

**BC/YUKON COMMAND  
The Royal Canadian Legion**

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January 28, 2026

TO: All Branches, and Branch and Zone Membership Chairs  
For Information of Members of Command Executive Council

FROM: Brenda Thomson, Chair – Membership, Marketing & PR Committee

SUBJECT: Centenary Membership Processing – Important Updates

Comrades,

We are fast-approaching the end of January and have seen a surge in new members joining the Legion in our Command and across Canada. Records show that since January 5<sup>th</sup>, BC/Yukon Command has welcomed over 7,000 new members! Membership Chairs in Branches are seeing a record number of applications, both online and at the Branch. With all this activity, Dominion and Command Staff have been answering plenty of questions— based on these, we thought it an appropriate time to review some basic information to assist with membership processing during our Centenary Year.

**New Video: Centenary Memberships – Resources & Processing**

Link: [https://www.youtube.com/watch?v=5x5gjFN1\\_YA](https://www.youtube.com/watch?v=5x5gjFN1_YA)

Dominion Command has created an instructional video for Branches, detailing key information and addressing frequently-asked questions.

**Processing Centenary Memberships – Key Points:**

1. **Centenary Memberships:** New 2026 members start as Centenary members, whether they join online or at the Branch. “Centenary” is the identifying term to track new members— it is not a category of membership.
2. **Membership Categories:** Branches are expected to contact each Centenary member to ascertain which membership category they belong to (Ordinary, Associate, or Affiliate Voting). Then, Branches must re-assign their membership category as soon as possible. This can be done by submitting a **Data Change Form** in the Portal. (A walk-through of this process begins at 11:40 in the video.) Centenary Members are unable to vote until their membership category has been changed.
3. **Official Membership and Voting:** Whether they join online or at the Branch, Centenary Members don’t officially become a member of the Branch until voted in at the next general meeting. (That being said, their membership category should still be updated ASAP, before the meeting occurs.)
4. **Digital Cards and Magazines:** Centenary Members will receive digital copies of their membership cards and *Legion Magazine*. Once a Centenary member renews for 2027, Branches can request a plastic card for them by using the Data Change Form in the Portal.
5. **If a Centenary Member Doesn’t Have an Email:** If a member joins at the Branch and they do not have an email address, the Branch could input the member’s information and use the Branch email to receive the new member’s digital card, which could be copied and printed for them.

## **Membership Processing: Online Enrollments and Webmail**

Branches are reminded to check and process online enrollments weekly by accessing their @Legion.ca Email (Webmail).

- If your Branch does not have access, please contact Legion Member Services for the password (1-855-330-3344).
- If your Branch needs assistance in understanding Webmail, please refer to this instructional video (<https://www.youtube.com/watch?v=9erEifOp3ns&t=45s>), or download the **step-by-step guide** attached to this memo.
- In the Portal, Branches can find this information under Reports > “Online Enrollments.”
- Once the Branch has this list, the next step is to access the member’s profile in the Portal by entering their membership number into the search box. The new member’s profile can be printed for Branch files and contact information.

## **New Member Engagement**

The Centenary Membership Campaign provides an excellent opportunity for Branches to welcome newcomers into their local community of Legionnaires. When personally welcomed by their Legion Branch, new members are more likely to feel a sense of belonging, more likely to volunteer, and more likely to stay after the end of the Centenary Year.

- Branches are encouraged to greet new members by giving them a call and/or sending them a welcome email. (Dominion Command has also provided a **New Member Welcome Email Template** for Branches, attached to this memo.)
- Branches can also ask new members to stand at the next general meeting, welcoming them with a round of applause.
- Branches may also decide to hold special events to welcome and acknowledge new members.
- Branches can also visit the Legion’s Centenary webpage, which can be accessed by visiting: <https://portal.legion.ca/centenary-2026/> Here, you can download the new membership application form, your Branch’s Centenary logo, promotional materials and images, and more.

## **Encouraging Centenary Members to Renew**

One way to encourage Centenary members to renew for 2027 is by employing the “two-for-one” marketing concept: A new member to get two years of membership for the price of one. Additionally, Branches can remind Centenary members they will be entered into the Legion 100 Win Big Giveaway when they renew for 2027.

## **Join Our Next Membership Meeting**

The Membership, Marketing & PR Committee meets with Branch and Zone Membership Chairs every 1-2 months to discuss important updates and address questions. Our next meeting will take place on Zoom, and details are as follows:

**Tuesday, February 24<sup>th</sup> at 6:00pm PST (1 Hour)**

**Zoom Meeting Link:**

<https://us02web.zoom.us/j/84317619830?pwd=y77GN2hMZtQ5YBUFMsVVmNkv7qu1qk.1>

Meeting ID: 843 1761 9830

Passcode: 287877

Please email [info@legionbcyukon.ca](mailto:info@legionbcyukon.ca) to confirm your attendance, and/or to suggest a topic for the meeting agenda.

### **Questions**

For questions, please contact Legion Member Services at 1-855-330-3344. Please note that due to a high influx of calls, expected wait times can be about 10-15 minutes. Thank you for your understanding.

In just less than one month, BC/Yukon Command has already welcomed over 7,000 new members! We are excited to continue to grow and strengthen our membership in 2026, and we would like to thank every Branch and Membership Chair for your hard work and dedication during this milestone year.

In comradeship,

Brenda