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| **Keep your Branch informed** |
| 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 |

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| In this edition – November 2019 |

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| **►** | [Congratulations to our VIA sweepstakes winner](http://link.legion.ca/m/1/28832923/02-b19310-cfa7959f63a940568d6a89237deda3de/1/759/c3b7b284-f877-41bf-a208-cd15f01e40d9#ViaWinner) |

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| **►** | [Reminder: National policy on hate groups](http://link.legion.ca/m/1/28832923/02-b19310-cfa7959f63a940568d6a89237deda3de/1/759/c3b7b284-f877-41bf-a208-cd15f01e40d9#HatePolicy) |

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| **►** | [New Branch report for online member renewals](http://link.legion.ca/m/1/28832923/02-b19310-cfa7959f63a940568d6a89237deda3de/1/759/c3b7b284-f877-41bf-a208-cd15f01e40d9#BranchReportNew) |

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| **►** | [National Silver Cross Mother has been announced](http://link.legion.ca/m/1/28832923/02-b19310-cfa7959f63a940568d6a89237deda3de/1/759/c3b7b284-f877-41bf-a208-cd15f01e40d9#NatSilverCrossMother) |

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| **►** | [Poppy Funds support Veterans](http://link.legion.ca/m/1/28832923/02-b19310-cfa7959f63a940568d6a89237deda3de/1/759/c3b7b284-f877-41bf-a208-cd15f01e40d9#PoppySupport) |

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| **►** | [The Veteran Welcome Program is growing](http://link.legion.ca/m/1/28832923/02-b19310-cfa7959f63a940568d6a89237deda3de/1/759/c3b7b284-f877-41bf-a208-cd15f01e40d9#VetWelcomeProg) |

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| **►** | [Your Legion Calendar for December and January](http://link.legion.ca/m/1/28832923/02-b19310-cfa7959f63a940568d6a89237deda3de/1/759/c3b7b284-f877-41bf-a208-cd15f01e40d9#Calendar) |

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| **►** | [Free membership recruitment and renewal resources](http://link.legion.ca/m/1/28832923/02-b19310-cfa7959f63a940568d6a89237deda3de/1/759/c3b7b284-f877-41bf-a208-cd15f01e40d9#MarketingPRTip) |

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| **►** | [Make membership renewal easy for your members](http://link.legion.ca/m/1/28832923/02-b19310-cfa7959f63a940568d6a89237deda3de/1/759/c3b7b284-f877-41bf-a208-cd15f01e40d9#MemberRenew) |

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| **►** | [Special offer from Legion Magazine](http://link.legion.ca/m/1/28832923/02-b19310-cfa7959f63a940568d6a89237deda3de/1/759/c3b7b284-f877-41bf-a208-cd15f01e40d9#LegionMag) |

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| Congratulations to our latest member winner |
| Congratulations to Legion member Rita Amyotte from Branch 164 in Nova Scotia! Rita is the winner of our Summer VIA Rail member sweepstakes! |
| Let your members know about our current sweepstake. We’re offering members renewed for 2020 the chance to win one of 5 prizes of a $500 VISA gift card, plus another gift card for their Branch! Branches can increase their chances of winning by sending in their member emails. Log in to your Branch page on the Member Services Website for more information. |
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| [LOG IN](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3ANQ%3AVmlhV2lubmVy%3AaHR0cHM6Ly9wb3J0YWwubGVnaW9uLmNhL2xvZ2luP19jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTA1MDM2NjRlMTMwNTQ2NDNhMTljNGM5OWQ3YzY0N2VhJmVzaWQ9ZTU4Y2U1ODYtZWRmZi1lOTExLTgwZmEtMDA1MDU2YTJlNzZk&K=q6sZF8u1Ot7kZUtI1X-UOQ) |

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| Hate groups are not tolerated at the Legion |

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| This past October, Legion National Headquarters was distressed to learn of additional occurrences of Legion Branches that did not adhere to the Legion national policy on hate groups, and allowed events to take place in their facilities that directly violated the policy. The Royal Canadian Legion does not support or tolerate any group or organization whose views or actions promote hatred or violence. |
| Review the Legion national policy on hate groups with your members and any persons involved in organizing use of your Branch facilities. The Branch Booking Checklist can help you assess organizations and individuals requesting use of Legion facilities to ensure they align with the policy. |
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| [READ THE POLICY](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3ANg%3ASGF0ZVBvbGljeQ%3AaHR0cDovL3BvcnRhbC5sZWdpb24uY2EvYnJhbmNoLWFuZC1jb21tYW5kLXJlc291cmNlcy9ieWxhd3MtYW5kLXByb2NlZHVyZXM_X2NsZGVlPVpXeHNaVzUzYjJ4bWJXRmpiR1Z2WkVCbmJXRnBiQzVqYjIwJTNkJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtMDUwMzY2NGUxMzA1NDY0M2ExOWM0Yzk5ZDdjNjQ3ZWEmZXNpZD1lNThjZTU4Ni1lZGZmLWU5MTEtODBmYS0wMDUwNTZhMmU3NmQ&K=FPMAiZ7rW-i8pR_uDRS0Og) |

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| [BRANCH BOOKING CHECKLIST](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3ANw%3A%3AaHR0cDovL2ZpbGVzLmNsaWNrZGltZW5zaW9ucy5jb20vbGVnaW9uY2EtYTNscm8vZmlsZXMvcHVibGljLXJlbGF0aW9uc19icmFuY2gtcmVudGFsLWNoZWNrbGlzdF8yMDE5ZS5kb2N4PzE1NzI1NTE0MTkzMTQmX2NsZGVlPVpXeHNaVzUzYjJ4bWJXRmpiR1Z2WkVCbmJXRnBiQzVqYjIwJTNkJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtMDUwMzY2NGUxMzA1NDY0M2ExOWM0Yzk5ZDdjNjQ3ZWEmZXNpZD1lNThjZTU4Ni1lZGZmLWU5MTEtODBmYS0wMDUwNTZhMmU3NmQ&K=E2FSbNvY-8FsJzdgixmv5Q) |

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| Branch Online Member Renewal Report |
| A new Branch membership report is now available that lists all your Branch members who have renewed online, including Auto Renew members. |
| The report is located under *Reports – Branch Online Member Renewals* on the Member Services Website. |

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| 2019-2020 Silver Cross Mother announced |

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| On November 1, The Royal Canadian Legion announced Mrs. Reine Samson Dawe as the National Silver Cross Mother. |
| Mrs. Dawe’s son, Captain Matthew J. Dawe was the Commander of 8 Platoon, C Company, 3 Princess Patricia’s Canadian Light Infantry Battalion. He was killed in action in Afghanistan on July 4, 2007. |
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| [LEARN MORE ABOUTMRS. DAWE AND MATTHEW](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AOA%3AQnJhbmNoUmVwb3J0TmV3%3AaHR0cHM6Ly93d3cubGVnaW9uLmNhL3JlbWVtYnJhbmNlL3NpbHZlci1jcm9zcy1tb3RoZXI_X2NsZGVlPVpXeHNaVzUzYjJ4bWJXRmpiR1Z2WkVCbmJXRnBiQzVqYjIwJTNkJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtMDUwMzY2NGUxMzA1NDY0M2ExOWM0Yzk5ZDdjNjQ3ZWEmZXNpZD1lNThjZTU4Ni1lZGZmLWU5MTEtODBmYS0wMDUwNTZhMmU3NmQ&K=TCkj5diIPA6EHh2u2MkhMg) |

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| The Poppy Fund in action |
| The latest article on Legion.ca shows how Poppy Funds have been used to directly support Veterans – [check it out](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AOQ%3AUG9wcHlTdXBwb3J0%3AaHR0cHM6Ly93d3cubGVnaW9uLmNhL25ld3MvYXJ0aWNsZXMvMjAxOS8xMC8yOS9ob3ctdGhlLXJveWFsLWNhbmFkaWFuLWxlZ2lvbi1wb3BweS1mdW5kLXN1cHBvcnRzLWNhbmFkYS1zLXZldGVyYW5zP19jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTA1MDM2NjRlMTMwNTQ2NDNhMTljNGM5OWQ3YzY0N2VhJmVzaWQ9ZTU4Y2U1ODYtZWRmZi1lOTExLTgwZmEtMDA1MDU2YTJlNzZk&K=-tQkqqxaj7o62ZlOJ6bKvA)! |
| Do you have stories about supporting Veterans in your community? Share them with us at publicrelations@legion.ca and we’ll help spread the news of your good work! Names of recipients will be kept confidential and only used with their permission. |
| As a reminder, in April 2019 amendments were made to the Poppy Manual including eligible use of Poppy Funds. Please review the amendments and update your copy of the Poppy Manual. |
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| [READ THE AMENDMENTS](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMTA%3A%3AaHR0cHM6Ly93d3cubGVnaW9uLmNhL3doby13ZS1hcmUvaG93LXdlLW9wZXJhdGUvYnktbGF3cy1hbmQtcHVibGljYXRpb25zP19jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTA1MDM2NjRlMTMwNTQ2NDNhMTljNGM5OWQ3YzY0N2VhJmVzaWQ9ZTU4Y2U1ODYtZWRmZi1lOTExLTgwZmEtMDA1MDU2YTJlNzZk&K=yziAtlSEucU0xME0yUBQ0g) |

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| Welcome Veteran members to your Branch |

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| The Legion’s Veteran Welcome Program is growing, with 2600 Veterans taking advantage of our free one-year membership that introduces them to our organization. If you know of a Veteran who has not yet joined the Legion, let them know about this opportunity. |
| Veterans who join through the Welcome Program are encouraged to visit their local Branch. Welcome these members into your Branch and invite them to transfer their membership, get involved and help us grow! |
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| [LEARN MORE](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMTE%3AVmV0V2VsY29tZVByb2c%3AaHR0cHM6Ly93d3cubGVnaW9uLmNhL2pvaW4tdXMvZnJlZS1tZW1iZXJzaGlwLWNhZi1yY21wP19jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTA1MDM2NjRlMTMwNTQ2NDNhMTljNGM5OWQ3YzY0N2VhJmVzaWQ9ZTU4Y2U1ODYtZWRmZi1lOTExLTgwZmEtMDA1MDU2YTJlNzZk&K=76_6vMGhCS_IMulcTicQng) |

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| Your Legion calendar: December 2019 – January 2020 |
| This calendar lists upcoming commemorative days of relevance to The Royal Canadian Legion that raise awareness of an issue, commemorate a group or event, or celebrate an important topic. Branches may wish to promote these dates or organize related activities. |
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| DATE | EVENT |
| **December 3** | [#GivingTuesday](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMTI%3AQ2FsZW5kYXI%3AaHR0cHM6Ly9naXZpbmd0dWVzZGF5LmNhLz9fY2xkZWU9Wld4c1pXNTNiMnhtYldGamJHVnZaRUJuYldGcGJDNWpiMjAlM2QmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYSZlc2lkPWU1OGNlNTg2LWVkZmYtZTkxMS04MGZhLTAwNTA1NmEyZTc2ZA&K=Ifqu7S4a_MFM_aLXpW1-QQ) |
| **December 3** | [International Day of Persons with Disabilities](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMTM%3A%3AaHR0cDovL3d3dy51bi5vcmcvZW4vZXZlbnRzL2Rpc2FiaWxpdGllc2RheS8_X2NsZGVlPVpXeHNaVzUzYjJ4bWJXRmpiR1Z2WkVCbmJXRnBiQzVqYjIwJTNkJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtMDUwMzY2NGUxMzA1NDY0M2ExOWM0Yzk5ZDdjNjQ3ZWEmZXNpZD1lNThjZTU4Ni1lZGZmLWU5MTEtODBmYS0wMDUwNTZhMmU3NmQ&K=7sCGPObPbhKo8lam6yaydg) |
| **December 5** | International Volunteer Day |
| **December 6** | [Halifax explosion](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMTQ%3A%3AaHR0cHM6Ly9tYXJpdGltZW11c2V1bS5ub3Zhc2NvdGlhLmNhL3doYXQtc2VlLWRvL2hhbGlmYXgtZXhwbG9zaW9uP19jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTA1MDM2NjRlMTMwNTQ2NDNhMTljNGM5OWQ3YzY0N2VhJmVzaWQ9ZTU4Y2U1ODYtZWRmZi1lOTExLTgwZmEtMDA1MDU2YTJlNzZk&K=EqfEsctK5XG6AQ_jPzJUYw) (1917) |
| **December 10** | Nobel Prize for Peace awarded to peacekeepers (1988) |
| **December 25** | Christmas (Legion supports Operation Santa Claus) |
| **December 25** | [Fall of Hong Kong](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMTU%3A%3AaHR0cDovL3d3dy52ZXRlcmFucy5nYy5jYS9lbmcvcmVtZW1icmFuY2UvaGlzdG9yeS9zZWNvbmQtd29ybGQtd2FyL2NhbmFkaWFucy1ob25nLWtvbmc_X2NsZGVlPVpXeHNaVzUzYjJ4bWJXRmpiR1Z2WkVCbmJXRnBiQzVqYjIwJTNkJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtMDUwMzY2NGUxMzA1NDY0M2ExOWM0Yzk5ZDdjNjQ3ZWEmZXNpZD1lNThjZTU4Ni1lZGZmLWU5MTEtODBmYS0wMDUwNTZhMmU3NmQ&K=4KibenO3qaWx-yVA693-9w) (1941) |
| **January 1** | New Year’s Day |
| **January 27** | [Holocaust Remembrance Day](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMTY%3A%3AaHR0cHM6Ly93d3cudW4ub3JnL2VuL2hvbG9jYXVzdHJlbWVtYnJhbmNlLz9fY2xkZWU9Wld4c1pXNTNiMnhtYldGamJHVnZaRUJuYldGcGJDNWpiMjAlM2QmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYSZlc2lkPWU1OGNlNTg2LWVkZmYtZTkxMS04MGZhLTAwNTA1NmEyZTc2ZA&K=0qVxQi9mznkpgJm2Kvd1Jg) |
| **January 29** | [Bell Let’s Talk](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMTc%3A%3AaHR0cHM6Ly9sZXRzdGFsay5iZWxsLmNhL2VuLz9fY2xkZWU9Wld4c1pXNTNiMnhtYldGamJHVnZaRUJuYldGcGJDNWpiMjAlM2QmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYSZlc2lkPWU1OGNlNTg2LWVkZmYtZTkxMS04MGZhLTAwNTA1NmEyZTc2ZA&K=SRswMQ9ozpsBTxmCayFjDg) for mental health awareness |

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| Get access to Marketing and PR resources |

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| **Marketing** |
| **Attract and retain members**The remembrance period often sees more members and visitors coming to Legion Branches. Welcome them warmly and let them know about your Branch and opportunities to get involved. Invite new people to join and encourage your members to renew their memberships! |
| Find a wide variety of recruitment and renewal resources on the Member Services Website, and free materials through the Legion Supply Department. |
| [VIEW RESOURCES](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMTg%3ATWFya2V0aW5nUFJUaXA%3AaHR0cDovL2xpbmsubGVnaW9uLmNhL2MvNC8_VD1Namc0TXpJNU1qTSUzQU1ESXRZakU1TWpnd0xXSmpPRFZrWm1JMFpERXhaalEyTkRNNE1tRXdaRGxsWXpSa01EazFOV1poJTNBYkc5dVpXbHNiRUJzWldkcGIyNHVZMkUlM0FZMjl1ZEdGamRDMWxOVEV3WXpsaE5qRmtOR0psTmpFeE9EQmtNbU15TWpReE1qVXpOelF3T0MwME9XSXpOalUwWVdJNFpEVTBORFJrWWpreE9HSmxaVEU0TkdWaE5qVmlNdyUzQVptRnNjMlUlM0FNalUlM0FUV0Z5YTJWMGFXNW5VRkpVYVhBJTNBYUhSMGNEb3ZMMlpwYkdWekxtTnNhV05yWkdsdFpXNXphVzl1Y3k1amIyMHZiR1ZuYVc5dVkyRXRZVE5zY204dlptbHNaWE12TlRBMU5GOXNaV2RwYjI1ZmJXRjBaWEpwWVd4ZmMyaGxaWFJmY21WbWNtVnphRjlsYmw5c2NpNXdaR1lfTVRVMk5ERTJORGd5T1Rrek55WmZZMnhrWldVOVlrYzVkVnBYYkhOaVJVSnpXbGRrY0dJeU5IVlpNa1VsTTJRbWNtVmphWEJwWlc1MGFXUTlZMjl1ZEdGamRDMWxOVEV3WXpsaE5qRmtOR0psTmpFeE9EQmtNbU15TWpReE1qVXpOelF3T0MxaVlqUm1ZV0UyTUdNd1lUSTBNMkZrWWprMFptUTBaVEl6WlRNMk5qVTBaQ1psYzJsa1BUZGtZbVUzWW1Oa0xXTTRZbVF0WlRreE1TMDRNR1poTFRBd05UQTFObUV5WlRjMlpDWmZZMnhrWldVOVlrYzVkVnBYYkhOaVJVSnpXbGRrY0dJeU5IVlpNa1VsTTJRbWNtVmphWEJwWlc1MGFXUTlZMjl1ZEdGamRDMWxOVEV3WXpsaE5qRmtOR0psTmpFeE9EQmtNbU15TWpReE1qVXpOelF3T0MwME9XSXpOalUwWVdJNFpEVTBORFJrWWpreE9HSmxaVEU0TkdWaE5qVmlNeVpsYzJsa1BUbGpObVZpTkdKaUxXRTBaVFl0WlRreE1TMDRNR1poTFRBd05UQTFObUV5WlRjMlpBJks9b29EYndwenJOR2p5VU9pRGJUcDc3USZfY2xkZWU9Wld4c1pXNTNiMnhtYldGamJHVnZaRUJuYldGcGJDNWpiMjAlM2QmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYSZlc2lkPWU1OGNlNTg2LWVkZmYtZTkxMS04MGZhLTAwNTA1NmEyZTc2ZA&K=R9HpTG3FciJs2-lvJzl63Q) |

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| **PR Tip of the Month** |
| **Answer media requests ASAP**Do not wait to reply to a media request. Even if you don’t have the answer or aren’t in a position to give a statement, respond. Let them know you have the request, what you’re doing about it, and if you need more information. Staying silent sends the wrong message and raises suspicion. It also gives your Branch or Command, and the Legion in general, a bad reputation that can last. |
| Have questions or need advice? Contact your [Command Public Relations Officer](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMTk%3A%3AaHR0cDovL3d3dy5sZWdpb24uY2EvY29udGFjdC11cy9wcm92aW5jaWFsLWNvbW1hbmRzP19jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTA1MDM2NjRlMTMwNTQ2NDNhMTljNGM5OWQ3YzY0N2VhJmVzaWQ9ZTU4Y2U1ODYtZWRmZi1lOTExLTgwZmEtMDA1MDU2YTJlNzZk&K=IQhwGLYuYK1w1XpK8o2Msw) or Nujma Bond, Dominion Command Communications at nbond@legion.ca. |

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| The Legion’s new Member Services Website is a gateway to convenient branch-specific and membership information and services, including simplified new member sign-ups and renewals. |
| Branches can login to **portal.legion.ca** with the username and password provided. |

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| **►****Membership renewals continue** |

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| **Member renewal reminders and processing members** |
| Legion National Headquarters continues to email renewal reminders to members with email addresses on file. Please remit per capita tax at least monthly to ensure your member data is up to date. Better yet, process your members online and update their membership status immediately! |
| **Make membership renewal easy for your members!** |
| 90% of Branches provide over 230,000 Legion Members with the opportunity to renew their local Branch membership online. Please ensure your Branch Rates are entered and up-to-date. |
| [UPDATE YOUR BRANCH RATE](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMjA%3ATWVtYmVyUmVuZXdhbHM%3AaHR0cHM6Ly9wb3J0YWwubGVnaW9uLmNhL2xvZ2luP19jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTA1MDM2NjRlMTMwNTQ2NDNhMTljNGM5OWQ3YzY0N2VhJmVzaWQ9ZTU4Y2U1ODYtZWRmZi1lOTExLTgwZmEtMDA1MDU2YTJlNzZk&K=-dOEDc8DhUjJ8madBCKPwg) |
| **Use the Branch Membership Renewal Strategy** |
| Members are the strength of the Legion, and our most valuable resource. Use the attached Branch Membership Renewal Strategy to guide your renewal efforts. |
| [DOWNLOAD RENEWAL STRATEGY](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMjE%3A%3AaHR0cDovL2ZpbGVzLmNsaWNrZGltZW5zaW9ucy5jb20vbGVnaW9uY2EtYTNscm8vZmlsZXMvYnJhbmNocmVuZXdhbHN0cmF0ZWd5ZW5nbGlzaC5wZGY_MTU2ODMwOTEwODI0NSZfY2xkZWU9Wld4c1pXNTNiMnhtYldGamJHVnZaRUJuYldGcGJDNWpiMjAlM2QmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYSZlc2lkPWU1OGNlNTg2LWVkZmYtZTkxMS04MGZhLTAwNTA1NmEyZTc2ZA&K=9oDm0WZRUcV_104V0tq1Fg) |

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| **►** | **2020 per capita tax rates** |

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| The 2020 Per capita Tax rates are now available online. They are effective September 01, 2019 for the 2020 membership year. The 2019 online Branch rates will be automatically copied over to 2020 for Branches. |
| If you have a membership fee rate change, please update online or contact Member Services directly. |

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| **►** | **YOU’VE GOT MAIL!** |

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| Please ensure you are accessing your Branch email by clicking ‘WEB MAIL’ on the left-side menu of the Member Services Website. |
| **If you have any questions please contact Member Services and we will be pleased to assist.**1-855-330-3344 or membership@legion.caOffice Hours: Monday – Friday, 8:30 – 4:30 EST |

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| **A message from our partners** |
| The following is brought to you by our partners, highlighting special offers and other information. |

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| **►** | **CELEBRATING CANADA!** |

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| Visit the *Legion Magazine* SHOP for plenty of exclusive gift ideas and order today. PLUS! New products have just arrived! Find all you need and celebrate Canada with campfire mugs, stainless steel bottles and tumblers, kitchen essentials, puzzles, notebooks and more! |
| **BONUS!** Here’s a special offer **just for Legion members**. Please share the deal! Save $5 on orders over $45\* with coupon code at checkout: **GIFTS5**\*Offer expires December 18, 2019. Excludes subscriptions. |
| [SHOP NOW](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMjI%3ATGVnaW9uTWFn%3AaHR0cHM6Ly9zaG9wLmxlZ2lvbm1hZ2F6aW5lLmNvbS8_X2NsZGVlPVpXeHNaVzUzYjJ4bWJXRmpiR1Z2WkVCbmJXRnBiQzVqYjIwJTNkJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtMDUwMzY2NGUxMzA1NDY0M2ExOWM0Yzk5ZDdjNjQ3ZWEmZXNpZD1lNThjZTU4Ni1lZGZmLWU5MTEtODBmYS0wMDUwNTZhMmU3NmQ&K=pwmw2WQhC-qGsnkPZjwdhw) |

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| **Honouring Veterans is Our Duty** |

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| *Copyright © 2019 The Royal Canadian Legion. All rights reserved.*Administrative emails from Legion National Headquarters are sent to the email address on file for your local Legion Branch. If this is no longer the correct email address for your Branch, please forward this email to the new contact and request the Branch update their contact information.The Branch may update the email address at any time by updating their Branch Profile on the [Member Services Website](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMjM%3A%3AaHR0cHM6Ly9wb3J0YWwubGVnaW9uLmNhL2xvZ2luP19jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTA1MDM2NjRlMTMwNTQ2NDNhMTljNGM5OWQ3YzY0N2VhJmVzaWQ9ZTU4Y2U1ODYtZWRmZi1lOTExLTgwZmEtMDA1MDU2YTJlNzZk&K=iSMY9CHEn43GMfVChckMHg) or by contacting Member Services. [Learn more](http://link.legion.ca/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzEwLWNmYTc5NTlmNjNhOTQwNTY4ZDZhODkyMzdkZWRhM2Rl%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wNTAzNjY0ZTEzMDU0NjQzYTE5YzRjOTlkN2M2NDdlYQ%3AdHJ1ZQ%3AMjQ%3A%3AaHR0cDovL2Nkd2ViLmxlZ2lvbi5jYS9sZWdpb25jYS1hM2xyby9wYWdlcy8ybXB0ZHg4emVlbWE4cjc1d294anBhLmh0bWw_X2NsZHVuc3ViPWU1OGNlNTg2ZWRmZmU5MTE4MGZhMDA1MDU2YTJlNzZkLTA1MDM2NjRlMTMwNTQ2NDNhMTljNGM5OWQ3YzY0N2VhLWFjY291bnQmX2NsZGVlPVpXeHNaVzUzYjJ4bWJXRmpiR1Z2WkVCbmJXRnBiQzVqYjIwJTNkJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtMDUwMzY2NGUxMzA1NDY0M2ExOWM0Yzk5ZDdjNjQ3ZWEmZXNpZD1lNThjZTU4Ni1lZGZmLWU5MTEtODBmYS0wMDUwNTZhMmU3NmQ&K=n8UGRVX0a4yG7ZrbxEqByw) about All Branch emails.**Our contact information is:**The Royal Canadian Legion National HeadquartersMember Services Department86 Aird PlaceOttawa, ON K2L 0A1CanadaToll free: 855‑330‑3344E-mail:membership@legion.ca |

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