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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 – April 2023** | |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [National Legion Week is this September](https://mail.google.com/mail/u/1/#m_7233890277936490558__one) | | **>** | [New TV and radio PSAs](https://mail.google.com/mail/u/1/#m_7233890277936490558__two) | | **>** | [Screen Branch bookings](https://mail.google.com/mail/u/1/#m_7233890277936490558__three) | | **>** | [Don’t forget to use your Branch logo!](https://mail.google.com/mail/u/1/#m_7233890277936490558__four) | | | |      |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [2023 federal budget](https://mail.google.com/mail/u/1/#m_7233890277936490558__five) | | **>** | [New housing support for CAF](https://mail.google.com/mail/u/1/#m_7233890277936490558__six) | | **>** | [Look out for scams defrauding seniors](https://mail.google.com/mail/u/1/#m_7233890277936490558__seven) | | **>** | [Messages from our partners](https://mail.google.com/mail/u/1/#m_7233890277936490558__partnerpromos) | | | | | |
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| |  | | --- | | **The inaugural National Legion Week is this September!** | | Sunday, September 17 will mark the first official National Legion Week across Canada. Celebrated by some Provincial Commands and their Branches since the 1980s, National Legion Week is designed to educate communities on the good work their local Branch does, reinforce the role the Legion plays in supporting Veterans and attract new members to our organization. | | More information about National Legion Week can be found in the All-Branch email below. | | [**Read full email  ‣**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJsZWdpb24uMzg5LmhhdmVsb2NrQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1jMmQ3YTA4Y2MzMjE0MjlkYTQxYWMxNWMwYTA2NmQwZCIsInJxIjoiMDItYjIzMTA3LTk3Njc1YzQzMDRmMDQxNDU4OTlkZTQxMTU0NDlkNWMyIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjkiLCJ1biI6Il9vbmUiLCJ1IjoiaHR0cDovL3BvcnRhbC5sZWdpb24uY2EvYnJhbmNoLWFuZC1jb21tYW5kLXJlc291cmNlcy9hbGwtYnJhbmNoLWVtYWlscy8yMDIzXzA0LWFwcmlsLS0tbmF0aW9uYWwtbGVnaW9uLXdlZWs_X2NsZGVlPVVDazZRdTJrS21mXzktaFpJSFpIczloS2hQNVZJT0NHLUpjS2dQU3NCMmlRSy1lb3RremtENWVybGgxX0ZTUFQ2Q1pzTDBMSkYtVVhiNURsb0VYelhnJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtYzJkN2EwOGNjMzIxNDI5ZGE0MWFjMTVjMGEwNjZkMGQmZXNpZD1hNzE2NjFmYi00NmRkLWVkMTEtODE1Ny0wMDUwNTZhMmU3NmQifQ/dMbUlyMDGmfoCPUXJUr2BA) | [**Get the tip sheet  ‣**](https://elink.clickdimensions.) | |
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| |  | | --- | | **New radio and TV Public Service Announcements** | | New TV and radio commercials have been developed to promote Legion membership. Branches are encouraged to share the 30- and 15-second commercials and the 30-second radio spot with local broadcasters to help promote the Legion in your community — download a letter you can send to broadcasters below. | | [**Listen and download  ‣**](https://elink.clickdimensions.-EFg) | [**Download PSA letter  ‣**](https://elink.clickdimensions.) | |
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| |  | | --- | | **Reminder: Screen every booking at your Branch** | | Not everyone who requests to book a Branch has the Legion’s values at heart. This is why screening each and every booking request you receive is imperative to our success. | | Branches cannot be affiliated with anyone promoting discrimination, overthrowing government, or protesting laws or regulations. Always use the Branch Booking Checklist to help ensure unacceptable bookings do not occur. Read the full email below for more information about Branch bookings. | | [**Read full email  ‣**](https://elink.clickdimensions.) | [**Download the Branch Booking Checklist  ‣**](https://elink.clickdimensions.-nR4iHEQ) | |
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| |  | | --- | | **Using your Branch logo** | | Every Branch has a branded Legion logo which includes its Branch number and location. Branches are required to use their Branch logo for ALL Branch communications, including but not limited to stationary, marketing and public relations materials, Branch branded products and promotions, and signage. | | Branches can request the Legion logo but contacting [marketing@legion.ca](mailto:marketing@legion.ca) and providing their Branch Command, Branch number and town/city. | | Branches with an exisiting supply of collateral or signage using an old Legion logo may use that up before reordering with the new logo. | | For more information on Branch brand guidelines, download the [**Brand Manual**](https://elink.clickdimensions._A). | |
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| |  | | --- | | **The Legion responds to the 2023 federal budget** | | In its 2023 budget, Canada’s federal government committed $156.7 million dollars to help support military and RCMP Veterans. The Legion trusts they will do just that — and in tangible ways. | | “We are happy to see this proposed spending,” says Bruce Julian, Dominion President. “But it needs to be properly targeted. We would like more clarity on exactly how it will be spent. This funding should go where it’s needed most, and in a way that directly benefits Veterans and clears the backlog.” | | [**Read more  ‣**](https://elink.clickdimensions.-qQ) | |
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| |  | | --- | | **New housing support for CAF troops** | | We are encouraged to hear the Canadian Armed Forces plans to launch a new housing benefit for troops who need it most. The Legion has long been advocating for this sort of program to support those who face high costs of living while on duty in some parts of Canada. The Legion also will be monitoring how changes to the housing benefits may impact those not eligible. | | [**Read more  ‣**](https://elink.clickdimensions._FQ) | |
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| |  | | --- | | **Look out for scams defrauding seniors** | | The Canadian Anti-Fraud Centre has provided information and advice to help prevent “emergency” scams which target and defraud seniors — including Veteran seniors. According to police, these crimes are at an all-time high in Canada and can be emotionally and financially devastating. | | With “emergency scams”, seniors are targeted through phone calls from criminals posing as relatives, claiming their loved one is involved in some emergency (accident, sick, legal etc.) and requires immediate financial help. | | Branches are encouraged to download the following assets and post or share with members and vulnerable seniors. | | [**About emergency scams  ‣**](https://elink.clickdimensions._ZDhUgYP3ONKtIA) | [**Download the prevention handout  ‣**](https://elink.clickdimensions._CChYjV0VA) | |
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| |  | | --- | | **Branch Membership Administration** | | ***Resources and tips to support your Membership Chair*** | |
| Smiling senior woman wearing headset sitting in front of a computer monitor. |
| |  | | --- | | **+ Automated telemarketing renewal calling campaign is underway** | | Canada Direct has started running our automated telemarketing campaign, calling approximately 18,000 non-renewed members using its predictive dialing software. A pre-recorded phone message will remind members to renew their Legion membership. Members can transfer to speak to an Agent and pay directly over the phone with a credit card. 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.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJsZWdpb24uMzg5LmhhdmVsb2NrQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1jMmQ3YTA4Y2MzMjE0MjlkYTQxYWMxNWMwYTA2NmQwZCIsInJxIjoiMDItYjIzMTA3LTk3Njc1YzQzMDRmMDQxNDU4OTlkZTQxMTU0NDlkNWMyIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjIwIiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly9lZG0tYXNzZXRzLXYyLnMzLnVzLXdlc3QtMi5hbWF6b25hd3MuY29tL2xlZ2lvbi83MDE2X0xlZ2lvbl9EaXNwYXRjaF9BcHJpbDIwMjIvRW5nbGlzaC9SZWNvcmRpbmcrMSstK0VOKyhHZW5lcmFsKS53YXY_X2NsZGVlPVVDazZRdTJrS21mXzktaFpJSFpIczloS2hQNVZJT0NHLUpjS2dQU3NCMmlRSy1lb3RremtENWVybGgxX0ZTUFQ2Q1pzTDBMSkYtVVhiNURsb0VYelhnJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtYzJkN2EwOGNjMzIxNDI5ZGE0MWFjMTVjMGEwNjZkMGQmZXNpZD1hNzE2NjFmYi00NmRkLWVkMTEtODE1Ny0wMDUwNTZhMmU3NmQifQ/A4BxUeO73JqLdQEEYHa1Kg) | [**for French members  ‣**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJsZWdpb24uMzg5LmhhdmVsb2NrQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1jMmQ3YTA4Y2MzMjE0MjlkYTQxYWMxNWMwYTA2NmQwZCIsInJxIjoiMDItYjIzMTA3LTk3Njc1YzQzMDRmMDQxNDU4OTlkZTQxMTU0NDlkNWMyIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjIxIiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly9lZG0tYXNzZXRzLXYyLnMzLnVzLXdlc3QtMi5hbWF6b25hd3MuY29tL2xlZ2lvbi83MDE2X0xlZ2lvbl9EaXNwYXRjaF9BcHJpbDIwMjIvRW5nbGlzaC9SZWNvcmRpbmcrMistK0ZSKyhHZW5lcmFsKS53YXY_X2NsZGVlPVVDazZRdTJrS21mXzktaFpJSFpIczloS2hQNVZJT0NHLUpjS2dQU3NCMmlRSy1lb3RremtENWVybGgxX0ZTUFQ2Q1pzTDBMSkYtVVhiNURsb0VYelhnJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtYzJkN2EwOGNjMzIxNDI5ZGE0MWFjMTVjMGEwNjZkMGQmZXNpZD1hNzE2NjFmYi00NmRkLWVkMTEtODE1Ny0wMDUwNTZhMmU3NmQifQ/fHYOKS57Xd0opTH6eF_oGQ) | | The campaign is expected to last until end of April. | |
| Digital membership card seen on a smart phone screen |
| |  | | --- | | **+ New Digital Membership Card now available!** | | Over 16,000 Legion Members have already signed up for the Digital Card! | | Members can now choose a traditional plastic card or a Digital Card. Learn about the Digital Card technical requirements, how to request a card, branch notification and more! | | [**Get all the details  ‣**](https://elink.clickdimensions.-kH5D28R2uGVUKFUQ) | |
| |  | | --- | | **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  ‣**](https://elink.clickdimensions._hLb49NAqxbBMK1CA) | |
| |  | | --- | | Light bulb | | **PR Tip of the Month** | | **Create a radio ad** | | Community radio ads are a good and often free way to get a message out about a special dinner, fundraiser or other Legion event. Reach out to local stations for instructions. | | Have questions or need advice? Contact your [Command Public Relations Officer](https://elink.clickdimensions._DfJxJMI4LiiQ) or Nujma Bond, Dominion Command Communications at [nbond@legion.ca](mailto:nbond@legion.ca) | |
| |  | | --- | | **Your Legion calendar** | | *Did you know the Canadian Navy, Army and RCMP were all founded in the month of May?* 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  ‣**](https://elink.clickdimensions._X2NsZGVlPVVDazZRdTJrS21mXzktaFpJSFpIczloS2hQNVZJT0NHLUpjS2dQU3NCMmlRSy1lb3RremtENWVybGgxX0ZTUFQ2Q1pzTDBMSkYtVVhiNURsb0VYelhnJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtYzJkN2EwOGNjMzIxNDI5ZGE0MWFjMTVjMGEwNjZkMGQmZXNpZD1hNzE2NjFmYi00NmRkLWVkMTEtODE1Ny0wMDUwNTZhMmU3NmQifQ/L2bRmR0kwDiMDruKAvV48g) | |
| |  | | --- | | Text  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. | |