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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 – September 2023** | |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [How was your Legion Week?](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2023_09-september#_one) | | **>** | [Add your Remembrance Day Ceremony to Legion.ca](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2023_09-september#_two) | | | |      |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Give a warm welcome to new members](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2023_09-september#_three) | | **>** | [Messages from our partners](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2023_09-september#_partnerpromos) | | | | | |
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| |  | | --- | | **Tell us about your Legion Week** | | With Legion Week underway, we wish to thank and congratulate all the Legion Branches that took part in this first national week of recognition! It is through the volunteerism, dedication and participation of Legion members that every Legion comes to life. We hope your Branch had an opportunity to showcase itself in your community and welcome everyone to join. | | We invite you to let us know how your Branch participated in Legion Week. What was your most successful activity? What supports or resources would help your Branch improve for next year? Let us know at [marketing@legion.ca](mailto:marketing@legion.ca)! We appreciate all feedback. | |
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| |  | | --- | | **We’re promoting your local Legion Remembrance Day Ceremony** | | In the coming weeks, the Legion will have national television and radio ads promoting Remembrance Day and encouraging people to attend their local Legion Branch’s Ceremony. The ad will invite listeners to visit Legion.ca to find their local event. | | We encourage all Branches hosting a Remembrance Day Ceremony to add your event to the Ceremony Locator on Legion.ca. Branches can submit their event details through the online form. | | [**Add your ceremony  ‣**](https://remembranceday.legion.ca/formLead?urlR=https%3A%2F%2Fwww.legion.ca%2Fremembrance%2Fremembrance-day%2Fremembrance-day-ceremonies%2F) | |
| alt_text |
| |  | | --- | | **Branch Membership Administration** | | ***Resources and tips to support your Membership Chair*** | |
| |  | | --- | | Effective September 01, 2023, the Member Services Department will be open from 8:30 a.m. to 4:30 p.m. EST. | |
| A group of people posing for a photo  Description automatically generated |
| |  | | --- | | **Let’s give a warm welcome to all our new members!** | | We are on pace for another record year of new members joining the Legion, with over **33,000 new members** to date – including almost 6,000 who have joined online! | | For all new members who join online, please ensure:   * Your Branch reaches out within the first 30 days to welcome them to your Legion. * You verify their membership category to ensure they have selected the appropriate option. * You explain your welcoming process for new members. | |
| |  | | --- | | **+ Make membership renewal easier** | | As we prepare for the busiest time of the year for membership renewals, we encourage you to collect, confirm and update member email addresses and phone numbers within the membership website. You can update a member profile online, or use [this Excel template](https://edm-assets-v2.s3.us-west-2.amazonaws.com/legion/6879_Legion_Dispatch_Jan2022/English/branchemailsubmissiontemplate.xlsx) to share member contact information with Member Services. | | With this information, we can send reminders to your members on your behalf to renew via:   1. your local Branch 2. contacting member services by phone, or 3. online. | | With this approach, we can help save local Branches and membership chairs time and money! | | **+ Reminder to process member payments** | | Member renewal campaigns are getting underway, and Legion Headquarters will be reaching out to current and lapsed members by direct mail and email over the coming months. Please ensure your Branch’s member renewal payments are processed through Legion House at least monthly. | | **+ 2024 Membership Renewal Stickers** | | 2024 stickers have been mailed to Branches for all members renewed for 2023 by July 28, 2023. If you have not received your 2024 stickers, please reach out to Member Services. | | **+ Regularly update your Branch login passwords** | | Branches are advised to update their login passwords when there has been a change to the individuals who access secure Branch information. It is important for Branches to ensure a secure login password to prevent unauthorized access to your Branch account. | | Branches can update their Member Services Website password by logging into the portal, clicking the ‘Profile’ link on the left‑hand side and then clicking ‘Change Password’ at the bottom of the page. Contact the Member Services Department for questions or assistance. | |
| |  | | --- | | **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** | | **Ensure alignment with Legion values** | | When partnering with a group or booking a venue, always ensure that people understand and live up to Legion values, General By‑Laws and [Articles of Faith](https://www.legion.ca/docs/default-source/by-laws-and-policies/general-by-laws.pdf#page=9). As a PR rep, it’s a good idea to familiarize yourself with these guidelines. | | 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** | | October 1–7 is Mental Illness Awareness Week, and October 10 is World Mental Health Day. These are great opportunities to share the [Legion’s mental health supports](https://www.legion.ca/support-for-veterans/mental-health-ptsd) with Veterans and their families. | | 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 the 2023 calendar  ‣**](http://portal.legion.ca/docs/default-source/branch-and-command-resources/marketing-and-public-relations/national-notable-dates-2023_english.pdf) | |
| |  | | --- | | A close-up of a website  Description automatically generated | | **MemberPerks®: Exclusive offers and preferred pricing through Venngo** | | 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) | |
| |  | | --- | | **Partner promotions** | | The following is brought to you by our partners, highlighting special offers and other information. | |
| |  | | --- | | **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) | |
| |  | | --- | | **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) | |
| |  | | --- | | **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) | |
| |  | | --- | | **Special offer from *Legion Magazine*** | |
| [A person holding a bag and a picnic bag  Description automatically generated](https://shop.legionmagazine.com/product/the-great-canadian-outdoors-pack/) |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | **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. | | | |