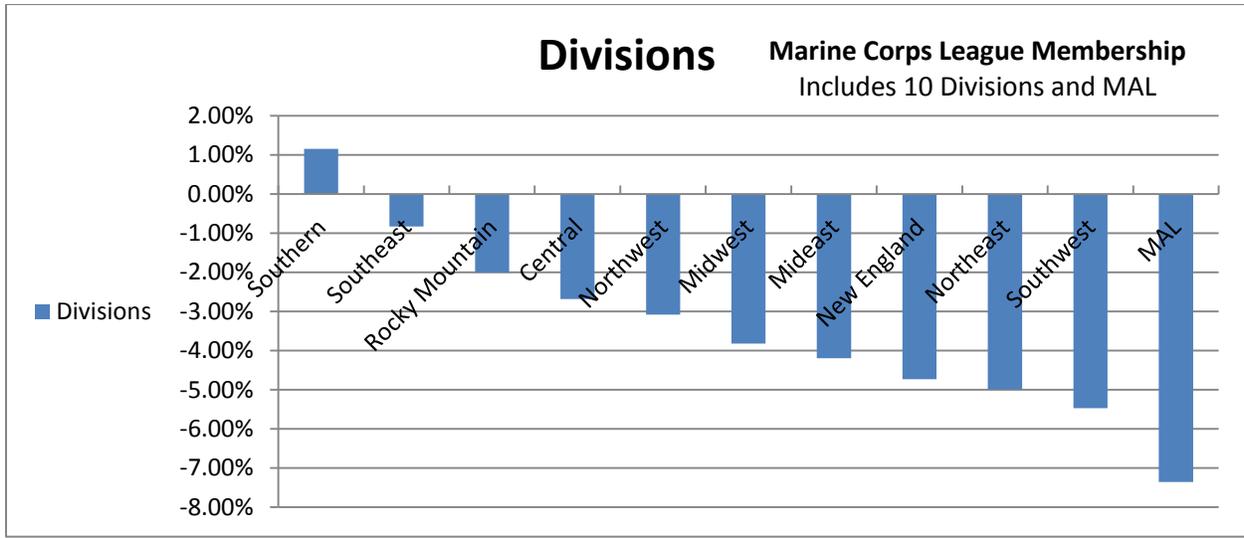


To: National Commandant

Cc: National Adjutant / Paymaster

League Membership, continues to indicate a serious trend that will impact the future of the League if action is not taken at all levels of League. If we maintain this pattern our League will slowly die and cease to exist. The chart below is from 1 July 2014 to 30 June 2015 same as the rosters everyone should have received.



I have to assume this data is valid until we can understand our database and if we have some potential errors in transmittals. The issue here is the local Detachments must maintain their own records and inform Johanna and me that they have issues so we can work the problem. Recruiter awards for 2015 had 44 individuals and a couple of detachments stepping up to recruit 496 new members in their organization. What did the other 50 plus thousand members do in recruiting new younger members? Our membership has dropped 1761 members in one year or a -3.33% of our membership. We had only 369 Detachments in the entire League having a simple 100% retention for 2015. We had 11 out of 50 Departments maintaining 100% retention and only one Division having 100% Retention. I also find it alarming that our Marine at Large has dropped -7.35% in one year. This is interesting because MAL have none of the Detachment or Department issues dealing with cliques and politics. Marines, we must get this turned around and grow the organization.

Tracking membership reports should be changed to reflect the information we need to track. We need to track PLM total, Regular Membership, totals paid and unpaid and the number of NOD each quarter. Develop an e-mail to send to each member when their dues are due in 30 days. Some additional details in this report on dual members, paid and unpaid by Division or Departments will be initiated. Division Vice Commandants are elected and should be the managers of their Division. Department Commandants are the managers of their Departments and the Detachment Commandants are managers of their Detachments. We are a Non-profit Veterans Organization and considered a business by the IRS. As I have indicated in many of my Semper Fi articles, we must have good metrics,

committees that solve problems and lead, making good solid recommendations to the Board of Trustees. We also measure how we are doing by periodic audits of every business function in the League organization.

I am also recommending that in future Expo's we continue to have recruiting booths with hand outs and the local supporting Detachments provide picture Boards showing the activities they have in their areas. We need to talk and build up an awareness of the League. Based on the lack of data and being unable to track, I would recommend we no longer offer 6 month free memberships for 2016 until we can develop a better way of taking names and entering in our data base and tracking.

Right now I see the following things we must engage and correct.

1. Membership growth – Everyone in the League has a responsibility to increase membership.
2. Database – We must evaluate what we have and make some tough decisions. In addition we must train and get qualified adjutants/paymasters to be prepared for a database system. Allowing the detachments to enter the membership data and potential of each member being able to maintain their own profile can work two ways. Understanding how the different National entities draws from the local entries entered at the local levels is also critical. This may require hardware and software being used by the entities having certain requirements.
3. Nonprofit - IRS nonprofit organization 510c4 has requirements and we as a league are very close to serious consequences by not maintaining good records at all levels from National to Detachments. Again Commandants and adjutants/paymasters must understand their responsibility and leadership to maintain records and submit those records when required. This area really concerns me over the past couple of years because most issues are driven by local decisions or lack of decisions and a two year void at National.
4. MCL By-Laws must be changed to allow board of trustees to function as a non-profit organization per the law of the land.
5. Budget is another area needing a lot of scrutiny to address income and our spending and how we monitor and categorize the right line items to allow metrics to monitor and flow into our audits, cash flow and preparing 990 submittals on time and addressing all non-profit IRS documents.

The League must eradicate the Civilian Virus currently at the epidemic levels and return to our basic goals, using good NCO Leadership skills and business methodology. Marines, we cannot allow this organization to die but need to adapt and overcome creating an organization that will be solvent in membership, finance and purpose for decades to come.

Semper Fidelis

Wendell W. Webb