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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.-A) | |
| |  | | --- | | **In this edition – April 2022** | |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [The Royal Canadian Legion responds: 2022 federal budget](https://mail.google.com/mail/u/0/#m_4178536795874610554__zero) | | **>** | [Veterans' Wives Support Group receives funding](https://mail.google.com/mail/u/0/#m_4178536795874610554__one) | | **>** | [Juno Beach housing development must halt](https://mail.google.com/mail/u/0/#m_4178536795874610554__two) | | **>** | [Using the Poppy trademark](https://mail.google.com/mail/u/0/#m_4178536795874610554__three) | | | |      |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Telemarketing campaign to begin in April](https://mail.google.com/mail/u/0/#m_4178536795874610554__four) | | **>** | [New Membership Committee targets for 2022](https://mail.google.com/mail/u/0/#m_4178536795874610554__six) | | **>** | [Legion membership is growing!](https://mail.google.com/mail/u/0/#m_4178536795874610554__seven) | | **>** | [Messages from our partners](https://mail.google.com/mail/u/0/#m_4178536795874610554__ten) | | | | | |
| |  | | --- | | **Take the five‑second survey** | | Is your Branch open? As pandemic restrictions begin to ease, let us know if your Branch is currently open to members and the public. | | **If you responded previously, please take the survey again so we can see how Branches are doing as the pandemic evolves.** | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | [**ANSWER THE SURVEY**](https://elink.clickdimensions.-IJYMSQ) | | | | |
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| |  | | --- | | **The Royal Canadian Legion responds to federal budget 2022** | | The Royal Canadian Legion is encouraged to see this year’s budget contains a critical focus on Defence and Veteran homelessness, but gaps remain. | | [**Read more  ‣**](https://elink.clickdimensions.-7tQSte07E7Kn1TI_B19w) | |
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| |  | | --- | | **The Veterans’ Wives Support Group to run at Legion Branch 110 in Trenton** | | Great news from Branch 110 in Trenton, Ontario: its Veterans’ Wives Support Group received a grant from the Veteran and Family Well-being Fund last month, which will allow the group to continue for the next five years. | | The group, started by Branch office manager Debbie Holmes, provides support and coaching to female Veterans, wives of Veterans and women caring for Veterans, and works on therapeutic support for their unique challenges, such as taking care of an aging Veteran. | | [**Read more  ‣**](https://elink.clickdimensions.-Cy5ha6u8A4mExQyFO7rzg) | | Have a story about the great work your Branch does? Email [marketing@legion.ca](mailto:marketing@legion.ca) with the details and your contact info to be considered for a feature on Legion.ca and in upcoming newsletters. | |
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| |  | | --- | | **Juno Beach housing development must halt** | | The Royal Canadian Legion is aghast over plans to build a new housing development on the hallowed grounds of the D-Day landings of 1944. Dominion President Bruce Julian has issued a statement in an appeal to reverse this decision. | | [**Read the statement  ‣**](https://elink.clickdimensions.) | |
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| |  | | --- | | **The Poppy Trademark** | | *Did you know…* The Remembrance Poppy may not be used without the express written permission of Dominion Command on lawn signs and door decorations produced for distribution. | | See the attached educational flyer for Branches that highlights important information about the Poppy trademark, and how to prevent misuse. | | [**Download the flyer  ‣**](https://elink.clickdimensions.) | | *Please direct public inquiries to:*[*www.legion.ca/poppy-trademark.*](https://elink.clickdimensions.) | |
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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 April 5th, uploading non-renewed member phone numbers into its predictive dialing software. The campaign will run as follows:   * We have approximately 29,000 Canadian phone numbers of the current 55,000 unrenewed members. * A pre-recorded phone message will remind members to renew their Legion membership. Listen to the recordings: [**for English members  ‣**](https://elink.clickdimensions.) | [**for French members  ‣**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0zOTUxMjczMDdjNzg0NzYzYTA3ZTc3NGNmZTkyMDc2NiIsInJxIjoiMDItYjIyMTAxLTdjMzA5MDFiMzAyZjRkYjliMDRjNmZhMDNkOTAyYjYwIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjE2IiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly9lZG0tYXNzZXRzLXYyLnMzLnVzLXdlc3QtMi5hbWF6b25hd3MuY29tL2xlZ2lvbi83MDE2X0xlZ2lvbl9EaXNwYXRjaF9BcHJpbDIwMjIvRW5nbGlzaC9SZWNvcmRpbmcrMistK0ZSKyhHZW5lcmFsKS53YXY_X2NsZGVlPUd1Ymd6Y0M4M2NSRTdfZGpGVUZuNW5HUGc2UDBXZEFwNVdYeHdWd1BzU0MtTkV5T3N0SWxGSGxjcnVnaGRwUnImcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0zOTUxMjczMDdjNzg0NzYzYTA3ZTc3NGNmZTkyMDc2NiZlc2lkPTIxNzhmYjA5LTY2YjctZWMxMS04MTNlLTAwNTA1NmEyZTc2ZCJ9/XDOozClgiXgBAHGjlZah6Q) * 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.   The campaign is expected to last until early June. | | **+ New membership committee targets for 2022** | | The Dominion Command Membership Committee has established the 2022 National Targets for our 5 key performance indicators as defined within the Membership Strategic Plan: | | |  |  | | --- | --- | | **Key Performance Indicator** | **2022 Objective** | | Membership Renewals | 89% | | Branch Rates | 100% | | Member Emails | 60% | | Branch Portal Processing | 75% | | Auto Renewals | 15% | | | If you have any questions regarding these targets, please reach out to your Provincial Membership Chairs or Member Services directly. | | **+ Legion membership is growing!** | | Here’s how you can continue to help with this growth:   * Reach out and [welcome](https://elink.clickdimensions._MDQ) new members who join your branch within the first 30 days * Collect and share [member emails](https://elink.clickdimensions.-OpIAqh6jWCIKbXOg) and phone numbers within the membership system * Ensure you are processing memberships at least monthly * Promote the free year [Veterans Welcome and Veterans Family Welcome Programs](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0zOTUxMjczMDdjNzg0NzYzYTA3ZTc3NGNmZTkyMDc2NiIsInJxIjoiMDItYjIyMTAxLTdjMzA5MDFiMzAyZjRkYjliMDRjNmZhMDNkOTAyYjYwIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjE5IiwidW4iOiIiLCJ1IjoiaHR0cDovL3BvcnRhbC5sZWdpb24uY2EvZG9jcy9kZWZhdWx0LXNvdXJjZS9icmFuY2gtYW5kLWNvbW1hbmQtcmVzb3VyY2VzL21hcmtldGluZy1hbmQtcHVibGljLXJlbGF0aW9ucy9mcmVlbWVtYmVyc2hpcHBvc3Rlcl9lbi5wZGY_X2NsZGVlPUd1Ymd6Y0M4M2NSRTdfZGpGVUZuNW5HUGc2UDBXZEFwNVdYeHdWd1BzU0MtTkV5T3N0SWxGSGxjcnVnaGRwUnImcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0zOTUxMjczMDdjNzg0NzYzYTA3ZTc3NGNmZTkyMDc2NiZlc2lkPTIxNzhmYjA5LTY2YjctZWMxMS04MTNlLTAwNTA1NmEyZTc2ZCJ9/rhTFs3sABuaS8ChRCJSnkg) to non-members * Promote our free [MemberPerks](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0zOTUxMjczMDdjNzg0NzYzYTA3ZTc3NGNmZTkyMDc2NiIsInJxIjoiMDItYjIyMTAxLTdjMzA5MDFiMzAyZjRkYjliMDRjNmZhMDNkOTAyYjYwIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjIwIiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93d3cubGVnaW9uLmNhL2pvaW4tdXMvbWVtYmVycGVya3M_X2NsZGVlPUd1Ymd6Y0M4M2NSRTdfZGpGVUZuNW5HUGc2UDBXZEFwNVdYeHdWd1BzU0MtTkV5T3N0SWxGSGxjcnVnaGRwUnImcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0zOTUxMjczMDdjNzg0NzYzYTA3ZTc3NGNmZTkyMDc2NiZlc2lkPTIxNzhmYjA5LTY2YjctZWMxMS04MTNlLTAwNTA1NmEyZTc2ZCJ9/uUIxV-HSXPgxLNxmracB1g" \t "_blank)® program to all members * Feel free to reach out to Member Services with any questions – we are here to help all and especially new Membership Chairs! | |
| |  | | --- | | **Get access to Marketing and PR resources** | |
| |  | | --- | | **Marketing Resources** | |
| |  | | --- | | **Social media policy** | | As with any communication, it’s important to represent the Legion brand on your social media platforms. View the Legion social media policy to ensure compliance with trademarks and brand standards. | | The Legion Branch Brand Manual was recently updated to include the policy. | | [**View Policy  ‣**](https://elink.clickdimensions.-5lZcusNAUH5tkw) | [**Download updated Manual  ‣**](https://elink.clickdimensions.) | |
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| |  | | --- | | **Your Legion calendar** | | 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 2022 calendar  ‣**](https://elink.clickdimensions.) | |
| |  | | --- | | alt_text | | **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://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0zOTUxMjczMDdjNzg0NzYzYTA3ZTc3NGNmZTkyMDc2NiIsInJxIjoiMDItYjIyMTAxLTdjMzA5MDFiMzAyZjRkYjliMDRjNmZhMDNkOTAyYjYwIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjI2IiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93d3cubGVnaW9uLmNhL2pvaW4tdXMvbWVtYmVycGVya3M_X2NsZGVlPUd1Ymd6Y0M4M2NSRTdfZGpGVUZuNW5HUGc2UDBXZEFwNVdYeHdWd1BzU0MtTkV5T3N0SWxGSGxjcnVnaGRwUnImcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0zOTUxMjczMDdjNzg0NzYzYTA3ZTc3NGNmZTkyMDc2NiZlc2lkPTIxNzhmYjA5LTY2YjctZWMxMS04MTNlLTAwNTA1NmEyZTc2ZCJ9/u-kq0PywHzmN3OvnBkM7eA) | |
| |  | | --- | | **Partner promotions** | | The following is brought to you by our partners, highlighting special offers and other information. | |
| |  | | --- | | **The Vimy Foundation presents: Vimy: A Living Memorial. Coming April 9!** | |