|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  | | --- | | **The Royal Canadian Legion National Headquarters Unsubscribe** | | Mon, Aug 22, 1:56 PM |  |  |
| |  | | --- | | to me | | | |



|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | [Legion Dispatch. Visit branch services.](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lYWQ2NmJmOWI4Yzc0YzJkOGRhYTE1NzI4YWJhYWIxMiIsInJxIjoiMDItYjIyMjM0LWZjNzJmNTk1NTQ0MDQ0MmJiMDc0N2Q3M2I4MjM2Y2UxIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjEiLCJ1biI6IiIsInUiOiJodHRwczovL3BvcnRhbC5sZWdpb24uY2EvbG9naW4_X2NsZGVlPU95NUtzQTVXenJMUUdsb096ZG1LdlFzYlk5MHRlYWxCcWZtQkNIU29SN2stU2s2RWRYaDBwcW1fSWhoWnE3WUYmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lYWQ2NmJmOWI4Yzc0YzJkOGRhYTE1NzI4YWJhYWIxMiZlc2lkPTg3MzUyYTc4LTJlMjItZWQxMS04MTQ4LTAwNTA1NmEyZTc2ZCJ9/Ujv5wIXKMzjbj8_LQ0_0ww) | | |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | *August 2022* | |      |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | [Twitter.](https://elink.clickdimensions.) | [Facebook.](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lYWQ2NmJmOWI4Yzc0YzJkOGRhYTE1NzI4YWJhYWIxMiIsInJxIjoiMDItYjIyMjM0LWZjNzJmNTk1NTQ0MDQ0MmJiMDc0N2Q3M2I4MjM2Y2UxIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjMiLCJ1biI6IiIsInUiOiJodHRwczovL3d3dy5mYWNlYm9vay5jb20vQ2FuYWRpYW5MZWdpb24_X2NsZGVlPU95NUtzQTVXenJMUUdsb096ZG1LdlFzYlk5MHRlYWxCcWZtQkNIU29SN2stU2s2RWRYaDBwcW1fSWhoWnE3WUYmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lYWQ2NmJmOWI4Yzc0YzJkOGRhYTE1NzI4YWJhYWIxMiZlc2lkPTg3MzUyYTc4LTJlMjItZWQxMS04MTQ4LTAwNTA1NmEyZTc2ZCJ9/V_-ZKE7LQyHEBJD04trNuA) | [Youtube.](https://elink.clickdimensions.) | [Instagram.](https://elink.clickdimensions.) | [Linkedin.](https://elink.clickdimensions.-_VmUb3fc52wV8zG6w) | | |      |  |  | | --- | --- | | |  | | --- | | [Poppy Store.](https://elink.clickdimensions.) | | | | | |  | | --- | | Share this email | | | |  | | --- | | **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](https://elink.clickdimensions.) | | | |  | | --- | | **In this edition – August 2022** | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Results from the 2021 census](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=1r3avea29p7xl&search=inbox&th=%23thread-f:1741885000979311170&cvid=1#m_-771529717389814933__one) | | **>** | [Make membership renewal easier](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=1r3avea29p7xl&search=inbox&th=%23thread-f:1741885000979311170&cvid=1#m_-771529717389814933__two) | | **>** | [PTSD study at Sinai Health](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=1r3avea29p7xl&search=inbox&th=%23thread-f:1741885000979311170&cvid=1#m_-771529717389814933__three) | | **>** | [Using the Poppy trademark: Authorization required](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=1r3avea29p7xl&search=inbox&th=%23thread-f:1741885000979311170&cvid=1#m_-771529717389814933__four) | | | |      |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Legion supports major Canadian War Museum initiative](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=1r3avea29p7xl&search=inbox&th=%23thread-f:1741885000979311170&cvid=1#m_-771529717389814933__five) | | **>** | [2023 renewal stickers](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=1r3avea29p7xl&search=inbox&th=%23thread-f:1741885000979311170&cvid=1#m_-771529717389814933__six) | | **>** | [Privacy and CASL requirements for Branches](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=1r3avea29p7xl&search=inbox&th=%23thread-f:1741885000979311170&cvid=1#m_-771529717389814933__seven) | | **>** | [Messages from our partners](https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=1r3avea29p7xl&search=inbox&th=%23thread-f:1741885000979311170&cvid=1#m_-771529717389814933__ten) | | | | | | | Image: Magnifying glass on a blue textured background. | | |  | | --- | | **2021 census data on Veterans** | | The 2021 census data on Canadian serving military members and Veterans was recently released. The document contains both demographic and geographic information which is extremely insightful. [Read the report](https://elink.clickdimensions._gyQ). | | One key takeaway from the report is the distribution of age. Currently serving CAF were younger on average than the employed labour force (36.2 years versus 41.9 years of age). Additionally, one-third of Veterans are age 25 to 54. These are audiences Branches are trying to attract, for support, for camaraderie, and for membership. These are the audiences Branches will pass the torch to ensure the longevity of the Legion. | | Consider these ideas when developing programs, policies, activities and communication tactics for younger demographics:   1. Meet this younger audience where they are. Invest in a website and have a presence on social media. Share engaging content like videos, stories and photos of your Branch in action. 2. Get their input! Do a short survey or pull together a small focus group to ask these members what they want or need, what you’re doing well, and what you could do better. 3. Review your Branch policies and procedures. Some Branches have modified their initiation process or adapted their hat policy to make their Branch more comfortable for new members. 4. Offer flexible volunteer opportunities. Busy members are more likely to get involved in intermittent, fun, short-term roles that interest them. 5. Offer activities that appeal to younger audiences. Bring in new bands or comedy entertainment. Try new member sports like euchre tournaments. Offer unique food and drink items on your menu.   Has your Branch been successful in attracting younger members? Let us know how. Email us at [marketing@legion.ca](mailto:marketing@legion.ca). | | | alt_text | | |  | | --- | | **Make membership renewal easier** | | As we prepare for the busiest time of the year for membership renewals, we encourage you to collect, confirm and update member email addresses and phone numbers within the membership website. You can update a member profile [online](https://elink.clickdimensions._CeOTYA), or use this [Excel template](https://elink.clickdimensions.) to share member contact information with Member Services. | | With this information, we can send reminders to your members on your behalf to renew via one of these options:   1. at your local branch 2. by contacting member services by phone 3. or online.   *Reminder: 34% of all Legion members renewed online during 2021 and this number continues to grow during 2022!* | | With this approach, we can help save local Branches and membership chairs time and money! | | | Image: Sinai Health logo on textured background. | | |  | | --- | | **PTSD study for Canadian Veterans at Sinai Health in Toronto** | | Researchers at Sinai Health System in Toronto are working on a research study to support care for military and RCMP veterans living with PTSD. As part of the study, veterans would participate in a 6-week breathing-based meditation program that may help with their symptoms of PTSD. | | Please share this with Veterans in your community. If interested, or for more information, please contact study staff by: | | **Phone: 647-804-6121** | | **Email:**[**SKY.PTSD@sinaihealth.ca**](mailto:SKY.PTSD@sinaihealth.ca) | | [**Learn more  ‣**](https://elink.clickdimensions.) | | | The Poppy Trademark. | | |  | | --- | | **Poppy Trademark – Authorization for use is required** | | *Did you know…* The Remembrance Poppy may not be used by any organization, group, community, or individual for commercial or charitable display or public distribution without the express written permission of Dominion Command. | | 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.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lYWQ2NmJmOWI4Yzc0YzJkOGRhYTE1NzI4YWJhYWIxMiIsInJxIjoiMDItYjIyMjM0LWZjNzJmNTk1NTQ0MDQ0MmJiMDc0N2Q3M2I4MjM2Y2UxIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjEzIiwidW4iOiJfZm91ciIsInUiOiJodHRwOi8vcG9ydGFsLmxlZ2lvbi5jYS9kb2NzL2RlZmF1bHQtc291cmNlL2JyYW5jaC1hbmQtY29tbWFuZC1yZXNvdXJjZXMvcG9wcHktYW5kLXJlbWVtYnJhbmNlL3BvcHB5LXRyYWRlbWFyay5wZGY_X2NsZGVlPU95NUtzQTVXenJMUUdsb096ZG1LdlFzYlk5MHRlYWxCcWZtQkNIU29SN2stU2s2RWRYaDBwcW1fSWhoWnE3WUYmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lYWQ2NmJmOWI4Yzc0YzJkOGRhYTE1NzI4YWJhYWIxMiZlc2lkPTg3MzUyYTc4LTJlMjItZWQxMS04MTQ4LTAwNTA1NmEyZTc2ZCJ9/9viQrB9QVE1S_YnQZViSMA) | | *Please direct public inquiries to:*[*www.legion.ca/poppy-trademark.*](https://elink.clickdimensions._dI6O6ub97arVCm8z1w) | | | alt_text | | |  | | --- | | **Legion supports a major historic initiative by the Canadian War Museum** | | The Canadian War Museum’s new project, “In Their Own Voices: Stories from Canadian Veterans and their Families” will document detailed memories and the post-war experiences of Canadian Veterans and their families. The Royal Canadian Legion is proud to support this four-year project that will capture and preserve the first-hand war and post-war experiences of soldiers from all eras. | | [**Learn more  ‣**](https://elink.clickdimensions.) | | | alt_text | | |  | | --- | | **Branch Membership Administration** | | ***Resources and tips to support your Membership Chair*** | | | |  |  | | --- | --- | |  | **+ 2023 MEMBERSHIP RENEWAL STICKERS** | | 2023 stickers will be delivered to Branches the last week of August for all members renewed for 2022 by the end of July 2022. |  | | | |  | | --- | | **Get access to Marketing and PR resources** | | | |  |  | | --- | --- | |  | **Privacy and CASL requirements for Branches** | | Canada’s Privacy Laws and Canada’s Anti-Spam Legislation (CASL) have clear and direct implications for The Royal Canadian Legion. Branches and Commands are responsible for their own compliance with applicable privacy laws and with CASL requirements. [Download the bilingual trifold brochure](https://elink.clickdimensions.-7g) to learn how Branches can be compliant. |  | | | |  | | --- | | alt_text | | **PR Tip of the Month** | | **Consider this resolution: Support for Canada’s Indigenous Community** | | In August 2021, the Legion pledged at all levels to support and collaborate with our First Nations, Métis, and Inuit communities in the areas of cultural and heritage awareness, understanding injustices and commemorating loss. Consider this when creating internal and external communciations projects. | | 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** | | On September 2, 1945, the Japanese formally surrendered, marking the official end of the Second World War. | | Learn about the Second World War and other important dates your Branch can commemorate or promote. | | [**Download the 2022 calendar  ‣**](https://elink.clickdimensions.-B7LqI-jailaDBE7g) | | | |  | | --- | | Tell us your MemberPerks savings story. | | **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/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lYWQ2NmJmOWI4Yzc0YzJkOGRhYTE1NzI4YWJhYWIxMiIsInJxIjoiMDItYjIyMjM0LWZjNzJmNTk1NTQ0MDQ0MmJiMDc0N2Q3M2I4MjM2Y2UxIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjE5IiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93d3cubGVnaW9uLmNhL2pvaW4tdXMvbWVtYmVycGVya3M_X2NsZGVlPU95NUtzQTVXenJMUUdsb096ZG1LdlFzYlk5MHRlYWxCcWZtQkNIU29SN2stU2s2RWRYaDBwcW1fSWhoWnE3WUYmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lYWQ2NmJmOWI4Yzc0YzJkOGRhYTE1NzI4YWJhYWIxMiZlc2lkPTg3MzUyYTc4LTJlMjItZWQxMS04MTQ4LTAwNTA1NmEyZTc2ZCJ9/FyW8FqymLFtk3m0AMvwVsw) | | | |  | | --- | | **Partner promotions** | | The following is brought to you by our partners, highlighting special offers and other information. | | |  | | |  | | --- | | **An evening with Margaret MacMillan** | | The Legion National Foundation invites you to a special event featuring award-winning author Margaret MacMillan as she discusses her writing, her experiences, and the history of war. | | **Monday, September 12, 7:00–8:30 p.m. EST** In-person (Toronto) and virtual event. Registration is complimentary. | | [Register now](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lYWQ2NmJmOWI4Yzc0YzJkOGRhYTE1NzI4YWJhYWIxMiIsInJxIjoiMDItYjIyMjM0LWZjNzJmNTk1NTQ0MDQ0MmJiMDc0N2Q3M2I4MjM2Y2UxIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjIwIiwidW4iOiJfdGVuIiwidSI6Imh0dHBzOi8vbG5mY2FuYWRhLmNhL3VwY29taW5nLWV2ZW50cy8_X2NsZGVlPU95NUtzQTVXenJMUUdsb096ZG1LdlFzYlk5MHRlYWxCcWZtQkNIU29SN2stU2s2RWRYaDBwcW1fSWhoWnE3WUYmcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1lYWQ2NmJmOWI4Yzc0YzJkOGRhYTE1NzI4YWJhYWIxMiZlc2lkPTg3MzUyYTc4LTJlMjItZWQxMS04MTQ4LTAwNTA1NmEyZTc2ZCJ9/6Mc7aZ_bGXZkpV4ERTcxCA) | | | [Graphical user interface  Description automatically generated with medium confidence](https://elink.clickdimensions.-cA) | | |  | | --- | | **Special offer from *Legion Magazine*** | | | [A picture containing text, newspaper, screenshot  Description automatically generated](https://elink.clickdimensions._zQyFoy9QksO6dt4wG_A) | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | **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. | |      |  |  | | --- | --- | | |  | | --- | |  | | | |  |  | | --- | | Click [here](https://elink.clickdimensions.com/m/1/28832923/02-b22234-fc72f5955440442bb0747d73b8236ce1/1/760/4c15bcc6-d4f6-4e11-bb85-803b747a4ee1) if you are having trouble viewing this message  *Copyright © 2022 The Royal Canadian Legion. All rights reserved.*  Administrative emails from Legion National Headquarters are sent to the email address on file for your local Legion Branch. If this is no longer the correct email address for your Branch, please forward this email to the new contact and request the Branch update their contact information.  The Branch may update the email address at any time by updating their Branch Profile on the [Member Services Website](https://elink.clickdimensions.) or by contacting Member Services. [Learn more](http://cdweb.legion.ca/legionca-a3lro/pages/2mptdx8zeema8r75woxjpa.html?_cldunsub=87352a782e22ed118148005056a2e76d-ead66bf9b8c74c2d8daa15728abaab12-account&_cldee=Oy5KsA5WzrLQGloOzdmKvQsbY90tealBqfmBCHSoR7k-Sk6EdXh0pqm_IhhZq7YF&recipientid=account-4412eaca144be61180d2c22412537408-ead66bf9b8c74c2d8daa15728abaab12&esid=87352a78-2e22-ed11-8148-005056a2e76d) about All Branch emails.  **Our contact information is:** The Royal Canadian Legion National Headquarters Member Services Department 86 Aird Place Ottawa, ON K2L 0A1 Canada  Toll free: 855‑330‑3344 E-mail: [membership@legion.ca](mailto:membership@legion.ca) | |

...