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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** | | **March 2024** | |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Updates on the 2024 Dominion Convention](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_03-march#_one) | | **>** | [Updated Branch Brand Manual and PowerPoint now available](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_03-march#_two) | | **>** | [Visit a Legion Branch museum](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_03-march#_three) | | **>** | [Lower your Branch’s flag for Vimy Ridge Day](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_03-march#_four) | | | |      |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Share your Legion Remembrance Contest stories](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_03-march#_five) | | **>** | [Promote 50% off Wills and Powers of Attorney](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_03-march#_six) | | **>** | [Messages from affiliated organizations](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2024_03-march#_partnerpromos) | | | | | |
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| |  | | --- | | **The Convention Call has been emailed to Branches** | | The Convention Call for The Royal Canadian Legion 2024 Dominion Convention was sent to Branches in mid-February. | | All Convention documentation, information and resources for Branches and Delegates are available online at [**Legion.ca/2024Convention**](https://legion.ca/who-we-are/how-we-operate/2024-dominion-convention). Please make sure to bookmark this page as it will continue to be updated as information becomes available. | | **Deadline to advertise in the 2024 Dominion Convention booklet is April 15** | | 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 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) | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Branches are reminded to use their Branch Legion logo for Branch communications and advertisements. See the [**Branch Brand Manual**](https://portal.legion.ca/docs/default-source/branch-and-command-resources/marketing-and-public-relations/branch-brand-manual_en.pdf) for details and how to request your branded logo. | |      |  |  | | --- | --- | | |  | | --- | | Legion Branch logo template. | | | |
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| |  | | --- | | **Updated Branch Brand Manual and Legion overview PowerPoint** | | **Corporate Identity and Brand Standards for Legion Branches** | | The Legion Branch Brand Manual has been updated with guidelines on messaging and imagery for social media. Download and share the updated Brand Manual with those who support your Branch communications and brand management. | | [**Download manual  ‣**](https://portal.legion.ca/docs/default-source/branch-and-command-resources/marketing-and-public-relations/branch-brand-manual_en.pdf) | | **Legion overview PowerPoint presentation** | | Updated with information from the past year, this slide presentation is a great tool to share information about The Royal Canadian Legion. | | [**Download the PowerPoint slides  ‣**](https://portal.legion.ca/docs/default-source/branch-and-command-resources/marketing-and-public-relations/legion-overview_en.pptx) | |
| Parent and child looking at a museum exhibit. |
| |  | | --- | | **Visit a Legion Branch museum!** | | International Museum Day is May 18th. Did you know that a number of Legion Branches have in-house museums displaying historical collections to educate their members and community? | | Check out some of these Legion Branch museums: | |
| |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | [**Ken Snider Memorial Museum  ‣**](https://www.midlandlegion.ca/honouring-veterans/ken-snider-memorial-museum) | | Branch 05-080 | | Midland, Ontario | |      |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | [**The Saskatoon Museum of Military Artifacts  ‣**](https://nutanalegion.com/museum) | | Branch 03-362 | | Saskatoon, SK | |      |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | [**The Swift Current Legion Museum  ‣**](https://www.swiftcurrentlegion.ca/museum.html) | | Branch 03-056 | | Swift Current, SK | | | |
| |  | | --- | | **Does your Legion Branch have a Remembrance or military museum on premises?** Send us a link to the museum location, with pictures and a description that we can share in May! | |
| The Canadian National Vimy Memorial. |
| |  | | --- | | **Lower the Canadian flag on April 9** | | April 9 is Vimy Ridge Day, commemorating the Canadian soldiers who stormed the ridge on this day in 1917. Over 3,500 members of the Canadian Corps gave their lives and close to 7,000 were wounded in this offensive. | | All Legion Branches will fly their Canadian flags at half‑mast on April 9th from sunrise to sunset to commemorate Vimy Ridge Day. | |
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| |  | | --- | | **Share your experience with the Legion’s Remembrance contests** | | Every year, The Legion National Foundation, The Royal Canadian Legion, and schools across the country invite kids to honour Canada’s Veterans through the annual National Youth Remembrance Contests. Here is a wonderfully touching story of what happened when Legion Branch 418 presented the 3rd place award for the Remembrance Day Poster Contest to Alessia in the Primary level: | | “Prior to being invited into the classroom to present the award, the student came out into the hallway and told her parents she would like to give me something. She came over to me and gave me a thank you card that she made herself. When I opened the card, it started with “Dear Veteran,” so I told her I would like to pass the card to Stefan, who is a Veteran, to read it. It was the nicest card – so much so that it brought tears to our eyes. It was so touching. | | As we were walking toward the front doors of another elementary school, Stefan and I passed the playground and a student came over to the fence and said, “the Legion is here!” so we stopped to say hello. I introduced Stefan as “Captain”, and, before I could say anything else, the child yelled, “Hey, there is a Captain from the Army here!” Before we knew it, the students swarmed the fenced in area to say hello to Stefan, and all we heard was “wow” as we walked away. It was priceless!” | | **Does your Branch have a story to share from students participating in a National Youth Remembrance Contest?** With the parents’ permission, we invite all Branches to share stories and testimonials from students who have helped warm a Veteran’s heart. | | [**Submit your story  ‣**](mailto:marketing@legion.ca) | |
| Senior couple at desk with laptop. |
| |  | | --- | | **50% off Wills and Powers of Attorney – a Legion member exclusive offer!** | | Upper Canada Wills is a Legion Member Benefits Partner, offering Legion members 50% off national average rates for Wills and Powers of Attorney. Download and print a promotional poster to display at your Branch today! | | [**Download poster   ‣**](https://edm-assets-v2.s3.us-west-2.amazonaws.com/legion/8282_Legion_Dispatch_March2024/English/W+-+Legion+Poster.jpg) | | [**Learn more**](https://www.legion.ca/member-login/member-benefit-partners) about the Legion’s Member Benefit Partners. | |
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| |  | | --- | | **Branch Membership Administration** | | ***Resources and tips to support your Membership Chair*** | |
| |  | | --- | | **+ Automated telemarketing renewal calling campaign** | | Canada Direct will run an automated campaign beginning March 6th, uploading non‑renewed member phone numbers into its predictive dialing software. The campaign will run as follows:   * A phone call with a pre-recorded message will be sent to approximately 17,000 lapsed members with phone numbers on file, reminding them to renew their Legion membership. Listen to the recordings: [**for English members  ‣**](https://edm-assets-v2.s3.us-west-2.amazonaws.com/legion/7016_Legion_Dispatch_April2022/English/Recording+1+-+EN+(General).wav) | [**for French members  ‣**](https://edm-assets-v2.s3.us-west-2.amazonaws.com/legion/7016_Legion_Dispatch_April2022/English/Recording+2+-+FR+(General).wav) * 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. * Following this period, we will compile another list on June 1st to extend the campaign to all members who have not yet renewed.   The campaign is expected to last until end of April. | |
| |  | | --- | | **+ Reaching out to lapsed members by mail** | | Legion Headquarters will be reaching out to approximately 37,000 lapsed members by direct mail in March, reminding them to renew. | | alt_text | | Reaching out to lapsed members is an ongoing process, and can benefit from multiple points of contact. We encourage Branches to collect, confirm and update member addresses, phone numbers and email addresses within the membership website. | |
| alt_text |
| |  | | --- | | **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:** | | **The Legion portal is full of resources** | | As a public relations representative, you have access to many resources when you [**visit the member portal**](https://portal.legion.ca/login), from a PR manual with examples and ideas, to brand guidelines to help ensure visual alignment. | |
| |  | | --- | | **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** | | April 1 is the 100th anniversary of the Royal Canadian Air Force. Celebrate and honour the history and accomplishments of Canada’s Air Force Veterans. [**Learn more**](https://rcaf2024arc.ca/). | | 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** | | Learn more. | | 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. | |
| |  | | --- | | **Cost savings on everything your Branch needs to run its 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) | |
| |  | | --- | | **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. | | [**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. | | | |