

BC/YUKON COMMAND
The Royal Canadian Legion

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October 22, 2025

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

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

SUBJECT: Early Bird Renewal Campaign

Memo 61.25

Comrades,

The Early Bird Renewal Campaign is running from now until November 30, 2025. To assist Branches and their Membership Chairs with the Campaign, the Membership, Marketing & PR Committee has created flyers, social media posts, and a brochure.

Attached to this memo, you will find:

Membership Benefits Brochure

Membership Flyers:

- “Join Today”
- “Who We Are”

Social Media Graphics:

- Renewal Posts for Year-Round
- Seasonal Renewal Posts (Autumn/Halloween)
- Early Bird Renewal Posts*

**Early Bird Renewal posts are customizable!* At the bottom of each image, you can manually enter your Branch’s info and specific incentive. For assistance, or to request a customization, please contact Lindsay Petrie, Marketing & Communications Assistant:
lindsay.petrie@legionbcyukon.ca

All of the above promotional materials can also be found on the [Marketing and Public Relations](#) webpage on Branch Corner, kept up-to-date throughout the year.

We wish all Branches across BC and the Yukon a successful Early Bird Renewal Campaign.

In comradeship,

Brenda