

JULY LAUNCH

★ THE MEMBERSHIP YEAR!

July In. December Out.

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JULY 1
NEW MEMBERSHIP
YEAR BEGINS!

EXECUTE EARLY. BUILD MOMENTUM.

1

**START RENEWALS
IMMEDIATELY**

- Begin outreach on July 1
- Do not delay initial contact
- Prioritize members who are active and engaged

Early action drives early results.

2

**FOCUS ON
ACTIVE MEMBERS
FIRST**

- Contact your most engaged members
- Secure early renewals quickly
- Build visible progress within the first weeks

Build momentum from the start.

3

**USE PERSONAL
OUTREACH**

- Call or text members directly
- Keep communication simple and personal
- Avoid relying only on mass messaging

Personal contact increases response rates.

4

**CONSIDER AN
EARLY BIRD
INCENTIVE**

- Introduce optional early renewal incentives
- Allow flexibility for each squadron
- Keep it simple and easy to understand

Incentives create early action.

5

**TRACK YOUR
PROGRESS**

- Maintain updated records of renewals
- Monitor outreach efforts
- Identify members who still need contact

Track it. Manage it. Grow it.

6

**COMMUNICATE
CONSISTENTLY**

- Use meetings, texts, email, and social media
- Reinforce *July In. December Out.*
- Keep messaging clear and repeated

Consistent messages drive consistent results.

7

**BUILD MOMENTUM
EARLY**

- Recognize early renewals
- Share progress with members
- Encourage peer-to-peer outreach

Momentum now. Success all year.

8

**HOST A
KICKOFF EVENT**

- Hold a July membership event or gathering
- Use it to encourage renewals
- Create energy and engagement early

Great events create strong engagement.

★ **KEY MESSAGE**

The membership year has begun. **Renew now.** Stay active. **Stay involved.** Honor does not expire—and your membership should not either.



LEADERSHIP REMINDER
A strong July builds a successful year.
Early momentum matters.



★ **FINAL REMINDERS** ★

- 1 Renew Early: legion.org/sal-renew
- 2 Ensure every member has updated telephone and email contact information.

