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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](http://portal.legion.ca/branch-and-command-resources/all-branch-emails) | |
| |  | | --- | | **In this edition** | | **February 2024** | |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [2023 Year-end results are in](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_02-february#_one) | | **>** | [The 49th Dominion Convention is this August](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_02-february#_two) | | **>** | [Advertise in the 2024 Dominion Convention booklet](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_02-february#_three) | | | |      |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Minutes from the Dominion Executive Council Meeting](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_02-february#_four) | | **>** | [60th anniversary of Canadian involvement in Cyprus](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_02-february#_five) | | **>** | [Messages from affiliated organizations](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_02-february#_partnerpromos) | | | | | |
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| |  | | --- | | **2023 Year-end membership numbers are in… and the results are cause for celebration!** | | We are excited to announce that *2023 membership totals have grown for the second consecutive year*, after three decades of membership decline. The Legion’s total paid membership as of January 31, 2024 is now 256,524 members, an increase of 5.3% (12,886 members) over the previous year! | | 2023 brought in 43,042 new/reinstated members… up 22.5% over last year and a new modern-day record! 89% of members that registered online joined their local Branch. Additionally, every Provincial Command saw a growth in their total membership and in their new/reinstated members. This highlights growth at the Branch level! | | A number of successful business initiatives over the last six years have directly attributed to membership growth. We are appreciative of the support and buy-in of all levels of our organization including DEC, Provincial Commands, Branches and Members. | | Some of the strategies positively impacting our results include:   * Launch of the membership portal (2017) * Introduction of the plastic membership card (2018) * Introduction of the Veteran Welcome Program (2018) * Launch of membership auto-renewal (2019) * Streamlining the online member renewal process (2020) * Allowing members to join their local Branch online (2020) * Launch of MemberPerks (2020) * Launch of the Veteran Family Welcome program (2021) * Launch of the digital membership card (2022) * The continued acquisition of member email/phone contact information for improved communications * Ongoing proactive member renewal campaigns including email reminders (over 600,000 sent last year), direct mail pieces, automated renewal telemarking campaigns, online and social media marketing, Legion Magazine ads, etc.   The organization is on a path of sustained membership growth. We remain extremely optimistic for the future of Legion Membership! | |
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| |  | | --- | | **The 49th Dominion Convention is approaching!** | | The Royal Canadian Legion 2024 Dominion Convention will be held in Saint John, New Brunswick, August 24 through 28. This year’s theme, *Building our Future on a Foundation of Strength*, is not only a reflection of our past achievements but also a rallying call for the work that lies ahead. | | This year, delegates and proxies representing close to 260,000 members will meet to discuss the future of the Legion. Delegates will vote on resolutions, determine national policies and elect the next Dominion President and Senior Elected Officers. | | The Convention Call will be emailed to Branches by the end of February, and posted on the link below. | | Learn more at [**Legion.ca/2024Convention**](https://legion.ca/who-we-are/how-we-operate/2024-dominion-convention) | | *Bookmark this page. This page will be updated as new information becomes available.* | |
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| |  | | --- | | **Advertise your Branch, District or Command in the 2024 Convention booklet** | | The 2024 Dominion Convention Local Arrangement Committee is accepting ads for placement in the Convention Souvenir Booklet, which will be distributed to all delegates. | | **The deadline to submit an ad is April 15, 2024**. | | [**Download submission form  ‣**](https://edm-assets-v2.s3.us-west-2.amazonaws.com/legion/8225_Legion_Dispatch_Feb2024/English/Advertising_Flyer_fillable.pdf) | |
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| |  | | --- | | **Minutes from the Dominion Executive Council meeting** | | The Dominion Executive Council (DEC) meeting was held November 25, 2023. The meeting minutes, with carried motions, are attached. | | [**View DEC meeting minutes  ‣**](https://portal.legion.ca/docs/default-source/branch-and-command-resources/dec/dec-minutes-25nov2023.pdf) | |
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| |  | | --- | | **Did you serve in Cyprus under OP Snowgoose?** | | 2024 is the 60th anniversary of Canadian involvement on the island of Cyprus, and the 50th anniversary of the 74th conflict. | | If you served in Cyprus, you may be interested in taking a trip down memory lane by joining Team Cyprus 2024 for a November 2024 reunion. Taking place in Cyprus, the reunion is open to all CAF Veterans who served under the United Nations banner in Cyprus and family members of those who served. The linked brochure provides the background to the tour. Please contact Special Travel International for more information. | | [**Read the brochure  ‣**](https://drive.google.com/file/d/1kM00Mw46oBo5xkoifDBaPxf3iJolK1vI/view) | |
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| |  | | --- | | **Get access to Marketing and PR resources** | |
| |  | | --- | | **+ Promote membership with free Branch resources** | | Order FREE recruitment and retention resources through the Legion Supply Department to help promote membership at your Branch. | | [**Check out our flyer  ‣**](http://portal.legion.ca/docs/default-source/branch-and-command-resources/marketing-and-public-relations/legion_free_branch_resources_en.pdf) | |
| |  | | --- | | Light bulb | | **PR Tip of the Month:** | | **Your branch social media account is a Legion account** | | Avoid getting personal or upset when operating a Legion owned social media account. Everything posted through a branch account should align with Legion values and Articles of Faith in tone. Disengage with anyone who threatens or uses foul language, and report them to appropriate authorities as warranted. | |
| |  | | --- | | **Have questions or need advice?** Contact your [Command Public Relations Officer](https://www.legion.ca/contact-us/provincial-commands) or Nujma Bond, Dominion Command Communications at [nbond@legion.ca](mailto:nbond@legion.ca) | |
| |  | | --- | | **Your Legion calendar** | | On March 15, it will have been 10 years since the last Canadian soldiers returned from the mission in Afghanistan. [Learn more](https://www.veterans.gc.ca/eng/remembrance/wars-and-conflicts/afghanistan) about the men and women who served and sacrificed. | | Promote important dates and organize activities at your Branch with this list of upcoming days that raise awareness of an issue, commemorate a group or event, or celebrate an important topic. | | Download your copy to help with Branch planning for the new year. | | [**Download the 2024 calendar  ‣**](http://portal.legion.ca/docs/default-source/branch-and-command-resources/marketing-and-public-relations/national-notable-dates-2024_english.pdf) | |
| |  | | --- | | **MemberPerks®: Exclusive offers and preferred pricing through Venngo** | | Celebrate Family Day with us and win a $250 CAD gift card to Deerhurst Resort! | | MemberPerks® is more than a member benefit package. It’s also a tool Branches can use to promote membership. Plus, you can partner with local businesses in your community to offer exclusive discounts for your members. | | [**Learn more  ‣**](https://www.legion.ca/join-us/memberperks) | |
| |  | | --- | | **Messages from affiliated organizations** | | The following information is brought to you by organizations the Legion works closely with, highlighting special offers and other information. | |
| |  | | --- | | **Preferred rates for Branches from Canada’s leading payment processor** | |
| [A white rectangular device with black and white text  Description automatically generated](http://portal.legion.ca/branch-and-command-resources/operational-supports/moneris) |
| |  | | --- | | Whether your Branch wants to accept payments in-person, online, or via mobile devices, Moneris offers a variety of solutions that can meet your needs. In addition to the preferred rates, you can also enjoy services such as 24/7 support and stress-free set up. | | [**Learn more  ‣**](http://portal.legion.ca/branch-and-command-resources/operational-supports/moneris) | |
| |  | | --- | | **Cost savings on everything your Branch needs to run your restaurant and hospitality services** | |
| [Entegra.](http://portal.legion.ca/branch-and-command-resources/operational-supports/entegra) |
| |  | | --- | | Sign up for a free membership with Entegra and your Branch will receive rebates and savings through your current and new suppliers on food and beverages, furniture and equipment, maintenance and repair services, and more! | | [**Learn more  ‣**](http://portal.legion.ca/branch-and-command-resources/operational-supports/entegra) | |
| |  | | --- | | **Mailchimp: Bulk email platform** | |
| [A person and person holding hands  Description automatically generated](https://portal.legion.ca/branch-and-command-resources/operational-supports/mailchimp) |
| |  | | --- | | The Legion partnered with Mailchimp, a leading provider in email marketing, to offer Branches an easy, efficient, and affordable email service can help you send out newsletters to your members with the click of a button. Plus, you’ll have access to Legion-branded newsletter templates to help support the Legion brand. They also have human-assisted support to help you along the way. | | [**Learn more  ‣**](https://portal.legion.ca/branch-and-command-resources/operational-supports/mailchimp) | |
| |  | | --- | | **Loop TV helps your Branch promote events, activities and more… and earn extra cash!** | |
| [A person standing in a restaurant  Description automatically generated](http://portal.legion.ca/branch-and-command-resources/operational-supports/loop-tv) |
| |  | | --- | | Loop TV is a FREE service that brings entertainment and information to your Branch TV screens. In addition to Loop's awesome content in your Branch, you also get easy-to-use digital signage to promote specials, events, fundraisers, Branch messaging and more. | | The Loop Player and service are free to use, plus your Branch will earn $20 USD in Loop Rewards per active Loop player each month. | | [**Learn more  ‣**](http://portal.legion.ca/branch-and-command-resources/operational-supports/loop-tv) | |
| |  | | --- | | **Special offer from *Legion Magazine*** | |
| [Special offer.](https://shop.legionmagazine.com/product/rcaf-100-celebrating-the-centennial-of-the-royal-canadian-air-force/) |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | **If you have any questions, please contact Member Services and we will be pleased to assist. 1-855-330-3344 or**[**membership@legion.ca**](mailto:membership@legion.ca)  Office Hours: Monday – Friday, 8:30 a.m. – 4:30 p.m. EST | |  | | **Working together to serve Canada’s Veterans.** | |      |  |  | | --- | --- | | |  | | --- | | Legion. | | | |