



# Locomotive

The Membership Newsletter of  
Sons of The American Legion  
Detachment of Massachusetts

Volume 1 – Issue 1 – November 25, 2019

# RENEW!



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National Target Date  
December 11, 2019  
45%

## Membership Update

Gentlemen,

I want to take this opportunity to wish you and your family a very Happy Thanksgiving. Please take time to give thanks for our blessings, our family & friends, our Veterans, and our GREAT NATION.

As we look at our membership report, we can see growth and an increase in numbers. We should not be satisfied. We should want to get as many members renewed as possible as we continue to recruit new members.

As we all know, our next target date is 45% on December 11. Should we be satisfied with this date? Should we “hope” that we reach that goal? To me, the answer is NO! We should be hitting numbers in the 60s and 70s. Let’s not just settle for the National Target Dates in the Detachment of Massachusetts.

Let’s be leaders. Let’s throw out the National Target Dates and set our own. **Let’s hit 60% by New Year’s Eve.** This is a huge challenge and will change the way we operate at the Detachment and at the Squadron level, but I know we can do it. All we need to do is pick up the phone, go visit, let our members know that we are collecting dues at the Post Canteen, at functions and events, reminding them of how important they are to the organization. We must recognize them, remember them, and include everyone in our Squadrons.

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## District Standings AS OF NOVEMBER 22

Dist	GOAL	ACTUAL	%
1	191	114	59.69%
2	293	95	32.42%
3	442	184	41.63%
4	969	316	32.61%
5	1,257	248	19.73%
6	845	280	33.14%
7	135	47	34.81%
8	442	110	24.89%
9	250	145	58.00%
10	676	238	35.21%
<b>TOTALS</b>	<b>5500</b>	<b>1777</b>	<b>32.31%</b>

## National Standings AS OF NOVEMBER 22

REGION	GOAL	ACTUAL	%
Southern	42,763	18,279	42.745%
Midwest	30,366	11,985	39.468%
Western	26,395	9,870	37.393%
Central	132,698	49,671	37.432%
*Eastern	146,273	36,146	23.893%
<b>TOTALS</b>	<b>378,495</b>	<b>125,951</b>	<b>33.277%</b>

**\*Massachusetts is ranked 46<sup>th</sup> out of 55 Detachments**

Sound crazy? Sure does. They will say that the Detachment of Massachusetts cannot reach 60% that fast. I disagree. There's only one way to find out. To challenge ourselves. To get out there and pound the pavement. To get dues submitted immediately, whether through the mail or on MySAL. It will take a little more work, but I know we can do it. It will also mean that we need to get rid of all the zeros across the Detachment. Personally, District representatives will contact their Squadrons who have no members paid and ask them why. If they need help, provide it. If they have questions, answer them. If you need assistance, please ask, as we are ALL here to help!

Ever think of paying a family member's dues for them as a gift? It is that time of year.

Finally, I must congratulate District One (59.69%) and District Nine (58.00%) for surpassing the December 11 Target Date of 45%. Keep up the AWESOME work!!!

Proud Possessor of a Priceless Heritage,

Gene H. Theroux  
Vice Commander  
Sons of The American Legion  
Detachment Of Massachusetts  
Membership Co-Chairman  
[membership@salmass.org](mailto:membership@salmass.org)  
[www.salmass.org](http://www.salmass.org)



### Commander Bolt's Goals

*Please remember as you travel and promote the Sons of The American Legion to promote National Commander Clint Bolt's goals for Membership and all Legion Charities.*

- 🌟 RECRUIT, RETAIN, AND REINSTATE to reach 400,000 members
- 🌟 Renewal rate above 95%
- 🌟 Obtain 105% in membership by National Convention in Louisville, KY
- 🌟 Recognize our achievements
- 🌟 Child Welfare Foundation \$500,000
- 🌟 National Emergency Fund \$100,000
- 🌟 Soldiers Wish \$100,000
- 🌟 Legacy Scholarship \$100,000
- 🌟 Veterans & Children's Fund \$100,000
- 🌟 Operation Comfort Warriors \$100,000

### Important Links

[Detachment Membership Report](#)

[National Membership Target Dates](#)

[2019-2020 Individual Recruitment Award form](#)

[Blue Brigade Award](#)

[Blue Brigade Fifth Consecutive Year Award](#)

[MYSAL](#)

[Detachment Commander Laberge](#)

[Detachment Adjutant Cliff Smith](#)



## #SALSTRONG

**NATIONAL TARGET DATE**  
**December 11, 2019**  
**45%**



Gents,

Over the past year, I have been trying to understand why the SAL membership goal is so hard to track, and it remains to be a moving target. Because of the way SAL membership has been done in the past, I received numerous complaints from adjutants who process post membership in their departments. Membership goals like a budget should be set the year previous. The goal should be fair, show growth, and be attainable. The goal should not shift from week to week. The membership Chairman and I have discussed this at length and devised what we think is workable and attainable based on the consistent growth the SAL has had over the last 21 years.

The membership report emailed out today (11/22/19) will list what your detachment's goal is for the year; it will not shift or change. It will be up to the detachments to divvy it up and pass goals down to the squadrons if they so choose.

If you have any questions, please feel free to contact me.

Regards,

Ken A. George,  
 Member Engagement Coordinator  
 National SAL & ALR Liaison  
 NALC Alumni – Class of 2016  
 Phone 317.630.1376  
 Fax 317.655.1509  
[www.legion.org](http://www.legion.org)

### Sons of The American Legion Membership Application

Detachment of \_\_\_\_\_ Squadron No. \_\_\_\_\_ Birth Date \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_ Recruited by \_\_\_\_\_

(First) (Initial) (Last) (Initial) (Last)

Address \_\_\_\_\_

(Street) (City) (State) (Zip)

E-mail Address \_\_\_\_\_ Telephone \_\_\_\_\_

Veteran through whom eligibility is established \_\_\_\_\_

(a) Above is a member in good standing of Post No \_\_\_\_\_, Dept. of \_\_\_\_\_

OR (b) Above is a deceased veteran who served honorably from \_\_\_\_\_ to \_\_\_\_\_

(c) Relationship of Applicant to Veteran \_\_\_\_\_

I hereby subscribe to the Constitution of the Sons of The American Legion, apply for membership, and transmit \$ \_\_\_\_\_ as annual membership dues.

Signed \_\_\_\_\_


(By Applicant or Parent)

Eligibility certified by \_\_\_\_\_

(Post Adjutant)

00-001 (2013)

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### RECEIPT

Date \_\_\_\_\_

Received of \_\_\_\_\_

**For God and Country** \_\_\_\_\_

\$ \_\_\_\_\_ in payment of dues for 20 \_\_\_\_\_ in

Squadron \_\_\_\_\_, Detachment of \_\_\_\_\_

By \_\_\_\_\_