|  |  |  |  |
| --- | --- | --- | --- |
| |  | | --- | | **Keep your Branch informed** | | 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 | |
| |  | | --- | | In this edition – December 2019 | |
| |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | **►** | [Thank you for your Remembrance efforts](https://mail.google.com/mail/u/0/#m_7971732814457199031_RememberanceEfforts) | | |
| |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | **►** | [Collect and update member emails](https://mail.google.com/mail/u/0/#m_7971732814457199031_BranchConnect) | | |
| |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | **►** | [Renewal letters will be mailed in February](https://mail.google.com/mail/u/0/#m_7971732814457199031_RenewLetters) | | |
| |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | **►** | [The Legion supports Operation Santa Claus](https://mail.google.com/mail/u/0/#m_7971732814457199031_OpSantaClaus) | | |
| |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | **►** | [Applications for the 2020 Nijmegen March are open](https://mail.google.com/mail/u/0/#m_7971732814457199031_NijmegenMarch) | | |
| |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | **►** | [Your Legion Calendar for January and February](https://mail.google.com/mail/u/0/#m_7971732814457199031_Calendar) | | |
| |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | **►** | [Free membership recruitment and renewal resources](https://mail.google.com/mail/u/0/#m_7971732814457199031_MarketingPRTip) | | |
| |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | **►** | [It’s time to renew members](https://mail.google.com/mail/u/0/#m_7971732814457199031_MemberRenew) | | |
| |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | **►** | [Special offers from MBNA and Legion Magazine](https://mail.google.com/mail/u/0/#m_7971732814457199031_LegionMag) | | |
| |  | | --- | |  | |
| |  | | --- | | Thank you for your support during the time of Remembrance | | Thank you to all Legion Branches and Member volunteers for your support during the Legion Poppy Campaign and with Remembrance Day ceremonies. | | To help educate the public on the value of the Poppy year-round, share the *Discover the Importance of the Poppy* video with members, schools and businesses in your community. This video explores the history of the Poppy as a symbol of remembrance for all Canadians and explains how the Legion’s National Poppy Campaign helps Canada’s Veterans. | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | [WATCH THE VIDEO](https://elink.clickdimensions.com/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzM3LTIyYjM0YjhhNjMwZjRiNzM4MDU1ZWQ0YmJiNmFiNWYz%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0Ng%3AZmFsc2U%3ANg%3AUmVtZW1iZXJhbmNlRWZmb3J0cw%3AaHR0cHM6Ly93d3cueW91dHViZS5jb20vd2F0Y2g_dj1jNk0yWFY1V0xobyZfY2xkZWU9Wld4c1pXNTNiMnhtYldGamJHVnZaRUJuYldGcGJDNWpiMjAlM2QmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0NiZlc2lkPWM5MDE1NDA5LWRmMTUtZWExMS04MGZhLTAwNTA1NmEyZTc2ZA&K=ctxTtG9GP-9zCuuC1PinFQ) | | |      |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD VIDEO](https://elink.clickdimensions.com/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzM3LTIyYjM0YjhhNjMwZjRiNzM4MDU1ZWQ0YmJiNmFiNWYz%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0Ng%3AZmFsc2U%3ANw%3A%3AaHR0cDovL3BvcnRhbC5sZWdpb24uY2EvZG9jcy9kZWZhdWx0LXNvdXJjZS9icmFuY2gtYW5kLWNvbW1hbmQtcmVzb3VyY2VzL3BvcHB5LWFuZC1yZW1lbWJyYW5jZS8xMTUwMi10aGUtcm95YWwtY2FuYWRpYW4tbGVnaW9uLTIwMTgtcG9wcHktdmlkZW8tdXBkYXRlcy1qYW51YXJ5LTI5LTIwMTkubXA0P3NmdnJzbj0xMDNiNDc1OV8wJl9jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTBhZGYxOWVlNzM0YzRiMGM5NTY5NDFjNGY5ZjE1NDQ2JmVzaWQ9YzkwMTU0MDktZGYxNS1lYTExLTgwZmEtMDA1MDU2YTJlNzZk&K=yLkhNqKtOR7vIcb7Y48lpQ) | | | | | *The video is available with English audio only, but French subtitles are available on YouTube. Click the Settings button in the bottom-right corner to view subtitle options.* | |
| |  | | --- | |  | |
| |  | | --- | | Member emails help reconnect members with their Branch | |
| |  | | --- | | Member communication is the most important strategy we have to connect with and retain our members. **Emails are the most cost effective, efficient and timely way to communicate with our members and bring them back to the Branch!** | | Help your Branch see all the benefits of member communications by ensuring members have an email address on their member profile. **When you register or renew members, take a moment to add, update or confirm the emails on their member profiles**. | | Members with a valid email address on file receive monthly newsletters that:   * remind them to renew their membership with the Branch * encourage them to visit their Branch and get involved * inform them of exclusive member opportunities such as contests, deals and more * update them on the Legion’s latest efforts for Veterans and Remembrance   **There are 3 ways to update a member’s email on their profile:**   1. Update the member profile online at [portal.legion.ca](https://elink.clickdimensions.com/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzM3LTIyYjM0YjhhNjMwZjRiNzM4MDU1ZWQ0YmJiNmFiNWYz%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0Ng%3AZmFsc2U%3AOA%3AQnJhbmNoQ29ubmVjdA%3AaHR0cHM6Ly9wb3J0YWwubGVnaW9uLmNhL2xvZ2luP19jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTBhZGYxOWVlNzM0YzRiMGM5NTY5NDFjNGY5ZjE1NDQ2JmVzaWQ9YzkwMTU0MDktZGYxNS1lYTExLTgwZmEtMDA1MDU2YTJlNzZk&K=F_N9wbsIIVJLyeBpGLKerw) 2. Submit a list of member emails using the [attached form](https://elink.clickdimensions.com/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzM3LTIyYjM0YjhhNjMwZjRiNzM4MDU1ZWQ0YmJiNmFiNWYz%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0Ng%3AZmFsc2U%3AOQ%3A%3AaHR0cDovL2ZpbGVzLmNsaWNrZGltZW5zaW9ucy5jb20vbGVnaW9uY2EtYTNscm8vZmlsZXMvYnJhbmNoZW1haWxzdWJtaXNzaW9udGVtcGxhdGUueGxzeD8xNTc1MzE2NTQ3NzQ4Jl9jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTBhZGYxOWVlNzM0YzRiMGM5NTY5NDFjNGY5ZjE1NDQ2JmVzaWQ9YzkwMTU0MDktZGYxNS1lYTExLTgwZmEtMDA1MDU2YTJlNzZk&K=DIZIPTYYNh_7J9RCA4innA) 3. Mail in a Member Data Change Form   If you need assistance, contact Member Services at **855-330-3344**. | |
| |  | | --- | | Member Renewal Reminders: February mailing | |
| |  | | --- | | In addition to email reminders, we will be doing a direct mailing to all non-renewed members in February. Please process your Branch’s member registrations and renewals through the Member Services Website or by sending them to Legion House to ensure your Branch’s member data is up to date. | | Any members not processed by January 30th will receive a mailed reminder. | |
| |  | | --- | |  | |
| |  | | --- | | The Legion supports Operation Santa Claus | |
| |  | | --- | | The Legion participates in the Support Our Troops Operation Santa Claus program, providing gift packages for every Canadian Forces member deployed. This year, our members’ support allowed us to send more than 3,000 gift packages. | |
| |  | | --- | | Annual opportunity to participate in the Nijmegen March | |
| |  | | --- | | Each year, Dominion Command invites Legion Members to apply to participate in the world’s largest walking and marching event held in mid-July around Nijmegen, Holland. The call for applications for the 2020 Nijmegen March is now open. Share this opportunity, and the eligibility requirements with your members [here](https://elink.clickdimensions.com/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzM3LTIyYjM0YjhhNjMwZjRiNzM4MDU1ZWQ0YmJiNmFiNWYz%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0Ng%3AZmFsc2U%3AMTA%3AUmVuZXdMZXR0ZXJz%3AaHR0cDovL3BvcnRhbC5sZWdpb24uY2EvbWVtYmVyLXByb2dyYW1zL25pam1lZ2VuLW1hcmNoP19jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTBhZGYxOWVlNzM0YzRiMGM5NTY5NDFjNGY5ZjE1NDQ2JmVzaWQ9YzkwMTU0MDktZGYxNS1lYTExLTgwZmEtMDA1MDU2YTJlNzZk&K=APcrokZsWn3FWibtX6aH6w). | | **Application forms must be submitted to the Provincial Command by January 11, 2020.** | |
| |  | | --- | | Your Legion calendar: January – February 2020 | | This calendar lists upcoming commemorative days of relevance to The Royal Canadian Legion that raise awareness of an issue, commemorate a group or event, or celebrate an important topic. Branches may wish to promote these dates or organize related activities. | | |  |  | | --- | --- | | DATE | EVENT | | **January 1** | New Year’s Day | | **January 27** | [Holocaust Remembrance Day](https://elink.clickdimensions.com/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzM3LTIyYjM0YjhhNjMwZjRiNzM4MDU1ZWQ0YmJiNmFiNWYz%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0Ng%3AZmFsc2U%3AMTE%3AQ2FsZW5kYXI%3AaHR0cHM6Ly93d3cudW4ub3JnL2VuL2hvbG9jYXVzdHJlbWVtYnJhbmNlLz9fY2xkZWU9Wld4c1pXNTNiMnhtYldGamJHVnZaRUJuYldGcGJDNWpiMjAlM2QmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0NiZlc2lkPWM5MDE1NDA5LWRmMTUtZWExMS04MGZhLTAwNTA1NmEyZTc2ZA&K=ZRZMVOuqItRp-8H7QupxTQ) | | **January 29** | [Bell Let’s Talk](https://elink.clickdimensions.com/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzM3LTIyYjM0YjhhNjMwZjRiNzM4MDU1ZWQ0YmJiNmFiNWYz%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0Ng%3AZmFsc2U%3AMTI%3A%3AaHR0cHM6Ly9sZXRzdGFsay5iZWxsLmNhL2VuLz9fY2xkZWU9Wld4c1pXNTNiMnhtYldGamJHVnZaRUJuYldGcGJDNWpiMjAlM2QmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0NiZlc2lkPWM5MDE1NDA5LWRmMTUtZWExMS04MGZhLTAwNTA1NmEyZTc2ZA&K=lRLVTYl4pyiNEcM0qLTNMw) for mental health awareness | | **February** | [Black History Month](https://elink.clickdimensions.com/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzM3LTIyYjM0YjhhNjMwZjRiNzM4MDU1ZWQ0YmJiNmFiNWYz%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0Ng%3AZmFsc2U%3AMTM%3A%3AaHR0cHM6Ly93d3cuY2FuYWRhLmNhL2VuL2NhbmFkaWFuLWhlcml0YWdlL2NhbXBhaWducy9ibGFjay1oaXN0b3J5LW1vbnRoLmh0bWw_X2NsZGVlPVpXeHNaVzUzYjJ4bWJXRmpiR1Z2WkVCbmJXRnBiQzVqYjIwJTNkJnJlY2lwaWVudGlkPWFjY291bnQtNDQxMmVhY2ExNDRiZTYxMTgwZDJjMjI0MTI1Mzc0MDgtMGFkZjE5ZWU3MzRjNGIwYzk1Njk0MWM0ZjlmMTU0NDYmZXNpZD1jOTAxNTQwOS1kZjE1LWVhMTEtODBmYS0wMDUwNTZhMmU3NmQ&K=UoUko6XUmAou6THOyaznRQ) | | **February 14** | Valentine’s Day | | **February 15** | [National Flag of Canada Day](https://elink.clickdimensions.com/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzM3LTIyYjM0YjhhNjMwZjRiNzM4MDU1ZWQ0YmJiNmFiNWYz%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0Ng%3AZmFsc2U%3AMTQ%3A%3AaHR0cHM6Ly93d3cuY2FuYWRhLmNhL2VuL2NhbmFkaWFuLWhlcml0YWdlL2NhbXBhaWducy9uYXRpb25hbC1mbGFnLWNhbmFkYS1kYXkuaHRtbD9fY2xkZWU9Wld4c1pXNTNiMnhtYldGamJHVnZaRUJuYldGcGJDNWpiMjAlM2QmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0NiZlc2lkPWM5MDE1NDA5LWRmMTUtZWExMS04MGZhLTAwNTA1NmEyZTc2ZA&K=v9I-eb7B8PWb2aC_5uifMg) | | **February 17** | Family Day (New Brunswick, Alberta, Manitoba, Ontario, Saskatchewan, British Columbia) | | **February 28** | [Gulf War ends](https://elink.clickdimensions.com/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzM3LTIyYjM0YjhhNjMwZjRiNzM4MDU1ZWQ0YmJiNmFiNWYz%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0Ng%3AZmFsc2U%3AMTU%3A%3AaHR0cHM6Ly93d3cudmV0ZXJhbnMuZ2MuY2EvZW5nL3JlbWVtYnJhbmNlL2hpc3RvcnkvY2FuYWRpYW4tYXJtZWQtZm9yY2VzL3BlcnNpYW4tZ3VsZj9fY2xkZWU9Wld4c1pXNTNiMnhtYldGamJHVnZaRUJuYldGcGJDNWpiMjAlM2QmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0NiZlc2lkPWM5MDE1NDA5LWRmMTUtZWExMS04MGZhLTAwNTA1NmEyZTc2ZA&K=jRw86SxcLNzFyb5IeDW5Lw) (1991) | | |
| |  | | --- | | Get access to Marketing and PR resources | |
| |  | | --- | |  | | **Marketing** | | **It’s time for members to renew** Find a wide variety of recruitment and renewal resources on the Member Services Website, and free materials through the Legion Supply Department. | | [VIEW RESOURCES](https://elink.clickdimensions.com/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzM3LTIyYjM0YjhhNjMwZjRiNzM4MDU1ZWQ0YmJiNmFiNWYz%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0Ng%3AZmFsc2U%3AMTY%3ATWFya2V0aW5nUFJUaXA%3AaHR0cDovL2xpbmsubGVnaW9uLmNhL2MvNC8_&K=2Vqn2k_0vhlazS1umR4AfQ) | |
| |  | | --- | |  | |
| |  | | --- | |  | | **PR Tip of the Month** | | **Collect good stories** When you hear a good story, ask that person if they’d be willing to share it publicly at some point. Write down their name and contact details. Their stories can help reflect the Legion’s work and provide you with newsletter updates. You can also be a trusted idea source for media or other writers. | | Have questions or need advice? Contact your [Command Public Relations Officer](https://elink.clickdimensions.com/c/4/?T=Mjg4MzI5MjM%3AMDItYjE5MzM3LTIyYjM0YjhhNjMwZjRiNzM4MDU1ZWQ0YmJiNmFiNWYz%3AZWxsZW53b2xmbWFjbGVvZEBnbWFpbC5jb20%3AYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC0wYWRmMTllZTczNGM0YjBjOTU2OTQxYzRmOWYxNTQ0Ng%3AZmFsc2U%3AMTc%3A%3AaHR0cDovL3d3dy5sZWdpb24uY2EvY29udGFjdC11cy9wcm92aW5jaWFsLWNvbW1hbmRzP19jbGRlZT1aV3hzWlc1M2IyeG1iV0ZqYkdWdlpFQm5iV0ZwYkM1amIyMCUzZCZyZWNpcGllbnRpZD1hY2NvdW50LTQ0MTJlYWNhMTQ0YmU2MTE4MGQyYzIyNDEyNTM3NDA4LTBhZGYxOWVlNzM0YzRiMGM5NTY5NDFjNGY5ZjE1NDQ2JmVzaWQ9YzkwMTU0MDktZGYxNS1lYTExLTgwZmEtMDA1MDU2YTJlNzZk&K=wZqawHIlryBkwW6BFie_Xw) or Nujma Bond, Dominion Command Communications at [nbond@legion.ca](mailto:nbond@legion.ca). | |
| |  | | --- | |  | |
| |  | | --- | | ► Your Legion online | |