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| |  | | --- | | **Keep your Branch informed** | |
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| |  | | --- | | Forward this email to your Branch Executives, Committee Members and other members to keep them up-to-date on important updates and information. | | All Branch emails are also available on the [Member Services Website](https://elink.clickdimensions.) | |
| |  | | --- | | **In this edition – March 2022** | |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [A note from the Dominion President](https://mail.google.com/mail/u/0/#m_7208049634795233333__one) | | **>** | [Legion National Headquarters Year in Review](https://mail.google.com/mail/u/0/#m_7208049634795233333__two) | | **>** | [Poppy Trademark educational flyer](https://mail.google.com/mail/u/0/#m_7208049634795233333__three) | | **>** | [Poppy Manual update](https://mail.google.com/mail/u/0/#m_7208049634795233333__four) | | **>** | [New! Legion Branch Brand Manual](https://mail.google.com/mail/u/0/#m_7208049634795233333__five) | | | |      |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Legion decries Jubilee Medal decision](https://mail.google.com/mail/u/0/#m_7208049634795233333__six) | | **>** | [Additional VAC support to help clear backlog](https://mail.google.com/mail/u/0/#m_7208049634795233333__seven) | | **>** | [Legion supports the Private Larochelle for the Victoria Cross](https://mail.google.com/mail/u/0/#m_7208049634795233333__eight) | | **>** | [New calling campaign began March 1](https://mail.google.com/mail/u/0/#m_7208049634795233333__nine) | | **>** | [Messages from our partners](https://mail.google.com/mail/u/0/#m_7208049634795233333__ten) | | | | | |
| |  | | --- | | **Note from the Dominion President:** | | As the Legion emerges from a long and difficult period we salute our branches for the tenacity, flexibility and ingenuity they displayed when faced with shutdowns at worst and restrictions at best. | | We commend your volunteers for donating an incalculable number of hours to keep their branches afloat. Even though major sources of operating income were no longer available, they persevered by seeking out and applying for grants and came up with alternate sources of funding. | | They found ways to honour our shared commitment to our veterans, from keeping the lines of communication open to demonstrating remarkable creativity during poppy campaigns and Remembrance Day observances. | | Our branches also continued to be good neighbours, assisting community organizations whenever and wherever possible. | | While there may still be a bump or two along the road to normalcy, we are looking forward to a bright future. | | Thank you for everything you do! | | Bruce | |
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| |  | | --- | | **Take the five‑second survey** | | Is your Branch open? As pandemic restrictions begin to ease, let us know if your Branch is currently open to members and the public. | | **If you responded previously, please take the survey again so we can see how Branches are doing as the pandemic evolves.** | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | [**ANSWER THE SURVEY**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1mNTk5MThjMDNhNWE0YmJkYTkyMmM0MTkxMWJjMGM1NCIsInJxIjoiMDItYjIyMDczLWMyZGJiNTE4NWRiNDRhZjRhNTQ2N2IxNTk1MjVkYjU1IiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjkiLCJ1biI6Il9vbmUiLCJ1IjoiaHR0cDovL2Nkd2ViLmxlZ2lvbi5jYS9sZWdpb25jYS1hM2xyby9wYWdlcy9rbnRxcmFwYWVleWJrYWJxdnFsbmJxLmh0bWw_UGFnZUlkPTQ0NmFkYjI4NWEwYWVjMTE4MTI4MDA1MDU2YTJlNzZkJl9jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LWY1OTkxOGMwM2E1YTRiYmRhOTIyYzQxOTExYmMwYzU0JmVzaWQ9NmQ1ZmIzMTktYzZhMy1lYzExLTgxM2EtMDA1MDU2YTJlNzZkIn0/2zNWBkPw3iDH0FbjRYdt4g) | | | | |
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| |  | | --- | | **Legion National Headquarters Year in Review** | | 2021 was a challenging yet rewarding year for The Royal Canadian Legion. We overcame pandemic obstacles, worked alongside dedicated Legion members to support our Veterans and families, advocated for changes to increase Veteran well-being, and rolled out innovative initiatives to enhance our operations. | | [**Read more  ‣**](https://elink.clickdimensions.-N5cH3HX2WjwcA) | |
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| |  | | --- | | **The Poppy Trademark: Know the basics** | | *Did you know…* The Remembrance Poppy may not be used without the express written permission of Dominion Command by any organization, group, community, or individual for commercial or charitable display or public distribution. | | See our educational flyer for Branches that highlights important information about the Poppy trademark, and how to prevent misuse. | | [**Download the flyer  ‣**](https://elink.clickdimensions.) | | *Please direct public inquiries to:*[*www.legion.ca/poppy-trademark.*](https://elink.clickdimensions.) | |
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| |  | | --- | | **Recent Poppy Manual Update** | | The Legion’s Poppy Manual has been updated. Please see the recent amendments and update your copy. | | [**Amendments  ‣**](https://elink.clickdimensions._Ib6Pg) | [**Updated manual  ‣**](https://elink.clickdimensions.-WEaic-uQ) | |
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| |  | | --- | | **New! Legion Branch Brand Manual** | | The Legion logo, Legion Crest and the Remembrance Poppy are trademarked images and there are standards for use. Branches are required to use their Branch Legion logo (with Branch identifier) for all Branch communications. | | A new Legion Brand Manual for Branches has been created to help Branches understand how to use the Legion Brand to create strong communication materials, and promote the Legion’s values. | | [**Download the Manual  ‣**](https://elink.clickdimensions.) | |
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| |  | | --- | | **Legion decries decision over Platinum Jubilee medal** | | The Legion is disappointed by the Department of Canadian Heritage’s recent decision not to issue a Platinum Jubilee medal in 2022. The medal would commemorate the 70th anniversary of Her Majesty Queen Elizabeth II’s ascension to the throne and recognize a Canadian who gave back to their community. | | [**Read more  ‣**](https://elink.clickdimensions._0stvLQw) | |
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| |  | | --- | | **Support to keep additional VAC staff will help tackle serious backlog** | | Following a long advocacy campaign for action by the Legion, Canada’s federal government will invest the necessary financial support to retain staff to shrink the Veteran disability claims backlog. The Legion is pleased to know its views surrounding this issue – one which will ultimately benefit our Veterans in need – were taken seriously. | | [**Read the statement  ‣**](https://elink.clickdimensions.-ltiyvcEQw) | |
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| |  | | --- | | **Legion supports the awarding of Private Larochelle** | | The Royal Canadian Legion is supporting efforts to award the Canadian Victoria Cross to Private Jess Larochelle, who, while severely injured, went above and beyond to save his fellow soldiers and serve our country. Learn more about Private Larochelle’s journey and why we support his nomination. | | [**Read Private Larochelle’s story  ‣**](https://elink.clickdimensions.-LcQhdUHxbB6t28NsXig) | [**Read our statement  ‣**](https://elink.clickdimensions.-6oNzilxSf5iVBw) | |
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| |  | | --- | | **Branch Membership Administration** | | ***Resources and tips to support your Membership Chair*** | |
| |  | | --- | | **+ New email collection calling campaign began March 1st** | | Canada Direct, the same Canadian company who performed our renewal calling campaign last summer, has been reaching out to approximately 30,000 members on our behalf to collect their email address for our membership records. These are live agent calls only (no recordings or messages will be left), and agents have the ability to transfer any calls directly to our Member Services Staff. The campaign began March 1st and will run for 4 to 6 weeks. | | Branches are reminded to keep their member contact information up to date with Legion Headquarters and include emails whenever possible. Branches can update a member’s email [online](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1mNTk5MThjMDNhNWE0YmJkYTkyMmM0MTkxMWJjMGM1NCIsInJxIjoiMDItYjIyMDczLWMyZGJiNTE4NWRiNDRhZjRhNTQ2N2IxNTk1MjVkYjU1IiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjIwIiwidW4iOiJfbmluZSIsInUiOiJodHRwczovL3BvcnRhbC5sZWdpb24uY2EvbG9naW4_X2NsZGVlPVpXeHNaVzUzYjJ4bWJXRmpiR1Z2WkVCbmJXRnBiQzVqYjIwJTNkJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtZjU5OTE4YzAzYTVhNGJiZGE5MjJjNDE5MTFiYzBjNTQmZXNpZD02ZDVmYjMxOS1jNmEzLWVjMTEtODEzYS0wMDUwNTZhMmU3NmQifQ/8VimCXPcSq71aPn17XEeYw), or use this [Excel template](https://elink.clickdimensions.-g) to share member emails with Member Services. | |
| |  | | --- | | **Get access to Marketing and PR resources** | |
| |  | | --- | | **Marketing Resources** | |
| |  | | --- | | **Get your custom Legion Branch logo** | | Your Legion Branch logo is a marker of your Branch’s individual identity. It helps Branch’s initiatives — and the hard work of the Members behind them – stand out in your community. Request your custom Branch logo by contacting [marketing@legion.ca](mailto:marketing@legion.ca) and providing your Command, Branch number and town/city. | |
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| |  | | --- | | **Your Legion calendar** | | Promote important dates and organize activities at your Branch with this list of upcoming days that raise awareness of an issue, commemorate a group or event, or celebrate an important topic. | | [**DOWNLOAD THE 2022 CALENDAR  ‣**](https://elink.clickdimensions.) | |
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