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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._OSXAglQ) | |
| |  | | --- | | **In this edition – June 2022** | |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Veteran Family Welcome Program eligibility has expanded](https://mail.google.com/mail/u/0/?ui=2&ik=644163a81d&view=lg&permmsgid=msg-f:1735707403522486808#m_6176995710225496094__one) | | **>** | [Recent manual updates](https://mail.google.com/mail/u/0/?ui=2&ik=644163a81d&view=lg&permmsgid=msg-f:1735707403522486808#m_6176995710225496094__two) | | **>** | [Canada Army Run returns to in‑person racing](https://mail.google.com/mail/u/0/?ui=2&ik=644163a81d&view=lg&permmsgid=msg-f:1735707403522486808#m_6176995710225496094__five) | | | |      |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Using the Poppy trademark: Commercialization and misrepresentation](https://mail.google.com/mail/u/0/?ui=2&ik=644163a81d&view=lg&permmsgid=msg-f:1735707403522486808#m_6176995710225496094__seven) | | **>** | [The Legion supports mental health](https://mail.google.com/mail/u/0/?ui=2&ik=644163a81d&view=lg&permmsgid=msg-f:1735707403522486808#m_6176995710225496094__eight) | | **>** | [Our telemarketing campaign has concluded](https://mail.google.com/mail/u/0/?ui=2&ik=644163a81d&view=lg&permmsgid=msg-f:1735707403522486808#m_6176995710225496094__nine) | | **>** | [Messages from our partners](https://mail.google.com/mail/u/0/?ui=2&ik=644163a81d&view=lg&permmsgid=msg-f:1735707403522486808#m_6176995710225496094__ten) | | | | | |
| alt_text |
| |  | | --- | | **Veteran Family Welcome Program eligibility has expanded** | | The Veteran Family Welcome Program has expanded to include parents and guardians of Veterans. Now, parents, guardians, spouses and adult children of serving, retired or passed CAF and RCMP members who have not yet joined the Legion can receive a first free year of membership at the Legion. | | Download the promotional poster and encourage Veterans and eligible family who have not yet joined to register today and get to know their Legion. | | [**Promotional Poster  ‣**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyIsInJxIjoiMDItYjIyMTY2LTgwMGM1ZDY3NDc0ZjRjOTE4ZTczM2ZkM2U2MjY0NWMyIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjkiLCJ1biI6Il9vbmUiLCJ1IjoiaHR0cDovL3BvcnRhbC5sZWdpb24uY2EvZG9jcy9kZWZhdWx0LXNvdXJjZS9icmFuY2gtYW5kLWNvbW1hbmQtcmVzb3VyY2VzL21hcmtldGluZy1hbmQtcHVibGljLXJlbGF0aW9ucy9mcmVlbWVtYmVyc2hpcHBvc3Rlcl9lbi5wZGY_X2NsZGVlPWl1Tm5oeHFodlozYzVoazNzQzhLZXVzZXNIb2ZDTXktSXQ1eGNyeVA5am9YVkE4RHFwRHpTcktkZEIyMUt4R04mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyZlc2lkPTUzNmM4YjM2LWY3ZTctZWMxMS04MTQyLTAwNTA1NmEyZTc2ZCJ9/nWI0qKkdrvg4qa0nL6O8OA) | [**Veteran application form  ‣**](https://elink.clickdimensions._Zv5ZqkQ) | | [**Family application form  ‣**](https://elink.clickdimensions.) | [**Online application  ‣**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyIsInJxIjoiMDItYjIyMTY2LTgwMGM1ZDY3NDc0ZjRjOTE4ZTczM2ZkM2U2MjY0NWMyIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjEyIiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93d3cubGVnaW9uLmNhL2pvaW4tdXMvdmV0ZXJhbi13ZWxjb21lLXByb2dyYW0_X2NsZGVlPWl1Tm5oeHFodlozYzVoazNzQzhLZXVzZXNIb2ZDTXktSXQ1eGNyeVA5am9YVkE4RHFwRHpTcktkZEIyMUt4R04mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyZlc2lkPTUzNmM4YjM2LWY3ZTctZWMxMS04MTQyLTAwNTA1NmEyZTc2ZCJ9/PK_siY0wSnwOYeITGhZvZg) | |
| alt_text |
| |  | | --- | | **Recent manual updates** | | The Legion’s General By‑Laws and Poppy Manual have been updated. Please see the recent amendments to the following manuals and update your copies. | | **General Bylaws:** | | [**Amendments  ‣**](https://elink.clickdimensions.-JprVopPYA) | [**Updated manual  ‣**](https://elink.clickdimensions.) | | **Poppy Manual:** | | [**Amendments  ‣**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyIsInJxIjoiMDItYjIyMTY2LTgwMGM1ZDY3NDc0ZjRjOTE4ZTczM2ZkM2U2MjY0NWMyIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjE1IiwidW4iOiIiLCJ1IjoiaHR0cDovL3BvcnRhbC5sZWdpb24uY2EvZG9jcy9kZWZhdWx0LXNvdXJjZS9icmFuY2gtYW5kLWNvbW1hbmQtcmVzb3VyY2VzL3BvcHB5LWFuZC1yZW1lbWJyYW5jZS9wb3BweS1tYW51YWwtYW1lbmRtZW50cy5wZGY_X2NsZGVlPWl1Tm5oeHFodlozYzVoazNzQzhLZXVzZXNIb2ZDTXktSXQ1eGNyeVA5am9YVkE4RHFwRHpTcktkZEIyMUt4R04mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyZlc2lkPTUzNmM4YjM2LWY3ZTctZWMxMS04MTQyLTAwNTA1NmEyZTc2ZCJ9/rXujrcjutl1NVO8fmDAvxA) | [**Updated manual  ‣**](https://elink.clickdimensions.) | |
| Image: Group of runners. |
| |  | | --- | | **Canada Army Run returns to in‑person racing on Sunday, September 18, 2022!** | | The Legion is proud to once again sponsor the Canada Army Run, connecting Canadians with Canadian Armed Forces members in the spirit of camaraderie and community, and raising funds for Support Our Troops and Soldier On. | | Registration is now open for both in-person and virtual participation. Encourage your Legion members to join “The Legion” team and use promotion code **LEGIONFRIENDS** for a 20% discount. | | [**Register for the Army Run  ‣**](https://elink.clickdimensions.) | |
| The Poppy Trademark. |
| |  | | --- | | **Poppy Trademark – Cannot be commercialized or misrepresented** | | *Did you know…* The Remembrance Poppy may not be produced or crafted for resale, to raise money, or for public distribution without written permission of the Dominion Command Poppy and Remembrance Committee. | | See the attached educational flyer for Branches that highlights important information about the Poppy trademark, and requirements for use. | | [**Download the flyer  ‣**](https://elink.clickdimensions._dR1r9KG36TmFJYlOOZpbA) | | *Please direct public inquiries to:*[*www.legion.ca/poppy-trademark.*](https://elink.clickdimensions.) | |
| Photo: Representatives from the Maple Ridge Legion Branch 88 and the Earl Haig Society presenting a total of $600,000 for the Legion Veterans Village Centre for Clinical Excellence, which is slated to be finished construction in late 2022. |
| |  | | --- | | **The Legion supports Veteran mental health** | | The Royal Canadian Legion Maple Ridge Branch 88, together with the Earl Haig Society, has gifted the Legion Veterans Village Research Foundation (LVVRF) a total of $600,000 to support the ongoing mental health, PTSD, technologies and rehabilitation research within the Legion Veterans Village Centre for Clinical Excellence. | | [**Read more  ‣**](https://elink.clickdimensions.-NuxN-qFBA) | | Does your Branch have a story to share about the work you do for Veterans? Let us know! Email us at [marketing@legion.ca](mailto:marketing@legion.ca) | |
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| |  | | --- | | **Branch Membership Administration** | | ***Resources and tips to support your Membership Chair*** | |
| |  | | --- | | **+ Membership Outstanding Per Capita Tax Amounts** | | Branches can find their current branch balance for per capita tax on the home page of their Branch profile once logged in to the Member Services Website. | | A balance in brackets ($205.00) indicates your branch has an outstanding amount owing. Outstanding balances can be paid by cheque or by credit card over the phone. Please contact Member Services if you have any questions. | | **+ Automated telemarketing renewal calling campaign** | | The Automated Telemarketing Renewal Campaign has concluded after reaching out to 27,000 non-renewed members during the months of April and May. | | Almost 1,000 members transferred to Member Services to renew over the phone, while over 15,000 renewal reminder messages were left. | | This program remains highly effective and cost‑efficient and will continue to be part of our retention strategy moving forward. Please continue to collect and share member phone numbers within the membership website. | | **+ Legion membership is growing!** | | Here’s how you can continue to help with this growth:   * Reach out and [welcome](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyIsInJxIjoiMDItYjIyMTY2LTgwMGM1ZDY3NDc0ZjRjOTE4ZTczM2ZkM2U2MjY0NWMyIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjIxIiwidW4iOiJfbmluZSIsInUiOiJodHRwOi8vcG9ydGFsLmxlZ2lvbi5jYS9kb2NzL2RlZmF1bHQtc291cmNlL2JyYW5jaC1hbmQtY29tbWFuZC1yZXNvdXJjZXMvbWVtYmVyc2hpcC9icmFuY2gtaG9zcGl0YWxpdHktcHJvZ3JhbS5wZGY_X2NsZGVlPWl1Tm5oeHFodlozYzVoazNzQzhLZXVzZXNIb2ZDTXktSXQ1eGNyeVA5am9YVkE4RHFwRHpTcktkZEIyMUt4R04mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyZlc2lkPTUzNmM4YjM2LWY3ZTctZWMxMS04MTQyLTAwNTA1NmEyZTc2ZCJ9/ovUo3SsMAR63Wjm_zhnaGg) new members who join your branch within the first 30 days * Collect and share [member emails](https://elink.clickdimensions.) and phone numbers within the membership system * Ensure you are processing memberships at least monthly * Promote the free year [Veterans Welcome and Veterans Family Welcome Programs](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyIsInJxIjoiMDItYjIyMTY2LTgwMGM1ZDY3NDc0ZjRjOTE4ZTczM2ZkM2U2MjY0NWMyIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjIzIiwidW4iOiIiLCJ1IjoiaHR0cDovL3BvcnRhbC5sZWdpb24uY2EvZG9jcy9kZWZhdWx0LXNvdXJjZS9icmFuY2gtYW5kLWNvbW1hbmQtcmVzb3VyY2VzL21hcmtldGluZy1hbmQtcHVibGljLXJlbGF0aW9ucy9mcmVlbWVtYmVyc2hpcHBvc3Rlcl9lbi5wZGY_X2NsZGVlPWl1Tm5oeHFodlozYzVoazNzQzhLZXVzZXNIb2ZDTXktSXQ1eGNyeVA5am9YVkE4RHFwRHpTcktkZEIyMUt4R04mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyZlc2lkPTUzNmM4YjM2LWY3ZTctZWMxMS04MTQyLTAwNTA1NmEyZTc2ZCJ9/E-Cv1X8BWC00nMB3bOSqOg) to non‑members * Promote our free [MemberPerks](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyIsInJxIjoiMDItYjIyMTY2LTgwMGM1ZDY3NDc0ZjRjOTE4ZTczM2ZkM2U2MjY0NWMyIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjI0IiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93d3cubGVnaW9uLmNhL2pvaW4tdXMvbWVtYmVycGVya3M_X2NsZGVlPWl1Tm5oeHFodlozYzVoazNzQzhLZXVzZXNIb2ZDTXktSXQ1eGNyeVA5am9YVkE4RHFwRHpTcktkZEIyMUt4R04mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyZlc2lkPTUzNmM4YjM2LWY3ZTctZWMxMS04MTQyLTAwNTA1NmEyZTc2ZCJ9/jG22qdsc88fY6-2eJVB5CA" \t "_blank)® program to all members * Feel free to reach out to Member Services with any questions – we are here to help all and especially new Membership Chairs! | |
| |  | | --- | | **Get access to Marketing and PR resources** | |
| |  | | --- | | **Marketing Resources** | |
| |  | | --- | | **Use our bilingual membership flyer** | | Postcard. | | Looking for another way to promote membership? Download and have a local printer create this double sided, bilingual flyer that highlights the tangible benefits of Legion membership. | | [**Download  ‣**](https://elink.clickdimensions.) | |
| |  | | --- | | alt_text | | **PR Tip of the Month** | | **Create a local newsletter** | | If you don’t have one yet, suggest a Branch or Command newsletter to your colleagues. It doesn’t have to be long, but it can keep members informed and interested, and there are many easy templates to follow. | | Have questions or need advice? Contact your [Command Public Relations Officer](https://elink.clickdimensions.) or Nujma Bond, Dominion Command Communications at [nbond@legion.ca](mailto:nbond@legion.ca) | |
| |  | | --- | | **Your Legion calendar** | | While July 1 evokes thoughts of Canada Day across the country, the day also shares a more solemn occasion, as Newfoundland and Labrador commemorates the anniversary of one of their bloodiest days of the First World War. | | Learn about the Battle of Beaumont‑Hamel and other important dates your Branch can promote or organize activities for. | | [**Download the 2022 calendar  ‣**](https://elink.clickdimensions._ZFdJICdDAQ37M-TwVQw) | |
| |  | | --- | | Suggest a perk for your chance to win 1 of 5 $100 Gift cards to NFLSHOP.ca. | | **MemberPerks®: Exclusive offers and preferred pricing through Venngo** | | MemberPerks® is more than a member benefit package. It’s also a tool Branches can use to promote membership. Plus, you can partner with local businesses in your community to offer exclusive discounts for your members. | | [**Learn more  ‣**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyIsInJxIjoiMDItYjIyMTY2LTgwMGM1ZDY3NDc0ZjRjOTE4ZTczM2ZkM2U2MjY0NWMyIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjI4IiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93d3cubGVnaW9uLmNhL2pvaW4tdXMvbWVtYmVycGVya3M_X2NsZGVlPWl1Tm5oeHFodlozYzVoazNzQzhLZXVzZXNIb2ZDTXktSXQ1eGNyeVA5am9YVkE4RHFwRHpTcktkZEIyMUt4R04mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wN2U5OWRjZGU5MGI0M2Q0YTY2NWNjYmFmZjMxYWY1YyZlc2lkPTUzNmM4YjM2LWY3ZTctZWMxMS04MTQyLTAwNTA1NmEyZTc2ZCJ9/Aff_btNMuoxDUwdDOl72fQ) | |
| |  | | --- | | **Partner promotions** | | The following is brought to you by our partners, highlighting special offers and other information. | |
|  |
| |  | | --- | | **Special offer from *Legion Magazine*** | |
| [Image: Eh Cafe dark roast coffee beans in a bag. $19.99.](https://elink.clickdimensions.) |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | **If you have any questions, please contact Member Services and we will be pleased to assist. 1-855-330-3344 or**[**membership@legion.ca**](mailto:membership@legion.ca)  Office Hours: Monday - Friday, 8:30 a.m. - 4:00 p.m. EST | |  | | Working together to serve Canada’s Veterans. | |      |  |  | | --- | --- | | |  | | --- | | A picture containing text, clipart  Description automatically generated | | | |