BC/YUKON COMMAND
The Royal Canadian Legion
#503 – 17665 66A Ave, Surrey, BC V3S 2A7 Phone (1) 604-575-8840 Fax (1) 604-575-8820
info@legionbcyukon.ca or visit us at www.legionbcyukon.ca
October 5, 2026

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 65.26

Comrades,

The Early Bird Renewal Campaign is running from now until November 30, 2026. To assist Branches and Membership Chairs, the Membership, Marketing & PR Committee has complied updated materials for this year's campaign.

Attached to this memo, you will find:

- Early Bird Renewal Letter – *Customizable*
- Renewal Letter
- Poster – Early Bird Campaign
- Poster – 100 Years of Service
- Legion 100 Win Big Giveaway Poster
- Legion Member Benefits Brochure
- Brochure – 100 Years of Service
- Social Media Posts
  - Early Bird Renewal Posts
  - Halloween/Autumn Renewal Posts
  - Year-Round Renewal Posts
- Branch Membership Renewal Strategy

For more promotional items for your Branch, please visit:

- BC/Yukon Command's Marketing & PR Page on Branch Corner
- The Legion's Centenary Resource Page on the Portal
- The Legion's Membership Administration Page on the Portal
- The Legion's Marketing & PR Page on the Portal

As a reminder, the deadline for eligible members to renew to be automatically entered into the **Legion 100 Win Big Giveaway** is **December 19, 2026.**

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

In Comradeship,

Brenda



Legion

LEGION.CA

Renew your Legion membership today!

Thank you for your support

Because of your dedication, the Legion can continue to provide support to Veterans and their families, remember the Fallen, and support our communities. You are part of an essential national network and renewing today will keep your membership in good standing for the upcoming year.

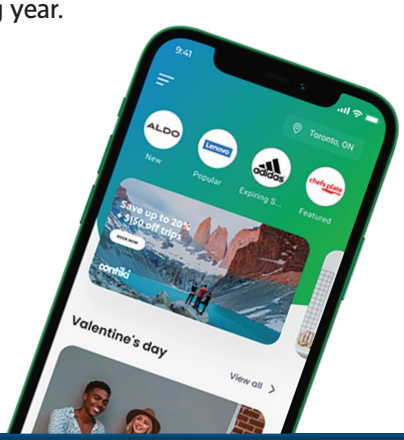
For your convenience, **you can renew your membership online at legion.ca/member**. From there, you can set your membership to auto-renew to be billed automatically each year. You can also make your payment at your local Branch or by mail using the address below.

If you have already sent in your dues, we thank you and look forward to the upcoming year.

Your membership can help you save

Your Legion membership now includes MemberPerks®, giving you access to thousands of deals and discounts from local and national retailers and service providers. MemberPerks® lets you save $1000s per year — that can pay for your membership fees many times over. Learn more at legion.ca/memberperks.

memberperks



Renew online legion.ca/member

Every member makes a difference

We encourage you to invite your family and friends to join the Legion. With more support, we can have an even bigger impact on the lives of Veterans and their families across the nation.

To support the Legion's activities, membership dues for the year _____ are $_____.

Branch contact information:

Contact name: _____ Telephone: _____

Address: _____ E-mail: _____

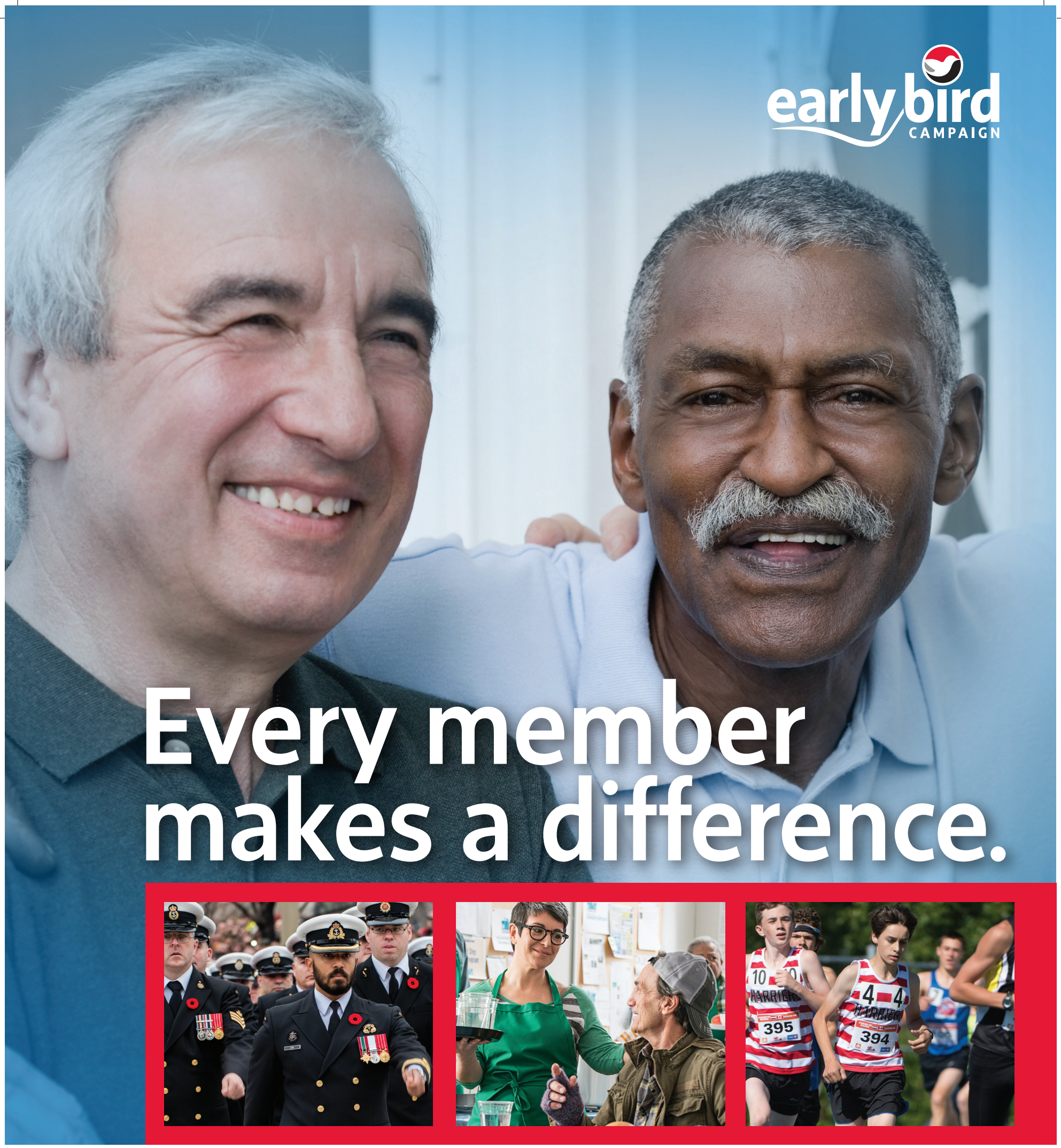
_____

Working together to serve Canada's Veterans.

Follow us on

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earlybird CAMPAIGN

Every member makes a difference.

REMEMBER • SUPPORT • STRENGTHEN

The Early Bird Campaign is on until November 30th.

Renew your Legion membership today!

- Keep your account in good standing
- Maintain years of continuous support
- Support the Branch and its programs
- Ensure delivery of LEGION Magazine

LEGION.CA #OurDuty

@RoyalCdnLegion
/CanadianLegion

Legion



1926 · 2026

The Royal Canadian Legion

100 Years of Service

Following the First World War, Veterans formed organizations and associations to help one another. In 1925, many of these groups merged to become the **Great War Veterans Association**—**laying the foundation** for what would become the Canadian Legion. On **July 17**, **1926**, this movement was formally established when the **Canadian Legion** was incorporated by an Act of Parliament. The Legion is built on a commitment to **support Veterans and their families**, **advocate for their rights**, and **ensure their service and sacrifice are never forgotten**. And we've carried that mission forward for a century.

Learn more
Legion.ca/Centenary

Legion | 100 · 1926 · 2026

LEGION 100
WIN BIG GIVEAWAY



Renew your Legion membership and qualify to WIN a Ford F-150!

Add two more chances to win by shopping on the Legion's store and donating to the Poppy Fund!

Renew Today
Legion.ca/winbig

Ford Dealers of Canada
Official Partner of The Royal Canadian Legion

Legion 100 1926 · 2026

No purchase necessary, terms and conditions apply.



Who We Are

The Legion is Canada's largest Veteran and community service organization.

With **50,000+ members** and over **145 Branches** across British Columbia and the Yukon, our Legion members are committed to supporting Veterans, strengthening their communities, and encouraging the act of Remembrance.

Our membership includes currently serving and retired Canadian Armed Forces and Royal Canadian Mounted Police members, their family members, and others committed to serving Canada's Veterans, their local communities, and the mission of the Royal Canadian Legion.



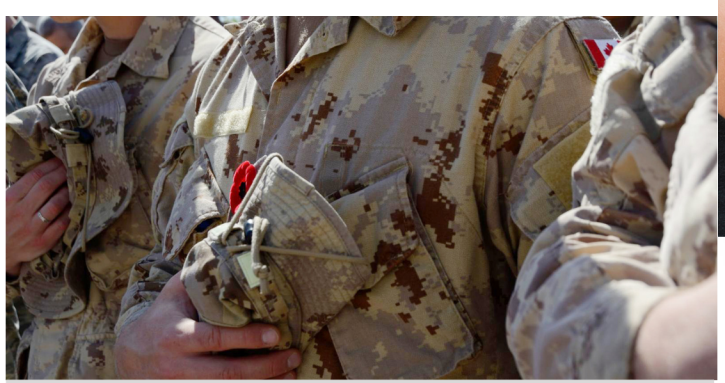
Free Membership Programs

You can apply for a free, first-year Legion membership if you are...

A serving or retired member of the Canadian Armed Forces or RCMP.

An eligible family member of a current or retired member of the CAF or RCMP (parents or guardians, spouses, and children 18 years and above).

The age of majority and a Graduating Cadet or Canadian Ranger.



Contact Us

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Membership Benefits

Member Benefit Partners

Our partners offer unique benefits to our members:

Ultramatic®

Alliances by Arbor Memorial

Blowes & Stewart TRAVEL GROUP LTD.

HearingLife Advantage

belairdirect. car and home insurance

Canadian SAFE STEP WALK-IN TUB CO.

CHIP Reverse Mortgage by HomeEquity Bank

ROGERS Authorized Dealer

red wireless

IRIS

MEDIPAC Travel Insurance



Your Legion membership can help you save.

MemberPerks® gives Legion members access to thousands of offers and deals at stores and restaurants across Canada, including national chains, local businesses, and online stores.

MemberPerks® is included free with membership. It can save you $1000s every year — so your membership could pay for itself many times over!

You can access MemberPerks® 30 days after your membership number has been issued.

Access all your member benefits:

Poppy Store (Members-Only Items)
Legion Magazine (Print or Digital)
Member Newsletter (Digital)
Member Sports (Darts, 8-Ball, Crib)
Legion Riders (Motorcyclists)

Learn more about your benefits as a Legion member:

Legion
British Columbia/Yukon Command

Member Sports



Member Sports promotes Legion comradeship and sportsmanship by bringing together members from every Branch. Through involvement on the local level, members are able to compete either as singles, doubles or teams. Depending on their success, they may go on to compete at the national level.

BC/Yukon Command invites Legion members to compete in the following provincial championship games:

- Eight Ball
- Cribbage
- Mixed Darts
- Ladies' Darts
- Euchre

Contact your local Legion today and start competing at the Branch-level!



The Royal Canadian Legion



100 Years of Service & Remembrance

Be Part of What Comes Next



Legion 100 1926 · 2026



A National Movement 100 Years in the Making

Over 650,000 Canadians served our country in the First World War. The survivors were welcomed home as heroes but were left to fend for themselves to obtain the medical care, financial support and social services they desperately needed. They did so by forming local Veterans' associations–and in the process laid the foundations for what, in 1926, would become the Canadian Legion.

Built for Today. Growing for Tomorrow.

Today, that movement has grown to include families, supporters, and Canadians from all walks of life. The Legion continues to evolve—connecting communities, supporting Veterans, and carrying remembrance forward—shaped by the people who are part of it today and those who will join in the future.

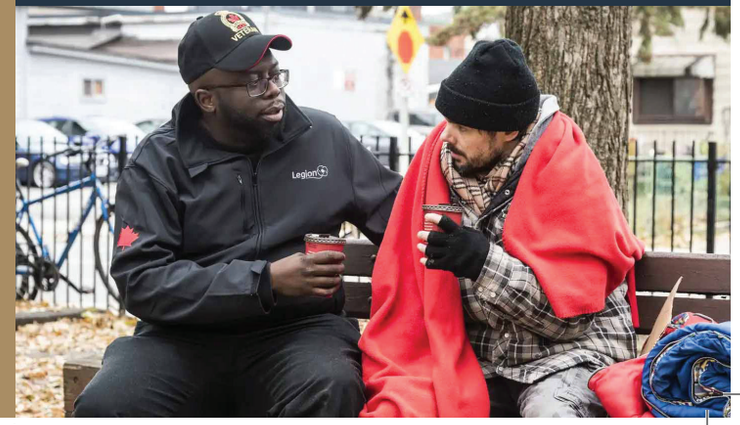


Join Us in Our Centenary Year

To celebrate 100 years, we're offering **FREE membership for 2026**.

Join now and enjoy all the benefits of membership—including access to thousands of dollars in deals and savings, opportunities to support Veterans, and the chance to be part of a strong, welcoming community across Canada.

Join today
Legion.ca/Join





La Légion royale canadienne



100 ans de service et de Souvenir

La suite s'écrit avec vous!



Legion | 100 1926 · 2026



Un mouvement national et cent ans de préparation

Plus de 650 000 Canadiens ont servi notre pays durant la Première Guerre mondiale. Accueillis en héros, ceux qui en sont revenus furent laissés à eux mêmes pour obtenir les soins médicaux, le soutien financier et les services sociaux dont ils avaient besoin. Ils y sont parvenus grâce à des associations d'anciens combattants — et, en 1926, ils ont jeté les bases de la Légion canadienne.

Conçue pour aujourd'hui. En devenir pour demain.

Aujourd'hui, ce mouvement s'est ouvert aux familles, aux sympathisants et aux Canadiens de tous horizons. La Légion continue d'évoluer – tissant des liens entre les communautés, soutenant les vétérans et perpétuant le Souvenir – grâce à ses membres, et à ceux et celles qui demain s'y joindront.

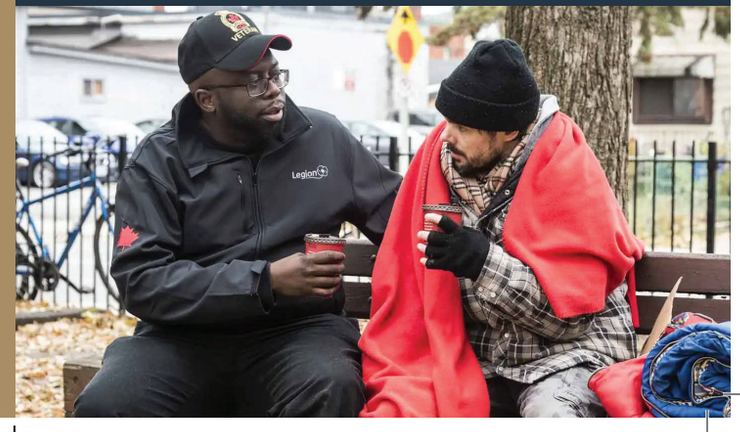


Joignez-vous à nous durant notre année du Centenaire

Pour nos 100 ans, une adhésion **GRATUITE** vous est offerte pour 2026.

Adhérez maintenant et profitez des avantages de l'adhésion – des milliers de dollars de rabais, des occasions de venir en aide aux vétérans, et la chance de faire partie d'une communauté forte et accueillante partout au Canada.

Adhérez aujourd'hui
Legion.ca/adhérez



Branch Membership Renewal STRATEGY

R — RENEWAL reminders

- **Personal phone calls yield best results**
- **Email reminders**
- **Direct mail reminders**

40% of non renewing members **did not remember** receiving a renewal reminder

E — EMAIL addresses

Collecting and entering member email addresses within the member services website allows both the Branch and Legion House the ability to send important reminder notices electronically.

N — NEVER again ask members to renew. Sign your members up for Auto Renewal

Auto Renewal automatically renews members annually who have signed up online with a credit card. Branches save time and money. No processing or paperwork required from the Branch.

Please consider: Each time we ask a member to renew, we are asking them to reconsider if they still want to be a Legion member.

E — ELECTRONIC renewal saves time and money for both Branches and Members

Ensure your Branch rate is entered in the member services website to allow your members the opportunity to renew online providing another option for renewal.

41% of non-renewing members **would renew online**

W — WELCOME all with improved Branch hospitality

Review the Branch Hospitality Program

25% of non-renewing members found their **Branch experience to be inhospitable**

MEMBER SERVICES WEBSITE PROCESSING

To ensure Branches are always using the most up-to-date membership information we encourage Branches to process all members using the member services website. Not only does this ensure up-to-date member information, but it also improves accuracy and saves time and money while providing improved customer service to all.

MEMBER SERVICES | MEMBERSHIP@LEGION.CA | 1-855-330-3344