



Honouring Veterans is our duty

**Legion.ca**



# MEMBERSHIP and COMMUNICATION

**JUNE 7, 2025**

- **PRESENTED BY BRENDA THOMSON, BA (Hrs.) Trent, MA (Western)**  
  
**MEMBER, BC/YUKON COMMAND MEMBERSHIP COMMITTEE**  
  
**FORMER MEMBERSHIP CHAIR, BRANCH 52**  
  
**SECRETARY, BRANCH 52**  
  
**COMMUNICATIONS OFFICER, BRANCH 52**

# COMMAND MEMBERSHIP COMMITTEE

	2024	2025	PERCENTAGE
NEW MEMBERS	11,025	6,212	56%
PAID MEMBERSHIP	50,823	46,250	91%
Includes NEW & TRANSFERS		DIFFERENCE	4,573
RENEWALS	50,823	40,038	78.78%
		DIFFERENCE	10,785

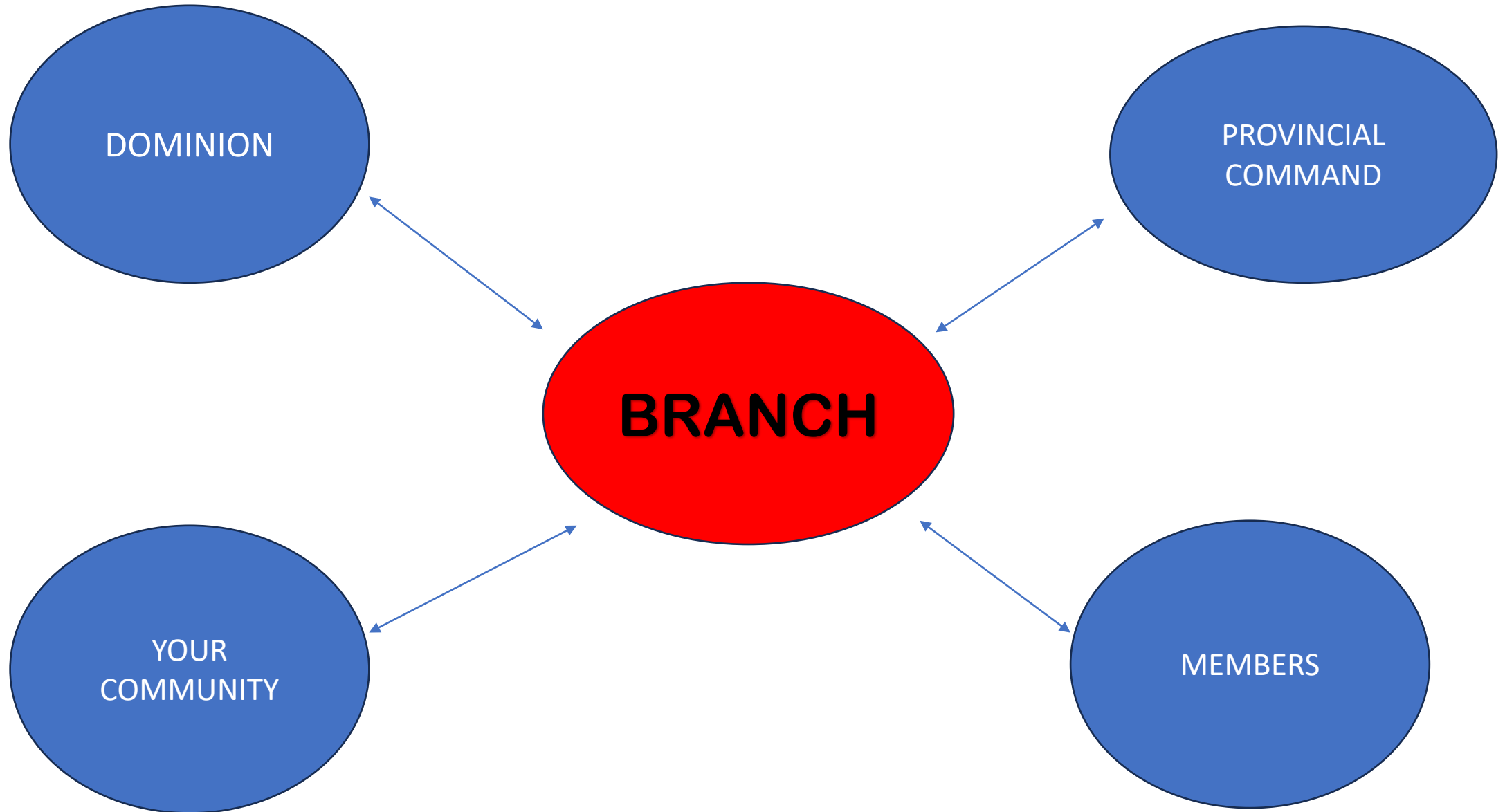
# WHAT ARE THE BENEFITS OF JOINING THE LEGION?



**RECRUITMENT**

**RETENTION**

**PROMOTION**



# COMMUNICATION WITH DOMINION COMMAND

<http://WWW.LEGION.CA>

**DISPATCH – SEND BY EMAIL TO MEMBERS  
ACROSS CANADA**

**BRANCHES MUST SIGN UP TO RECEIVE**

**MEMBERS CAN SIGN UP TO RECEIVE**

**DOMINION MEMBERSHIP SENDS  
MESSAGES, UPDATES, NOTICES  
DIRECTLY TO BRANCHES THROUGH  
THE BRANCH MEMBERSHIP  
EMAIL ADDRESS**

# **COMMUNICATION WITH BC/YUKON COMMAND**

**<https://legionbcyukon.ca/>**

**CIRCULARS (MEMOS)**

**THE BLAZER – MONTHLY EMAILED TO BRANCES & MEMBERS**

**BRANCH CORNER**

**TRAINING VIDEOS (ie.) MEMBERSHIP (HOW TO....)**



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# Communicating with Branch Members

- WHO IS ADMINISTERING YOUR BRANCH EMAIL SYSTEM?
- WHAT ARE YOU COMMUNICATING?
- WHEN?
- WHY?
- HOW?

- EMAILING

- PHONING

- MEETINGS

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# Communicating with Your Community

## NON-MEMBERS

- WHY IS THERE A NEED TO COMMUNICATE OUTSIDE THE BRANCH?
- WHAT IS YOUR MESSAGE?
- WHO IS CREATING THE MESSAGE?
- HOW DO YOU MEASURE SUCCESSFUL COMMUNICATION?

- FACEBOOK

- POSTERS

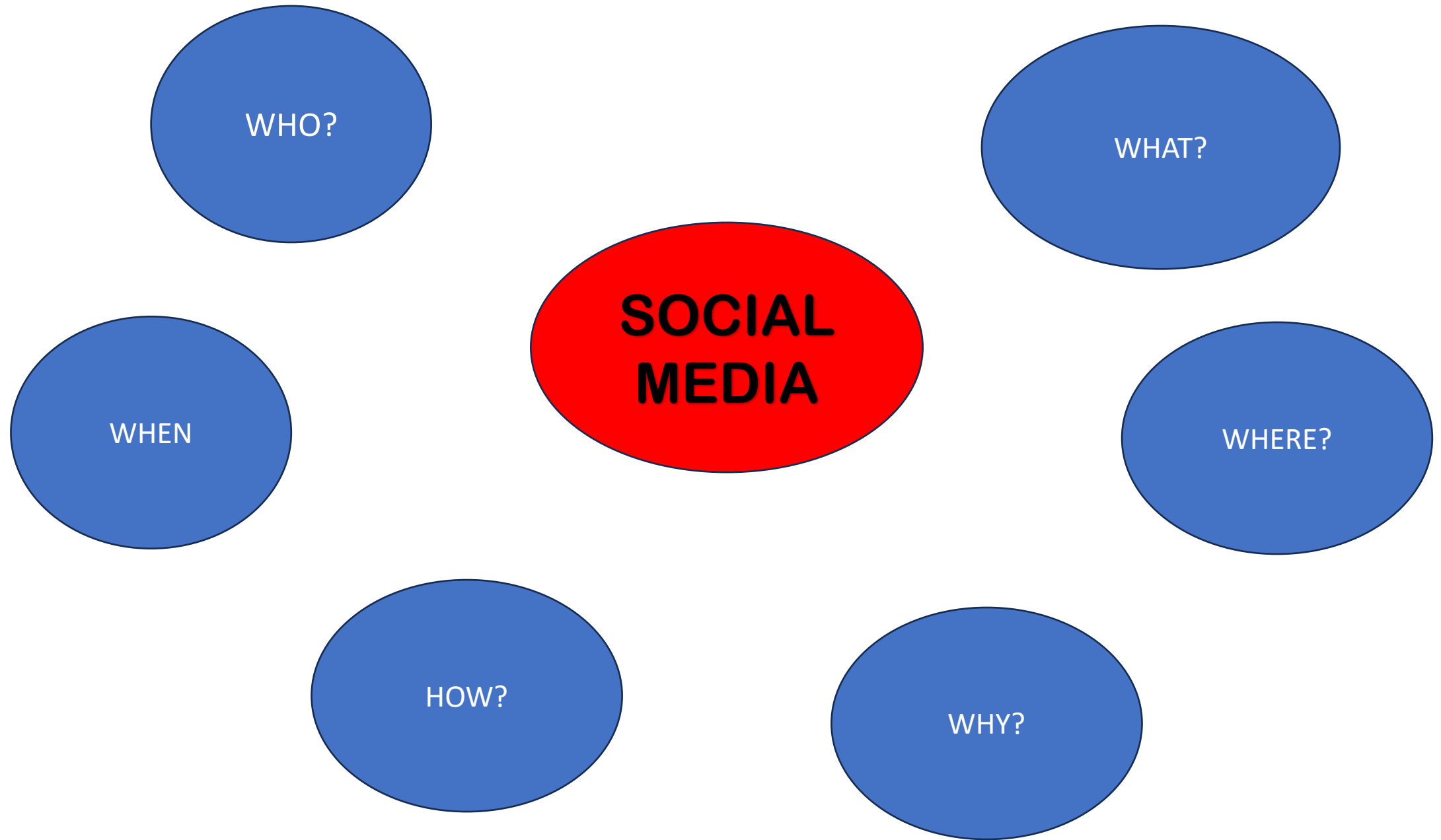
- MEDIA RELEASES

# RECRUITMENT

# RETENTION

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# PROMOTION





# WHAT ARE THE BENEFITS OF JOINING THE LEGION?



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# Communicating with Your Members Online

**Presented by Lindsay Petrie**

**Marketing & Communications Assistant,  
BC/Yukon Command**



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# Agenda

1. Audience
2. Email
3. Social Media
4. Website
5. Resources and Assistance



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# Audience



**What audience are you intending to reach with your message?**

- Legion members,
- Those who may be interested in joining the Legion,
- Or both?

**What are your goals with this message?**

- Keeping current members informed or engaged,
- Bringing in new members,
- Or both?



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# Email



*“Email marketing is important because it’s the one channel that almost everyone uses.”* – Neil Patel, Digital Marketing Expert

## **Audience: Current Membership**

**With email, Legion Branches can connect with their members in a personalized way.**

## **Tips and Resources:**

- [Top 13 Email Marketing Best Practices \(Mailchimp\)](#)
- [\(Email Marketing Fundamentals: A Complete Guide\)](#)

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# Email



## Newsletters

- Effective, personalized approach to connecting with your existing members online and building long-lasting relationships.

## E-Blasts

- Shorter, best used for announcements, important updates, and urgent messages.

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# Email



**INTUIT**  
**mailchimp**

## **Mailchimp (Legion Partnership)**

- A marketing platform to assist your Branch with creating and sending newsletters and e-blasts.
- Discounts available for verified Legion Branches.
- [How to Get Started with Mailchimp](#)
- [Mailchimp Q&A](#)

## **Other Resources:**

- Kit (Formerly ConvertKit), MailerLite, Flodesk, Constant Contact, and many more.
- Canva (for designs) – [Create a Newsletter in Canva](#)

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# Social Media



## Audience:

- **Current membership**
- **And those who may be interested in joining the Legion**

## Legion Resources:

### [Legion Marketing & PR Webpage](#)

- Social Media Guidelines for Branch Operations (PDF)
- Social Media for Growth Workshop (PDF)

## Recommended Reading:

- [\(Create Engaging and Effective Social Media Content\)](#)

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# Social Media



## **Popular Social Media Platforms in Canada in 2025:**

1. Facebook (73.4% of the population) – Text, Images, Short Videos
2. Instagram (57% of the population) – Images, Short Videos
3. TikTok (41.1% of the population) – Short Videos (growing fast!)

## **Other Platforms to Consider:**

- YouTube (Popular), X (formerly Twitter), LinkedIn, Pinterest, Bluesky, and more.

Source: [Social Media Statistics in Canada \(Made in CA\)](#)

# Social Media




BC/Yukon Command of the Royal Canadian Legion  
Published by Canva  
Yesterday at 6:00 AM · 🌐

Today, our staff is on the road to Kamloops to prepare for the 2025 Convention. We look forward to connecting with many of you throughout the weekend!



Please note our offices will be closed from today through Monday. We will reopen on Tuesday, June 10th at 8:30am.

[#Legion](#) [#VeteranCommunity](#) [#CanadianVeterans](#) [#Convention](#) [#Kamloops](#)

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**2025  
CONVENTION**



**June 6-8, 2025  
Kamloops, BC**

*See you tomorrow!*

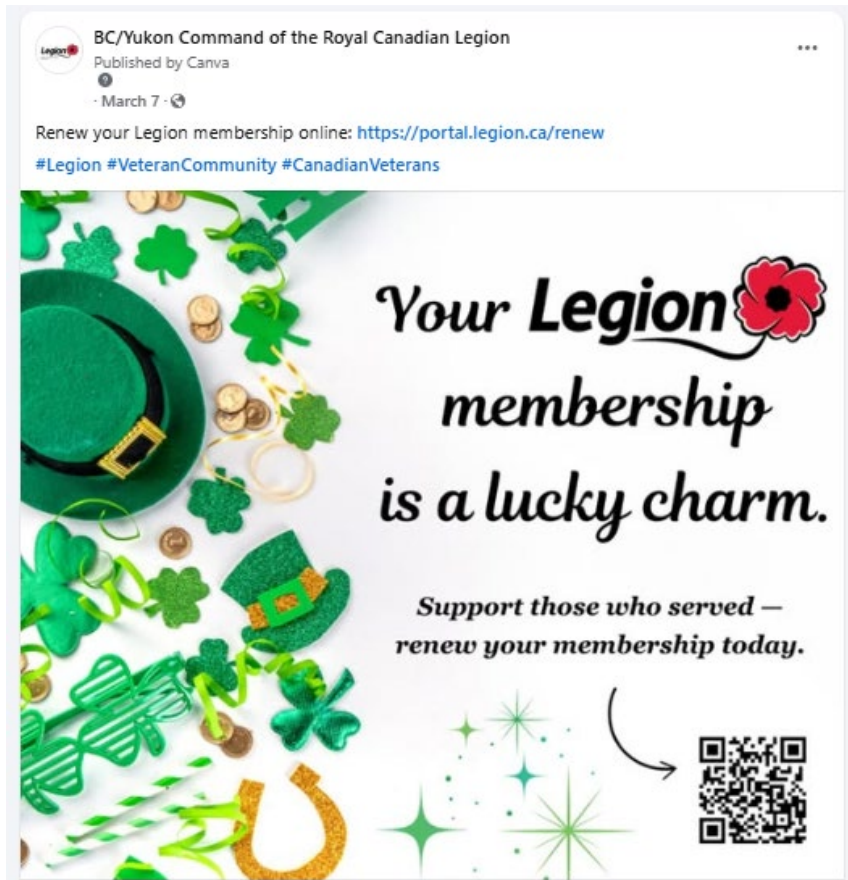


**Use a photo, image, or short video whenever possible.**

**Use 3-5 relevant hashtags to reach a wider audience looking for a community like your Legion Branch.**

- [#VeteranCommunity](#)
- [#CanadianVeterans](#)
- [#LestWeForget](#)

# Social Media



**Include a Call to Action, whenever possible.**

- “Join us tonight for...”
- “Meet our Veteran of the Month...”
- “Click here to learn more.”

**Be sure all of your social media posts are set to public.**

**Be sure your Facebook page and other pages are set to public, too.**

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# What to Write About



- Poppy Campaign
- Branch Events
- Legion Resources
- Veteran of the Month
- Volunteer Recognition
- Remembrance Day Ceremony
- Volunteer Opportunities
- Member Benefits
- Meet Your Executive Committee

## More Tips:

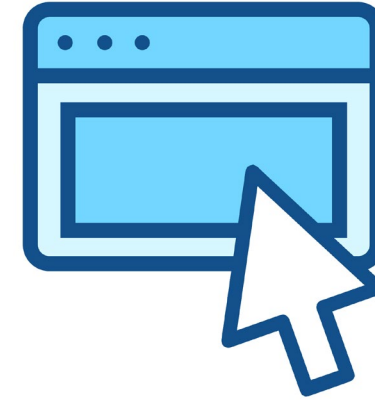
- Share posts from Command's and Legion National HQ's social media pages.
- Include photos and stories from recent events.
- Everyone loves a story.



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# Website

**A landing page for your Branch, making it easy for members and new visitors to find specific information.**



## **Audience:**

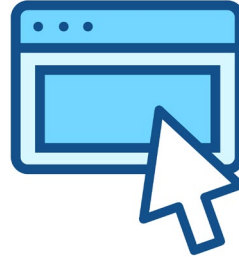
- **Current membership and potential new members**
- **Anyone looking for more information about your Branch**

## **Website Platforms:**

- [Mailchimp Website Builder](#)
- [WordPress](#)
- Other Platforms: Wix, GoDaddy, Squarespace, Weebly, Google Sites (without SEO), and many more.

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# Website Info



- General Info (Contact Info, Location, Hours)
- About Us / Branch History
- “Join Us” Section with Membership Information
- Event Calendar (Monthly)
- Youth Programs
- Photos / Gallery (Branch, Executive, Veteran of the Month, Volunteers, Poppy Campaign and Remembrance Day, Other Events, etc.)
- Branch Logo
- Contact Us
- Poppy Campaign and Remembrance Day
- Ladies Auxiliary
- Social Media Links

## Tips & Resources:

- [22 Features Every Top Nonprofit Website Has \(Wild Apricot\)](#)

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# Resources and Assistance



## BC/Yukon Command

- Branch Logo
- QR Code
- Premade Flyers and Social Media Posts
- Website Help
- Social Media Assistance
- Branch Corner: [Marketing & Public Relations Page \(Command\)](#)

## Legion National HQ

- Legion Portal: [Branch and Command Resources](#)
- Legion Portal: [Marketing & Public Relations Page \(Legion\)](#)
- [Legion Google Drive \(Promotional Images and Photos\)](#)
- [Legion Flickr \(Photos of National Events\)](#)