, 2022 | DEPT PRESIDENT'S TESTIMONIAL OSSEO POST 172 |
| JULY 13-16, 2022 | DEPARTMENT CONVENTION WILLMAR, MN |

*CHECK THE DEPARTMENT WEBSITE FOR EVENT TIMES

The American Legion, Department of Minnesota

2021-2022 Membership

“YOU’RE WORTH IT”

Whenever someone asks me why I promote The American Legion, and why we Legionnaires travel all over the State, and sometimes the Country to attend different meetings and conventions, I tell them because “you’re worth it”. Whether they are Veterans, a family member of a Veteran, or someone from the community, they are worth it. What The American Legion does for all Veterans needs to be told to everyone who will listen, and some of those who don’t want to listen. What we do matters, and they need to be made aware of what will happen if we go away.

There have been many Membership Directors before me that are much smarter than I am that have come up with some great programs, and incentives. They have done a great job of motivating people to get out and work for membership, and for the good of The American Legion. Yet, we are still coming up a little short of goal every year. I know we all believe that more Veterans should be joining our ranks, and truth be told I don’t understand why they aren’t all members already. I don’t pretend to have all of the answers, and sometimes I don’t have any answer at all, but I think we can do this. I don’t think we need to go out and kick down doors, or work every weekend, or run ourselves ragged to accomplish our goal. I really think Veterans will come around if we do our part by letting them know what we are really about, and what will happen to the future of Veteran benefits. And, if my public education math is correct, it would only take 12% of us to sign up one new member to get back over the 70,000 member mark.

We need to be reaching out to younger Veterans. Younger Veterans are in many ways different than us older Veterans, but they are also exactly the same in some ways. They are tech savvy. They get their information that way, they do business that way, and they don’t understand those that don’t do things the same way as them. That doesn’t mean that we can’t talk to them. If you aren’t “Tech savvy”, let them know that and ask for their help. I think many of them would jump at the chance to help your Post come into the 21st century. It is a myth that they aren’t joiners. They are joining things, but the things they are joining are upstart organizations that may be filling a local need, or putting a band aid on a wound that needs a higher level of medical care, but they are joining. They need to be asked, and they need to feel wanted and that their opinions matter. If they say that we are a bunch of old guys trying to relive our glory days, let them know that that is precisely why we need them to join. We need new ideas, and we need stronger backs to carry the rucks of those unable or unwilling to carry their own. They also need to be made aware of what The American Legion does on the organizational level. Make them aware of the things The American Legion has done to get them the benefits they have worked for. Let them know that the future of The American Legion is in their

hands, and if they don't become the voice for Veterans and families, someone else will. I would rather have Veterans making decisions about Veterans than some politician who thinks they know better.

We also need to be reaching out to our older Veterans who for whatever reason, haven't joined our ranks. You'd be surprised how many have never been asked. Even if they have been asked 1,000 times, you just might catch them in a good mood, or things may have changed in their life and now is the right time for them to join. Now with the Legion Act opening up membership, they may not even know they are eligible. The worst they can say is no.

We should also be reaching out to our female Veterans more. In my time in the military, I have had many leaders, subordinates, and peers that just happened to be female. They are Veterans, and they can bring a lot to our organization. The way you reach out to them is simple. The same way you would reach out to a Male Veteran. Female Veterans can bring a much needed energy, and a different perspective to our programs. Talk to them, but more importantly, listen to them.

While we are out there racking our brain on how to recruit new members, we can't forget the existing members. Retention is also a key factor in maintaining the voice of The American Legion. We need to let them know that they are worth it. Find out what their interests are. Get their opinions on different matters. If they want to be more active, find something for them to do that will benefit them and the American Legion Family. We tend to overwork some, and underwork others. We need to listen more, and find the right fit for everyone.

My plan for this year is to not complicate things. We all know what needs to be done, and I don't think anyone here has taken on the responsibility you have because of the cool membership prizes. I think we need to recognize outstanding achievement, but at the same time recognize why we are here. We are here to continue the great work the American Legion Family has done in the past, and make sure it goes on into the future. We can't afford to let our Veterans and their families be forgotten.

I went through many different membership award ideas this year, and many of them were way too complicated so I tossed them. Others were way too corny and time consuming. So, in the end I stole some ideas from the smarter people that came before me.

The membership awards this year will be a choice of apparel, or a check. Some of us do not need more caps, or shirts or sweatshirts. On the other hand, some of us have fallen victim to the washer gremlins that sneak in at night and shrink our shirts. The choice will be up to the winner of the award.

I would really like to see more new faces at the rallies, and conferences. I love seeing all of you, but it's good to have fresh faces that may have a different perspective on things.

I would like to encourage the winners this year to think about using your awards to start a "New Member" fund in your Posts or Districts. This could be used to help with dues, or covers, or maybe a new legion shirt. A way to show them that you value their membership, and a way to help offset costs if need be. If you're covering dues for a new member, I would suggest you offer an incentive, such as, completing The American Legion Boot Camp course, or volunteering for a Color/Honor guard.

I will be taking the names of every new member, and every Legionnaire that has never held at least a District office that comes to a Rally or Fall Conference. The name will be put into a drawing, and at the Appreciation Rally, a name will be drawn, and the winner will receive their Hotel and registration paid for at Department convention. They can enter at every rally they attend. The goal is to get new faces in the seats at Rallies, and at Department convention. Depending on the participation and funding, we will determine if more than one name will be drawn.

I have gone on long enough, and we all know what needs to be done. I encourage you this year to relax, have some fun, and get the word out to everyone who will listen. Let the World know what we do, and why we are doing it. The military has what we call "Recruiter Math". For every 100 we talk to, we get 10 appointments, and 1 will sign. I don't think we need to go to that extreme, but I challenge every one of you to ask at least 10 people this year to join us. Don't worry about what they will say, and don't pre judge. Just talk to them, and ask them to join. Whenever you see someone with a Cap, or bumper sticker, or whatever, ask them if they served. If they have, start the conversation. If they haven't, take the conversation in another direction. They may have a friend or neighbor or relative that may like to hear from us. Also, we can always sign up members for the Auxiliary, and Sons of the American Legion. When my wife first joined the Auxiliary, she first had to sign up her Dad into the Legion in order for her to join.

There are many things I would still like to say, but I will be talking a lot throughout the year. There will be new ideas that come, and changes made I am sure. Be flexible, and have a great time this year.

Thank you so much for this opportunity, and I am looking forward to seeing all of you throughout the year. If you have any questions, or Ideas, or anything at all, my number is 612-598-0419. Please leave a message if I don't answer. I will get back to you.

Department Membership Director's Program

"YOU'RE WORTH IT"

| Date | Challenge | Prize | Awarded to: |
|------------|---|---|--------------------------------|
| 7/28/2021 | Goose Egg-Submit an officer report for each post in the District | Cap or \$25.00 | Dist MD |
| 9/11/2021 | Harvest Gathering--To the Posts with the highest percentage of their goal within their District. | Cap or \$25.00 | Post MD |
| 10/23/2021 | New Member -The Sister Districts with the largest percentage of new members | Polo or \$50.00 | Dept. Vice Cmdr & 2 Dist Cmdrs |
| 12/4/2021 | Pearl Harbor Gathering-The District with highest percentage of goal | Polo or \$50.00 | Dist Cmdr, Dist MD, Dept VC |
| 2/5/2022 | Sweetheart Gathering-The greatest percentage of membership turned in during the rally period by the Thursday prior to the event | Polo or \$50.00 | Dist MD, Dept VC |
| 3/12/2022 | Appreciation Gathering-The District with highest percentage of goal | Polo or \$50.00 | Dist Cmdr, Dist MD, Dept VC |
| 3/12/2022 | New Attendee Award-- To be awarded to the District with most new attendees at the Department events | Polo or \$50.00 | Dist. Cmdr |
| 3/12/2022 | New Attendee drawing--new attendees will have their names entered into a drawing for each event attended | Convention Hotel and Registration (\$300 Value) | Member |
| 5/1/2022 | New Member-to the Post with the largest percentage of new members recruited by the date | Jacket or \$75.00 | Post Cmdr, Post MD |
| 5/1/2022 | To the District with the largest percentage of 1982 AD transfers | Polo or \$50.00 | Dist MD |
| 5/1/2022 | District New Member-District with the largest percentage of new members | Polo or \$50.00 | Dist MD, Dept VC |
| 5/1/2022 | To the Districts achieving 100% Goal | \$150.00 | District |
| 5/1/2022 | To the Districts achieving 105% Goal will receive an additional prize | \$100.00 | District |

The Department Membership Director reserves the right to adjust the Prizes based on availability.



District Vice Commander of the Year

Prior to the Appreciation Event, each District will be asked to nominate one of their District Vice Commanders for the District Vice Commander of the Year award for their District.

Each of the top 10 Vice Commanders will be recognized at Appreciation Family Gathering with a certificate and jacket. All other District Vice Commanders will also be recognized for their continued hard work and dedication.

District Commanders and Membership Directors should participate in the decision at the District level. They should consider not only how the Posts in the Vice Commander's area are doing, but also the amount of extra effort and initiative that they have exhibited in the pursuit of membership for 2022.

Nomination forms will be sent to the District Commanders after the first of the year.

2021-2022 Membership Director's Pen "You're Worth It"

Pens will be distributed by the Membership team.



2021-2022 Commander's Pin

"Veterans, Family, Community"

Pins will be distributed by the Membership team.



DEPARTMENT OF MINNESOTA DISTRICT MEMBERSHIP CHALLENGE

The Membership Challenge is a series of targets and contests for the Districts which result in one District being declared the winner. Each District will be awarded points based on the highest percentage achieved at each target and their placement in the competitions. Points will be awarded on a scale of 10 through 1; a District must achieve the target to be eligible for points. The events and their termination dates for your planning information are listed below.

2022 Membership Targets & Contests

| | | |
|------------------------|-------------------|------|
| EARLY BIRD/NEF KICKOFF | SEPTEMBER 9, 2021 | 50% |
| FALL MEETINGS | OCTOBER 14, 2021 | 55% |
| VETERANS DAY | NOVEMBER 10, 2021 | 65% |
| PEARL HARBOR DAY | DECEMBER 8, 2021 | 75% |
| MID-WINTER | JANUARY 20, 2022 | 80% |
| PRESIDENT'S DAY | FEBRUARY 9, 2022 | 85% |
| LEGION BIRTHDAY | MARCH 9, 2022 | 90% |
| CHILDREN & YOUTH | APRIL 13, 2022 | 95% |
| ARMED FORCES DAY | MAY 11, 2022 | 100% |

GOOSE EGG- (5 Points) To the Districts having Post Officers lists from all Posts within their respective District by July 28.

KAISERSATT DERBY - A contest of 12 bulletins duration and covers the period prior to the Annual Fall Conference when the contest terminates. Weekly points are based upon a percent of the previous year's Department Convention total turned in each week by the District - to the District which garners the highest number of points in 12 weeks. The contest is divided into four equal sections of four weeks duration, and points credited each week. Each week the top five Districts are credited with points.

| | First Section | Second Section | Third Section |
|-------|---------------|----------------|---------------|
| Place | Points | Points | Points |
| 1 | 20 | 18 | 16 |
| 2 | 18 | 16 | 14 |
| 3 | 16 | 14 | 12 |
| 4 | 14 | 12 | 10 |
| 5 | 12 | 10 | 8 |

NEW MEMBER - To the District with the highest percent of new members enrolled by the first Bulletin in February as compared to the previous year's total membership. (Cuts off February 9)

Premier Race 2022

| | <i>1</i> | <i>2</i> | <i>3</i> | <i>4</i> | <i>5</i> | <i>6</i> | <i>7</i> | <i>8</i> | <i>9</i> | <i>10</i> |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| GOOSE EGG July 28, 2021 | 5 | | 5 | 5 | 5 | 5 | 5 | | 5 | 5 |
| EARLY BIRD 50% September 9, 2021 | | | | | | | | | | |
| FALL MEETINGS 55% October 14, 2021 | | | | | | | | | | |
| KAISERSATT October 23, 2021 | | | | | | | | | | |
| VETERANS DAY 65% November 10, 2021 | | | | | | | | | | |
| PEARL HARBOR 75% December 8, 2021 | | | | | | | | | | |
| MID-WINTER 80% January 20, 2022 | | | | | | | | | | |
| NEW MEMBER February 9, 2022 | | | | | | | | | | |
| PRESIDENTS DAY 85% February 9, 2022 | | | | | | | | | | |
| LEGION BIRTHDAY 90% March 9, 2022 | | | | | | | | | | |
| CHILDREN & YOUTH 95% April 13, 2022 | | | | | | | | | | |
| ARMED FORCES DAY 100% May 11, 2022 | | | | | | | | | | |
| TOTAL POINTS | 5 | 0 | 5 | 5 | 5 | 5 | 5 | 0 | 5 | 5 |
| STANDING | 1 | 9 | 1 | 1 | 1 | 1 | 1 | 9 | 1 | 1 |

The Premier Race is a series of contests for the Districts which result in one District being the annual winner of the PREMIER AWARD. Points are earned in a series targets achieved.

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