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| |  | | --- | | **Keep your Branch informed** | |
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| |  | | --- | | Forward this email to your Branch Executives, Committee Members and other members to keep them up-to-date on important updates and information. | | All Branch emails are also available on the [Member Services Website](https://elink.clickdimensions.) | |
| |  | | --- | | **In this edition – May 2022** | |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Legion urges federal government to act](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=ops2cvpehp6&search=inbox&th=%23thread-f:1732991540798562070&cvid=1#m_7897556426573026249__zero) | | **>** | [Promote the Legion’s services for Veterans](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=ops2cvpehp6&search=inbox&th=%23thread-f:1732991540798562070&cvid=1#m_7897556426573026249__one) | | **>** | [The Legion sponsors the RCAF Run and Navy Bike Ride](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=ops2cvpehp6&search=inbox&th=%23thread-f:1732991540798562070&cvid=1#m_7897556426573026249__two) | | | |      |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Using the Poppy trademark: Placement restrictions](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=ops2cvpehp6&search=inbox&th=%23thread-f:1732991540798562070&cvid=1#m_7897556426573026249__three) | | **>** | [Check for outstanding per capita tax amounts](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=ops2cvpehp6&search=inbox&th=%23thread-f:1732991540798562070&cvid=1#m_7897556426573026249__six) | | **>** | [Messages from our partners](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=ops2cvpehp6&search=inbox&th=%23thread-f:1732991540798562070&cvid=1#m_7897556426573026249__ten) | | | | | |
| |  | | --- | | **Take the five‑second survey** | | Is your Branch open? As pandemic restrictions begin to ease, let us know if your Branch is currently open to members and the public. | | **If you responded previously, please take the survey again so we can see how Branches are doing as the pandemic evolves.** | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | [**ANSWER THE SURVEY**](https://elink.clickdimensions.) | | | | |
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| |  | | --- | | **Canada’s Veterans deserve action** | | The Legion urges the federal government to intensify its actions to support Canada’s Veterans. Read the Legion’s latest responses to the condo development at Juno Beach and the backlog in disability claims with Veterans Affairs Canada. | | [**Read more  ‣**](https://elink.clickdimensions.) | |
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| |  | | --- | | **Promote the work of Legion Services Officers** | | The Legion offers important programs and services to Veterans and their families, but many Canadians don’t know about them or how to get support through a Legion Service Officer. | | Help promote the essential work our Services Officers provide. Share this video with your members, Veterans and your community and let them know we are here to help! | | [Play video.](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCIsInJxIjoiMDItYjIyMTM2LTYyMWU3MGQ2YjkwNDQyYzdhZDEwNDI5MmM3ZjM4Mjc5IiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjExIiwidW4iOiJfb25lIiwidSI6Imh0dHBzOi8veW91dHUuYmUvaWhJUXpmVVFqNEk_X2NsZGVlPXB3VGhNdTUtX19TT0lyelgwYVdXV2JOUVVvcjltbFdyX185UXVxbEpDRXRGLWtlOWY0RVJVN1ZrUFRZS1BINngmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCZlc2lkPWRiZWExOTUxLTAxZDItZWMxMS04MTQwLTAwNTA1NmEyZTc2ZCJ9/xaK8NRQWtYjdnDq2zgw76g) | | **Download:** | | [**English  ‣**](https://elink.clickdimensions.) | [**French  ‣**](https://elink.clickdimensions._iCjWFTsA) | | Learn more about the work we do [here](https://elink.clickdimensions.-QqdDpRlZtpq1HexSIVEKw). | |
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| |  | | --- | | **The Legion sponsors the RCAF Run and Navy Bike Ride** | | The Royal Canadian Legion is sponsoring both the RCAF Run and the Navy Bike Ride, raising funds for the RCAF Centennial Fund, the Royal Canadian Naval Benevolent Fund, Support Our Troops and Soldier On. | | Let your members know that registration for both events is now open. It’s a great way to get active and help support our troops! | | [**RCAF Run  ‣**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCIsInJxIjoiMDItYjIyMTM2LTYyMWU3MGQ2YjkwNDQyYzdhZDEwNDI5MmM3ZjM4Mjc5IiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjE1IiwidW4iOiJfdHdvIiwidSI6Imh0dHBzOi8vcmNhZnJ1bi5jYS8_X2NsZGVlPXB3VGhNdTUtX19TT0lyelgwYVdXV2JOUVVvcjltbFdyX185UXVxbEpDRXRGLWtlOWY0RVJVN1ZrUFRZS1BINngmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCZlc2lkPWRiZWExOTUxLTAxZDItZWMxMS04MTQwLTAwNTA1NmEyZTc2ZCJ9/8FNc00erpZG89Lg0rXjSgg)(May 28–June 19)! | | *(Use discount code LEGIONFRIEND for 20% off!)* | | [**Navy Bike Ride  ‣**](https://elink.clickdimensions._Q)(June 12–August 7) | | The Royal Canadian Legion is proud to support the Navy Bike Ride’s Remembrance Row. This moving virtual feature showcases veterans who have passed as a way to honour loved ones that served. [Learn more](https://elink.clickdimensions.-QXTc0jHsecv9Rg). | |
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| |  | | --- | | **Poppy Trademark – Poppy crosswalks are not authorized** | | *Did you know…* The Remembrance Poppy may never be placed where it can be trod upon, such as on crosswalks, pathways, or tiles on the floor. The Poppy must always be displayed in a way that respects its sacred symbol of Remembrance. | | See the attached educational flyer for Branches that highlights important information about the Poppy trademark, and requirements for use. | | [**Download the flyer  ‣**](https://elink.clickdimensions.) | | *Please direct public inquiries to:*[*www.legion.ca/poppy-trademark.*](https://elink.clickdimensions.-5jmJgoSQpD2w) | |
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| |  | | --- | | **Branch Membership Administration** | | ***Resources and tips to support your Membership Chair*** | |
| |  | | --- | | **+ Membership renewal reminders** | | Postcard. | | A renewal reminder will be mailed to 26,000 members in May. Renewal reminder emails also continue to be sent to lapsed members with an email on file. | | Collecting member renewals is a great opportunity to confirm or add a member’s email address to their member profile. Make sure your members don’t miss out on the latest news and member opportunities! You can update a member profile [online](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCIsInJxIjoiMDItYjIyMTM2LTYyMWU3MGQ2YjkwNDQyYzdhZDEwNDI5MmM3ZjM4Mjc5IiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjIwIiwidW4iOiJfZm91ciIsInUiOiJodHRwczovL3BvcnRhbC5sZWdpb24uY2EvbG9naW4_X2NsZGVlPWJHOXVaV2xzYkVCc1pXZHBiMjR1WTJFJTNkJnJlY2lwaWVudGlkPWNvbnRhY3QtZTUxMGM5YTYxZDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtNzA4ZDUwMjg0MzMxNDMxOTkxMDhhNjczMzdhNmY5YjMmZXNpZD1hY2U3Nzk2OC1iMzc3LWVjMTEtODEzNS0wMDUwNTZhMmU3NmQmX2NsZGVlPXB3VGhNdTUtX19TT0lyelgwYVdXV2JOUVVvcjltbFdyX185UXVxbEpDRXRGLWtlOWY0RVJVN1ZrUFRZS1BINngmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCZlc2lkPWRiZWExOTUxLTAxZDItZWMxMS04MTQwLTAwNTA1NmEyZTc2ZCJ9/iR9SS_gdwdp-RvLa_2eOYQ), or use this [Excel template](https://elink.clickdimensions._nlOq_XbGQ) to share member emails with Member Services. | | **+ Membership Outstanding Per Capita Tax Amounts** | | Branches can find their current branch balance for per capita tax on the home page of your Branch profile once logged in to the Member Services Website. | | A balance in brackets ($205.00) indicates that your Branch has an outstanding amount owing. Outstanding balances can be paid by cheque or by credit card over the phone. Please contact Member Services if you have any questions. | | **+ Automated telemarketing renewal calling campaign** | | Canada Direct is running an automated campaign April through early June, sending a pre-recorded phone message to approximately 29,000 lapsed members to remind them to renew their Legion membership. If the member is not home, a message will be left encouraging them to renew. Listen to the recordings: | | [**for English members  ‣**](https://elink.clickdimensions._4w) | [**for French members  ‣**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCIsInJxIjoiMDItYjIyMTM2LTYyMWU3MGQ2YjkwNDQyYzdhZDEwNDI5MmM3ZjM4Mjc5IiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjIzIiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly9lZG0tYXNzZXRzLXYyLnMzLnVzLXdlc3QtMi5hbWF6b25hd3MuY29tL2xlZ2lvbi83MDE2X0xlZ2lvbl9EaXNwYXRjaF9BcHJpbDIwMjIvRW5nbGlzaC9SZWNvcmRpbmcrMistK0ZSKyhHZW5lcmFsKS53YXY_-nZND9HS4Zg) | | **+ Legion membership is growing!** | | Here’s how you can continue to help with this growth:   * Reach out and [welcome](https://elink.clickdimensions.) new members who join your branch within the first 30 days * Collect and share [member emails](https://elink.clickdimensions.) and phone numbers within the membership system * Ensure you are processing memberships at least monthly * Promote the free year [Veterans Welcome and Veterans Family Welcome Programs](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCIsInJxIjoiMDItYjIyMTM2LTYyMWU3MGQ2YjkwNDQyYzdhZDEwNDI5MmM3ZjM4Mjc5IiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjI2IiwidW4iOiIiLCJ1IjoiaHR0cDovL3BvcnRhbC5sZWdpb24uY2EvZG9jcy9kZWZhdWx0LXNvdXJjZS9icmFuY2gtYW5kLWNvbW1hbmQtcmVzb3VyY2VzL21hcmtldGluZy1hbmQtcHVibGljLXJlbGF0aW9ucy9mcmVlbWVtYmVyc2hpcHBvc3Rlcl9lbi5wZGY_X2NsZGVlPXB3VGhNdTUtX19TT0lyelgwYVdXV2JOUVVvcjltbFdyX185UXVxbEpDRXRGLWtlOWY0RVJVN1ZrUFRZS1BINngmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCZlc2lkPWRiZWExOTUxLTAxZDItZWMxMS04MTQwLTAwNTA1NmEyZTc2ZCJ9/utIxo9-zO7beYi2WRi8ogQ) to non-members * Promote our free [MemberPerks](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCIsInJxIjoiMDItYjIyMTM2LTYyMWU3MGQ2YjkwNDQyYzdhZDEwNDI5MmM3ZjM4Mjc5IiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjI3IiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93d3cubGVnaW9uLmNhL2pvaW4tdXMvbWVtYmVycGVya3M_X2NsZGVlPXB3VGhNdTUtX19TT0lyelgwYVdXV2JOUVVvcjltbFdyX185UXVxbEpDRXRGLWtlOWY0RVJVN1ZrUFRZS1BINngmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCZlc2lkPWRiZWExOTUxLTAxZDItZWMxMS04MTQwLTAwNTA1NmEyZTc2ZCJ9/M4gn2BT4sWV4UPtREZs6Zg" \t "_blank)® program to all members * Feel free to reach out to Member Services with any questions – we are here to help all and especially new Membership Chairs! | |
| |  | | --- | | **Get access to Marketing and PR resources** | |
| |  | | --- | | **Marketing Resources** | |
| |  | | --- | | **Public Relations Officers Updates** | | Branch Public Relations Officers have expressed an interest in receiving Legion Headquarters’ monthly update of public relations activities at the national level, which is sent to all Provincial Command PROs. The most recent issue is now available on the [Member Services Website](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCIsInJxIjoiMDItYjIyMTM2LTYyMWU3MGQ2YjkwNDQyYzdhZDEwNDI5MmM3ZjM4Mjc5IiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjI4IiwidW4iOiIiLCJ1IjoiaHR0cDovL3BvcnRhbC5sZWdpb24uY2EvYnJhbmNoLWFuZC1jb21tYW5kLXJlc291cmNlcy9tYXJrZXRpbmctcHI_X2NsZGVlPXB3VGhNdTUtX19TT0lyelgwYVdXV2JOUVVvcjltbFdyX185UXVxbEpDRXRGLWtlOWY0RVJVN1ZrUFRZS1BINngmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lNzNiZTM4MDQwYTA0NjZiOWVhZmFhZDA4NWYxOTVlNCZlc2lkPWRiZWExOTUxLTAxZDItZWMxMS04MTQwLTAwNTA1NmEyZTc2ZCJ9/lox-uwsb4mvxlrnM9h2-0w) for Branches to access and will be updated monthly. | |
| |  | | --- | | alt_text | | **PR Tip of the Month** | | **Practice replies** | | If you know media are likely to reach out about an issue – even a non-controversial one – create a few key questions, and practice accurate replies. Don’t memorize, just know how to explain. These short steps will add to your confidence when they call. . | | Have questions or need advice? Contact your [Command Public Relations Officer](https://elink.clickdimensions._Dv2uT-k4aUngQ) or Nujma Bond, Dominion Command Communications at [nbond@legion.ca](mailto:nbond@legion.ca) | |
| |  | | --- | | **Your Legion calendar** | |