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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** | | **January 2024** | |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Looking forward to 2024](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_01-january#_one) | | **>** | [Dominion Executive Council members](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_01-january#_new1) | | **>** | [34% of Legion members have not yet renewed](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_01-january#_three) | | **>** | [Support the Indigenous Veterans Initiative](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_01-january#_four) | | | |      |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Celebrate NATO’s 75th anniversary](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_01-january#_five) | | **>** | [Advertise in the 2024 Dominion Convention booklet](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_01-january#_six) | | **>** | [The Auto Renew process is complete](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_01-january#_seven) | | **>** | [Messages from affiliated organizations](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_01-january#_partnerpromos) | | | | | |
| 2024. |
| |  | | --- | | **Looking forward to the year ahead** | | Over the past several years, the Legion has embarked on an impressive journey towards revitalizing our membership. As we look ahead to 2024, we celebrate two consecutive years of membership growth — something that hasn’t been achieved in over three decades! This puts us on the right track to achieve our strategic goal of reaching and maintaining 300,000 members from coast to coast to coast. | | We’re proud to announce that the Legion welcomed a modern‑day record of 43,000 new and reinstated members in 2023. With a significant number of younger members joining online, the future looks promising. And speaking of youth, the National Youth Track and Field Program has been another beacon of success, with nearly 1,000 athletes participating — the second‑highest turnout in our history. | | We would like to build on this momentum as we head towards the Dominion Convention in Saint John, NB this August. 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. | | Branches are the backbone of the Legion, and your support is crucial in carrying this momentum forward. Your Branch can contribute to this collective endeavour by:   * Staying up to date with national Legion updates by actively engaging with monthly all‑Branch emails * Providing a welcoming and inclusive Branch atmosphere and strengthening the member experience * Expanding the flow of communication across all levels of the organization — sharing successes, and ensuring members understand the impact Branches and the Legion as a whole is having on Veterans, Remembrance and communities * Using available tools to work towards every member having an email address on their member profile, so that they are connected to the organization and engaged through regular communications   The future of the Legion shines brightly, and with each Branch’s commitment, we will continue to build upon our foundation of strength, marching proudly into 2024 and beyond. | |
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| |  | | --- | | **Meet your newest Dominion Executive Council members** | | The Dominion Executive Council (DEC) announces the newest members of its Senior Elected Officers, following the processes to fill vacancies as outlined in sections 405 and 406 of The General By‑Laws. | | DEC is pleased to welcome to their new roles, Dominion First Vice‑President Berkley Lawrence, Dominion Vice‑President Jack MacIsaac, and Dominion Treasurer Donna McRury. Our Comrades shall fill these posts until elections are held at the 2024 Dominion Convention. | | [**Meet your DEC  ‣**](https://www.legion.ca/who-we-are/our-members/our-executive) | |
| A veteran handing a Legion membership card to another person. |
| |  | | --- | | **34% of Legion members have yet to renew for 2024** | | A renewal reminder will be mailed in early February to members who have not yet renewed for 2024. Additionally, you can encourage your Branch members to renew by:   * Placing the [Renewal poster](https://portal.legion.ca/docs/default-source/branch-and-command-resources/marketing-and-public-relations/7826_legion_membership_renewal_poster_en_hr_nocrops.pdf) in a prominent space in your Branch * Reaching out by mail or email with this [renewal reminder message](https://portal.legion.ca/docs/default-source/branch-and-command-resources/membership/renewal_letter_en.pdf) * Updating member profiles with emails on [this template](https://edm-assets-v2.s3.us-west-2.amazonaws.com/legion/6879_Legion_Dispatch_Jan2022/English/branchemailsubmissiontemplate.xlsx) so members can be notified automatically when it’s time to renew * Encouraging your members to sign up for auto‑renewal with [this poster](https://portal.legion.ca/docs/default-source/branch-and-command-resources/marketing-and-public-relations/rcl_221301_poster_17x22_auto-renewal_eng_nocrop.pdf) | |
| A person putting flowers on a grave. |
| |  | | --- | | **Help identify and provide grave markers to Indigenous Veterans in unmarked graves** | | Branches are invited to participate in the Indigenous Veterans Initiative (IVI), launched by the Last Post Fund in 2019. This initiative aligns with Canada’s reconciliation efforts and consists of two key components:   * Providing grave markers for Indigenous Veterans in unmarked graves * Adding traditional names to existing military grave markers of Indigenous Veterans   Join us in honouring the legacy of Indigenous Veterans through this respectful and meaningful initiative by conducting local cemetery visits to help identify or verify these gravesites. | | [**Learn more  ‣**](https://www.lastpostfund.ca/indigenous-veterans-initiative/) | |
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| |  | | --- | | **Celebrate NATO’s 75th anniversary** | | April 4th, 2024 will mark the [75th anniversary of NATO](https://natoassociation.ca/events/elementor88563/). Throughout the upcoming year, the NATO Association of Canada will be organizing various events across the country highlighting NATO’s history and Canada’s role in the alliance. | | The NATO Association of Canada is inviting Legion Branches that are planning NATO related events to promote the event in their 2024 event calendar. The Association also is offering support to Branches who would be interested in planning an event. | | [**Read the letter to Branches  ‣**](https://edm-assets-v2.s3.us-west-2.amazonaws.com/legion/8161_Legion_Dispatch_Jan2024/English/The_Royal_Canadian_Legion_-_NATOs_75h_Canada-Wide_Event_Schedule.pdf) | |
| Poppies in a field. |
| |  | | --- | | **Advertise your Branch, District or Command in the 2024 Dominion Convention booklet** | | The 2024 Dominion Convention Local Arrangement Committee is accepting ads for placement in the Convention booklet, which will be distributed to all delegates. The deadline to submit an ad is February 28, 2024. | | [**Download submission form  ‣**](https://edm-assets-v2.s3.us-west-2.amazonaws.com/legion/8074_Legion_Dispatch_Nov2023/English/Advertising_Flyer-2023_Convention.pdf) | |
| Two people sitting at a desk. |
| |  | | --- | | **Branch Membership Administration** | | ***Resources and tips to support your Membership Chair*** | |
| |  | | --- | | **+ The Auto Renew process is complete** | | The Auto Renew process is now complete and has billed all members who have signed up for Auto Renew with valid credit card information on file. | | If you have a member who signed up for Auto Renew but does not have their 2024 membership year processed, your Branch can collect their 2024 membership payment OR the member can renew online or contact Member Services by phone at 855-330-3344. | | Branches can view all members who renewed online and by auto renewal on the Member Services Website under *Reports / Membership – Branch Online Member Renewals [PDF]*. | |
| |  | | --- | | **+ Help spread the word – Veterans’ families get first year of membership free!** | | Do you know a spouse, child over 18 years of age, parent or guardian of a Canadian Veteran who has not yet joined the Legion? Let them know we offer the first year of membership free to Veteran Family Members. Encourage them to register and get to know their Legion! | | [**Promotional poster  ‣**](http://portal.legion.ca/docs/default-source/branch-and-command-resources/marketing-and-public-relations/freemembershipposter_en.pdf) | [**Register online  ‣**](https://www.legion.ca/join-us/veteran-welcome-program) | [**Registration form  ‣**](http://portal.legion.ca/docs/default-source/branch-and-command-resources/membership/veteranfamilywelcomeprogram-application_en.pdf) | |
| |  | | --- | | **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:** | | **Always inform provincial command of national interviews** | | It’s best to double‑check with your Provincial Command before proceeding with any national interviews. Remember: Branches can speak for themselves but cannot speak for the Legion when it comes to other Branches, regions, or national matters. | |
| |  | | --- | | **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** | | *February 15 is National Flag of Canada Day. Canada’s red and white maple leaf flag was first raised 58 years ago.*[*Learn*](https://www.canada.ca/en/canadian-heritage/campaigns/national-flag-canada-day.html)*how your Branch can celebrate.* | | 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** | | Level up your fitness game with MemberPerks! | | 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/2024-wall-calendar-eyes-of-war/) |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | **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. | | | |