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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://linkprotect.cudasvc.com/url?a=http%3a%2f%2fportal.legion.ca%2fbranch-and-command-resources%2fall-branch-emails&c=E,1,RsPnslKMBAnuJtcxNu8BE3NSzm8yLltwdSFTZr0TAZGj5Bek8xfBnevJ_6KleVWAOuMgRSHTccwck4f7i8hBMBF9_qkoY-s2GeOuL3VEQClCQdXNlddDHapCmA,,&typo=1) |

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| **In this edition – November 2020** |

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| **>** | [New Financial Aid for Branches](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2020_11-november#financeaid) |
| **>** | [Tips to support online registration](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2020_11-november#regonline) |
| **>** | [Reminder: Lest We Forget Watch offer](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2020_11-november#watchoff) |
| **>** | [Thank you for your hard work](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2020_11-november#thankyou) |

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| **>** | [The 2020-2021 National Silver Cross Mother has been announced](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2020_11-november#crossmother) |
| **>** | [VAC Ministerial Advisory Group record](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2020_11-november#VACrec) |
| **>** | [Messages from our partners](https://portal.legion.ca/branch-and-command-resources/all-branch-emails/2020_11-november#partmes) |

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| **New Federal Funding announced for Legion Branches** |
| Veterans Affairs Canada announced a new aid package providing $14 million in support to Legion Branches struggling with operational costs as a result of the pandemic. Information on how to apply for funding was emailed to Legion Branches on November 17. |
| [**Learn more  ‣**](http://portal.legion.ca/branch-and-command-resources/all-branch-emails/2020_11-november-financial-aid) |

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| **75% of members who join online are joining their local Branch** |
| Through the month of October, online member registrations and renewals have grown exponentially. Online renewals grew 286% over the same time last year! |
| Over 2,000 new members joined through [Legion.ca](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fLegion.ca&c=E,1,RRvBkSZ-Jyv7HRnHUQg5W1Y3nQocJhEtHSQRyNr2tRubTCv6DMVSSV0DZlAbkq49Eeg46CjAN6kSz3bKtsyMss9Jyd6oAnn58hDssi-UWlk,&typo=1) – more than 667% over the same time last year. And of those new members, 75% of them joined their local Branch online. |
| This increase in membership growth is great news for Legion Branches across Canada. Make the most of it by following these tips to support your current members, new registrants and your Branch:* Check your @Legion.ca branch email regularly for notifications of new members (also available via the Branch Online Member Enrollment Report available on the Member Services Website)
* Ensure your Branch rates are up to date in the Member Services Website
* Reach out to new members as soon as possible and welcome them to your Branch
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| **Lest We Forget Watch Special Offer** |
| All new and returning members who prepay for 5 years of membership before November 30th will receive a FREE Legion Poppy watch! Both men’s and women’s styles are available. |

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| **Thank you for your support during the time of Remembrance** |
| Thank you to our Branches and Legion members for your support and volunteer time during the Poppy Campaign and Remembrance Day commemorations. Because of your efforts, even through these tumultuous times, the Legion can ensure Canada never forgets. |
| A recap of the National Remembrance Day Ceremony is available on Facebook. |
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| [**Read more  ‣**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.legion.ca%2fnews%2farticles%2f2020%2f11%2f11%2fremembrance-day-ceremony-honours-canada-s-fallen&c=E,1,F0X6Q650xMOWV4a5QogO075uY8dNXGeBsGdqFzjH4mtRqZxFILt7c66mQMPzy2DXEJrM9CH2YQSMok1yXM5l1yRiyJviafJ9bEsIw_OKMis,&typo=1) |

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| [**Watch now  ‣**](https://www.facebook.com/CanadianLegion/videos/640925833266481) |

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| **Meet this year’s National Silver Cross Mother** |
| The 2020-2021 National Silver Cross Mother was announced earlier this month. Mrs. Deborah Sullivan of Summerville, New Brunswick, will represent Silver Cross Mothers across Canada until the end of October, 2021. |
| The Memorial Cross – more commonly referred to as the Silver Cross – introduced in 1919, is a symbol of personal loss and sacrifice on behalf of widows and mothers who lose a child on active duty, or whose death is later attributed to such duty. |
| [**Learn more  ‣**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.legion.ca%2fnews%2farticles%2f2020%2f11%2f01%2fthe-royal-canadian-legion-announces-2020-2021-national-silver-cross-mother&c=E,1,uNxbjHwQLIpBWVWXF_OvGWM1GUs9hiA2NBMlKU7tTLFsZ5_At6-3MJc5suJ9f2Z1EMGNkP294pLxSMR1F2nD0j46mpulxFXCVp8ljNUEzsEH5w,,&typo=1) |

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| **Advocating for Veterans** |
| The Royal Canadian Legion is actively involved in Veteran Affairs Canada Ministerial Advisory Groups. The Record of Discussion from a recent Policy Advisory Group meeting in December 2019 is now available for viewing. |
| [**Read the Record  ‣**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.veterans.gc.ca%2feng%2fabout-vac%2fwhat-we-do%2fstakeholder-engagement%2fadvisory-groups%2fpolicy-advisory-group%2f12-18-2019&c=E,1,Xy4XLj_viXd4PsQ80E-Guz4eso3Y-7kUeem07OYpvvPsmmRfAj3UJXubl3Ic72xXW5fm9cw5AMmNuAWxJkd_dRWJFPD2wi2niUdmCl71Jk3-GDPnzuR1eINYqgHb&typo=1) |

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| **Branch Membership Administration** |
| ***Resources and tips to support your Membership Chair*** |

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| **Message from Your Dominion Membership Committee** |
| Reminder to all Branches that, during the September Committee Meetings, the Dominion Membership Committee recommended all Branches encourage personal outreach to each member to renew for the upcoming year. |
| Branches can also use this outreach to collect email addresses using [this helpful Excel template](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2felink.clickdimensions.com%2fc%2f6%2f%3fT%3dMjg4MzI5MjM%253AMDItYjIwMzAzLTI3NGViY2NmMmFiMzRkYjdhMjZhZjEyNTg3NmQzODJh%253AbG9uZWlsbEBsZWdpb24uY2E%253AY29udGFjdC1lNTEwYzlhNjFkNGJlNjExODBkMmMyMjQxMjUzNzQwOC1jMGRhYWMwMzlhYzM0ZThmOTFmMGIxN2Y4ZDUzYzkzNw%253AZmFsc2U%253AMTc%253AZG9tY29t%253AaHR0cHM6Ly9saW5rcHJvdGVjdC5jdWRhc3ZjLmNvbS91cmw_YT1odHRwcyUzYSUyZiUyZmVkbS1hc3NldHMtdjIuczMtdXMtd2VzdC0yLmFtYXpvbmF3cy5jb20lMmZsZWdpb24lMmY2MDAzX0xlZ2lvbl9EaXNwYXRjaF9PY3QyMDIwJTJmRW5nbGlzaCUyZmJyYW5jaGVtYWlsc3VibWlzc2lvbnRlbXBsYXRlLnhsc3gmYz1FLDEsczhMekVsektvS1UzWlJCOGROV09hemNBU2RjWHhjS2FQY3htYVhXZ2JXZFB4eF9WaFlVQ2JBcC1pWEFjdTJkR1NicExnb0FRYVJzUVM4MVgzU2FPNm5UaHVDUGFTVkJKZURpTF95UTRYY3VESFhHYlAxdHZ3R3FWJnR5cG89MSZfY2xkZWU9Ykc5dVpXbHNiRUJzWldkcGIyNHVZMkUlM2QmcmVjaXBpZW50aWQ9Y29udGFjdC1lNTEwYzlhNjFkNGJlNjExODBkMmMyMjQxMjUzNzQwOC1jMGRhYWMwMzlhYzM0ZThmOTFmMGIxN2Y4ZDUzYzkzNyZlc2lkPTMyN2YyZWMwLTE1MWEtZWIxMS04MTEwLTAwNTA1NmEyZTc2ZA%26K%3d_NBmVvA4K9noS9y6H4P_3Q&c=E,1,mm5xdnwY0pawK8qAyf_nuCm3AgBfJUoVXzMsHo7mjinF-8dDaTKvq42Y3SVSIOb3P57yoSSrF9y15jUc8nSZOYattAyrsetv0STcTauADFLgi9bvKEk,&typo=1), and send it to Member Services to update their member profiles. |

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| **+ 2021 Per Capita rates** |
| There are no changes to 2021 per capita tax rates. The 2021 rates are effective September 1, 2020 and are [available on the membership website](https://linkprotect.cudasvc.com/url?a=http%3a%2f%2fportal.legion.ca%2fdocs%2fdefault-source%2fbranch-and-command-resources%2fmembership%2fper-capita-tax-rate_e.pdf&c=E,1,ZVFn5Xu-S_iAYUj6lcb6wwA12yGevFR9Li0fFOUwwlUGRKGmiHKxUYdM3iN2HEs1CMdS-iHnub3wK7asIpkTD8Otr1ZBhMK3DfhZsMEQqEaM4v9w8ngJnV2U96Ax&typo=1). |

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| **+ Sign up for Direct Deposits from Legion National Headquarters** |
| Sign up to receive Branch payments from Legion National Headquarters through direct deposit to your bank account by completing the attached [Direct Deposit Form](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2felink.clickdimensions.com%2fc%2f6%2f%3fT%3dMjg4MzI5MjM%253AMDItYjIwMTA3LTIxMTdmNDY3YTIyMjQ3MGY4OGYyNzRjNDlmZjc1MGY3%253AbG9uZWlsbEBsZWdpb24uY2E%253AY29udGFjdC1lNTEwYzlhNjFkNGJlNjExODBkMmMyMjQxMjUzNzQwOC1mNTYwN2M4ODAzZWE0ZDA4OWMxY2I1OTgzMzJiMWQ0NQ%253AZmFsc2U%253AMTU%253A%253AaHR0cDovL3BvcnRhbC5sZWdpb24uY2EvZG9jcy9kZWZhdWx0LXNvdXJjZS9icmFuY2gtYW5kLWNvbW1hbmQtcmVzb3VyY2VzL21lbWJlcnNoaXAvZWZ0LWVuZ2xpc2gucGRmP19jbGRlZT1iRzl1Wldsc2JFQnNaV2RwYjI0dVkyRSUzZCZyZWNpcGllbnRpZD1jb250YWN0LWU1MTBjOWE2MWQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LWY1NjA3Yzg4MDNlYTRkMDg5YzFjYjU5ODMzMmIxZDQ1JmVzaWQ9NGYwZGRhZTUtZjQ3Zi1lYTExLTgwZmYtMDA1MDU2YTJlNzZk%26K%3dK9ifFaM3MoTpYgzM_3b-Bw&c=E,1,8kPI7tqbQv9FJM0HsN4WFIIJQeerhg1KUR4eQ8hiRZLk-BMSM179erDNsYl6-dj_2tBdSk6qAlaLCASsEUMR_PwcwjIXa1_sUW8h4w99UtbkW5o1Jcr66os,&typo=1). No more bank runs or waiting for your cheque to arrive! Simply download and complete the form and email it to DirectDeposit@legion.ca. |
| For questions, please contact Tiffany Patterson at the Legion National Headquarters Finance Department by calling 613- 591-3335 ext. 262. |
| **We are here to help!** |
| The Member Services Department is available, Monday through Friday, 8:30–4:30 pm EST by email and by phone. |

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| **Get access to Marketing and PR resources** |

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| **It’s time for members to renew** |
| Find a wide variety of recruitment and renewal resources on the Member Services Website, as well as free materials through the Legion Supply Department. |
| [**View resources  ‣**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fedm-assets-v2.s3-us-west-2.amazonaws.com%2flegion%2f6084_Legion_Dispatch_Nov2020%2fEnglish%2f5927_Legion_Free_Branch_Resources_2020_Catalogue_EN_HR.PDF&c=E,1,XJCNZbq6o0xRnoVs07Z08VoNyyRTu23vxm4-cm7kF0cPi-tKQ-MuvUf151mQHDQBAiz0Ji1HblrpP3QH7ZJgaSaJ1G5gXMZB1HaH3MxUGMDJeVaVFQ,,&typo=1) |

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| **PR Tip of the Month** |
| **Strike while iron is hot** |
| When you receive a media request, it’s usually for an interview that very day. Don’t procrastinate unless you have no choice – you may lose a valuable opportunity to tell your story, or to share information about what your Legion does. |
| Have questions or need advice? Contact your [Command Public Relations Officer](https://linkprotect.cudasvc.com/url?a=http%3a%2f%2fwww.legion.ca%2fcontact-us%2fprovincial-commands&c=E,1,neWc6FByCupKy2Xdo-s--qjDYnlSOTtQEKXTZD0xcpqkR1X5ds0o28uM38Ohx8gwKXWjZHU6VU1vaTSMfOrzOsOrkoT9OQBHCMeRj072Oym-&typo=1) or Nujma Bond, Dominion Command Communications at nbond@legion.ca |

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| **Promote MemberPerks®** |
| The holiday shopping season is here – and it’s never been easier to save than with MemberPerks®. MemberPerks® is a great way to attract new members to the Legion and offer current members huge savings and deals! Promote the program at your Branch this season and help members save on their holiday shopping! Plus, offer your members even more value by using inviting local retailers, services and restaurants in your area to participate. |
| [**Learn more  ‣**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.legion.ca%2fjoin-us%2fmemberperks&c=E,1,HDglyQ2uQaPf4zYv6FhJ3_0vsO46KP5e5wHqOuXVdnerQjxb21Q8BNWlgl5IzkBGbZG6vMSvY7lHhqqDfSWLh0fd15bKL04R2GTn5bBibWlbmB7D4Ik,&typo=1) |

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| **Your Legion calendar: December 2020** |
| 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 CALENDAR  ‣**](https://linkprotect.cudasvc.com/url?a=http%3a%2f%2fportal.legion.ca%2fdocs%2fdefault-source%2fbranch-and-command-resources%2fmarketing-and-public-relations%2fnational-notable-dates-2020_english.pdf%3f_cldee%3dbG9uZWlsbEBsZWdpb24uY2E%253d%26recipientid%3dcontact-e510c9a61d4be61180d2c22412537408-8d8f694d93b64f79a9b242ae2fe64ee4%26esid%3d79652c92-b649-ea11-80fb-005056a2e76d&c=E,1,3o848ezT22pLwCT1iKi3Oxy74ZAwrZ_te-E7b030YATv0ei0m1ZrTQHhh1mIS8rcuC_tphVMTBFZeYqOg5wFLvYWB8UOXlPfNnlrCCnNLmXgPXraSynbrMS2_fY,&typo=1) |

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| **Partner promotions** |
| The following is brought to you by our partners, highlighting special offers and other information. |

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| **Introducing MBNA Payment Plans** |

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| Recently made a large or unexpected purchase? MBNA is excited to be launching a digital-only Payment Plan\* that will allow primary cardholders to pay for eligible credit card purchases with monthly Payment Plans at a lower interest rate than their Royal Canadian Legion credit card for an applicable fee. MBNA Payment Plans make it more convenient to pay for large purchases and manage your budget. |
| [Learn more](https://www.mbna.ca/en/learning-centre/mbna-payment-plan/) |
| \*not available in Quebec |

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| **News from the Legion National Foundation** |

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| The Legion National Foundation Board of Directors invites you to visit the new website. The Legion National Foundation, in partnership with The Royal Canadian Legion, works at the national level to support initiatives that positively impact the wellbeing and quality of life of Canada’s Veterans and their families. You will be inspired by the following impact areas of the Foundation including Veterans’ Wellness, Scholarships & Bursaries, Remembrance Contests for Children & Youth and Pilgrimages of Remembrance. |
| [Visit the website](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2flnfcanada.ca%2f&c=E,1,SxOWb6Qx3YPC0gtLKi7-ahDuUeWZdJJTZ5tV44YeOm_u4H3l8jblh8cH0IcDBf2zQROC5ENV9wpInIE8nJHcqftg5KAx3yfEMX0kXxzSB2AXsMQQmDjq5Q,,&typo=1) |

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| **Special offer from Legion Magazine** |
| The new year is fast approaching! Make sure you’re prepared with the Legion’s 2021 calendar, which includes historical military dates and rarely-seen photographs. |

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| [Shop now](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fshop.legionmagazine.com%2fproduct%2f2021-wall-calendar%2f&c=E,1,WQzG-EUM_uy81K7TYMY_N_R3UVxhoZ1rw9FHZeDJwN6Bn1jW-bGXQZYDSVwbnUrrzPDQb924dxY7rRHQPf2_Bj9IIb7rgZZwiqLOPXrLY-9U6A,,&typo=1) |

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| **If you have any questions, please contact Member Services and we will be pleased to assist. 1-855-330-3344 or****membership@legion.ca**Office Hours: Monday - Friday, 8:30 a.m. - 4:30 p.m. EST |
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| **Working together to serve Canada’s Veterans.** |

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