



NAVY LEAGUE of the United States



2008 Membership Challenge—"Recruit One Member"

December 5, 2007

Dear Fellow Navy Leaguers,

So many of you have been very kind in welcoming me to the Navy League and my new position as Senior Director of Membership. I am looking forward to working with all of you. I am very impressed with the leaders I have met, and how passionate they are about the success of the Navy League and our mission to support our brave men and women of the sea services.

I know that there are several issues in membership that need to be addressed immediately, not the least of which are the retention reports for the Online Community (OLC) and on-time rebates to councils. I apologize for these delays, and I am aggressively addressing these and other issues so that we can have a much smoother 2008. In the short time that I've been on board, we have met with parties responsible for these products to get updates and formulate reasonable timelines for completion, and I believe we will see good results over the next few months.

I can tell you that aside from the retention reports and an issue with the Husband/Wife mailing labels (this technical issue has been isolated and is being worked on), the OLC is functioning correctly. The main reason for this is that CRM, the new database, has been working properly to maintain the integrity of the data on our members. If you find any errors at all with OLC, please let me know immediately. Additionally, now with the OLC working properly, it does provide you with alternative avenues to maintain your retention efforts. Even without the retention reports, you can use other reports in the OLC to manage your monthly retention. For those of you who use the excellent best practice of contacting members who are up for renewal (or didn't renew), the "Expiration Notices" report gives you a list of folks expiring from your council over the next 30, 60, and 90 days, and your membership roster will show you who has or hasn't by comparing them. For the time being, you can use this comparison to roughly calculate your retention rate.

If you aren't using the OLC reports to contact your new or renewing members, I highly suggest that this is an excellent way to help keep your membership numbers up and keep in touch with your members. Too often, members leave because they just never heard from anyone or didn't get that quick personal touch to welcome them aboard and invite them to the next meeting. It really means a lot to folks to receive a call or letter from the president or officer of their council, and they are more likely to get involved – which also drives up retention.

Thank you again for all the warm welcomes I have received and I look forward to growing this organization with you. In parting, I leave you with a challenge – recruit one member. We have it in our power to double the membership size of the Navy League, right now, if every member recruits just one member. We can do it, and I know each one of you knows how to do it.

Best wishes and Happy Holidays,

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Senior Director of Membership

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