

**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](mailto:info@legionbcyukon.ca) or visit us at [www.legionbcyukon.ca](http://www.legionbcyukon.ca)

December 9, 2025

TO: All Branches  
For Information of Members of Command Executive Council

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

SUBJECT: Centenary Updates– Membership, Media Kit, and Giveaway

Memo 72.25

Comrades,

The Legion Centenary is fast-approaching! Below are some exciting updates regarding Centenary Memberships, the Branch Media Kit, the Legion 100 Win Big Giveaway, and more.

**Centenary Membership Campaign**

The Legion's Centenary Membership Campaign launches **January 5, 2026**. This new program welcomes all first-time Legion members for free, to celebrate the Centenary.

**Key Information for Branches:**

- **January 5, 2026:** Please wait until this official launch date to promote or process new memberships.
- **Membership Category:** All new members will begin as Centenary Members. Branches are responsible for welcoming them and reassigning their membership category.
- **Free Membership:** Centenary Members join at no cost to the member nor the Branch.
- **Other Programs:** During 2026, the Legion's other free membership programs (Veteran Welcome Program, Veteran Family Welcome Program, and Cadet and Junior Canadian Ranger Application) will be suspended. New members that would normally sign up under these programs would instead sign up as Centenary Members.
- **Application Form:** A new application form for Centenary Members will be distributed to Branches to use in 2026.
- **Membership Portal:** The Portal will be configured accordingly for Centenary Membership processing. When signing up a new Centenary Member online, the Per Capita to be paid by the Branch will automatically zero out for these members for 2026. (If a member joins in 2026 and pays for 2027, only the Per Capita for 2027 will be added to the amount paid by the Branch.)
- **Digital Cards and Magazines:** Centenary members will receive their membership cards and the Legion Magazine digitally in 2026. If they renew, they will have the option to receive a plastic membership card and print copy of the Legion Magazine in 2027.

**Helpful Resources:**

**New Poster:** Beginning January 5<sup>th</sup>, Branches can promote the Centenary Membership Campaign by sharing the poster attached to this circular.

To assist Branches with membership growth and retention in 2026 and beyond, our committee has created the following:

**Social Media Graphics:** Beginning January 5<sup>th</sup>, Branches can use these five social media graphics to promote the Centenary Membership Campaign. Spread the word online and interact with those in your community who may want to join!

**Messaging Samples:** Beginning January 5<sup>th</sup>, Branches can use any of the below messages to encourage members to renew for 2027:

- **Centenary Members:** “Sign up as a Legion member in 2026 and automatically renew your membership for 2027 – during the Legion’s Centenary year, this is the same price as buying one year and getting the other for FREE!”
- **Centenary Members:** “Sign up as a Legion member in 2026 and automatically renew your membership for 2027 – during the Legion’s Centenary year, this is the same price as TWO years of membership for the price of one!”
- **All Members:** “This year only – members signed up for auto-renewal will be automatically entered in the Legion 100 Win Big Giveaway for the chance to win a brand-new Ford F-150 STX! For more details, visit: <https://www.legion.ca/promotions/winbig>.”
- **All Members:** “Auto-renewal makes it easy to continue supporting Veterans and your local community, next year and beyond. Sign up for auto-renewal today: <https://portal.legion.ca/renew>.”

### **Centenary Branch Media Kit**

Dominion Command has provided a Branch Media Kit for Branches to use during the Centenary Pre-Launch from now until January. It includes all of the following, attached to this circular:

- **Media Kit Outline** – Centenary Goals & Objectives
- **Press Release Template** – Customizable for your Branch
- **Social Media Messaging** – Sample Messaging for your Branch
- **Pre-Launch PowerPoint** – Please note that Branches will need to use their personalized Branch Centenary logo on the 4<sup>th</sup> page.

An updated media kit with additional materials will be sent out in January.

### **Legion 100 Win Big Giveaway (Ford F-150 STX)**

In late November, a national media release was published regarding the Legion’s latest Centenary announcement: the Legion 100 Win Big Giveaway. Ford Dealers of Canada, the Official Partner of the Legion’s Centenary, will present the Grand Prize of a new 2026 Ford F-150 STX to the winner of the sweepstakes. This promotion is designed to encourage members to renew and stay connected with the Legion.

#### **Contest Rules:**

- **Contest Dates:** November 25, 2025 – December 19, 2026.
- **2025 Members:** Current paid 2025 members must renew for 2026 to be automatically entered.
- **Centenary Members:** Those who join in 2026 must renew for 2027 to be automatically entered.
- **Auto-Renewed Members:** Auto-renewed members are automatically entered into the contest.
- **Lifetime Members:** Lifetime Members are automatically entered into the contest.

- **More Chances to Win:** After renewing, eligible members can earn two more chances to win. They can do so by making a purchase at the Legion's Poppy Store, and by making an online donation to the Legion's National Poppy Fund.

**Important Contest Information:**

- **Landing Page:** <https://www.legion.ca/promotions/winbig>
- **Terms and Conditions:** <https://www.legion.ca/promotions/winbig/win-big-terms-and-conditions>
- **Legion Media Release:** <https://legion.ca/news/2025/11/25/celebrating-100-years-the-royal-canadian-legion-launches-2026-centenary-brand>

Branches can promote the contest by using the poster attached to this circular.

**Centenary Items in the Poppy Store**

Commemorative 100<sup>th</sup> Anniversary-branded mementos are now available in the Legion's Poppy Store. These new items include a 2026 calendar, an anniversary pin, a puzzle of scenes over the past century, an anniversary ballcap, and more. To view and purchase these items, visit: <https://www.poppystore.ca/legion-centenary>.

**Legion Centenary Medal**

As a reminder, Branches have the opportunity to place an advance order for the Legion Centenary Medal I before it becomes available to all members. This commemorative medal is authorized to wear effective January 1, 2026. Order today by contacting Legion Supply at [supply@legion.ca](mailto:supply@legion.ca) or by calling 1-888-301.2257.

**Questions**

We look forward to sharing more exciting news on the Legion Centenary very soon. For questions, please contact the BC/Yukon Command office at [info@legionbcyukon.ca](mailto:info@legionbcyukon.ca) or by calling (604) 575-8840.

In comradeship,

Brenda