

SSG MICHAEL A.
DICKINSON, II
POST 257
FAMILY

Newsletter



MAR 2021

www.legionpost257.org

A Valentines Dinner Success!

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Our Auxiliary Unit put on a very special Valentine's Dinner for our Post Family on February 14th!

Dinner choices included Chicken Alfredo and Gourmet Burgers with all the sides, salad, and dessert!

With well over \$400 raised during this fundraiser, this is sure to be an Annual Event! Proceeds from this event will be donated to the Building Fund.

Be sure to thank our Auxiliary for a Job Well Done the next time you see them!





**Your Post
Needs Your
Support!**

GoFundMe Created



The Post has established a GoFundMe account to receive Community donations that will assist with Programs, expenses, and improvements in and around the Post Home.

With a cost of \$0, this free account has already netted donations in the amount of \$905. We wish to thank

all those who have donated thus far in the campaign.

Donating is easy, and all you have to do is follow this link by clicking on it:

[DONATE NOW](#)

One More Push Will Make a BIG Difference!

We're almost there! Just 5 Months ago, we made the long awaited purchase of our new Post Home, following almost a year-long Capital Campaign. All that remains from the purchase is a loan with a balance of \$36,000 that will come due on June 20, 2021.

We need to give it one more push to close out that loan, so we can focus on supporting Veterans and our Community!

It won't take that much if everyone pitches in to make that difference.

We've got another round of Stimu-

lus checks coming soon, and through our volunteerism and hard work, the value we can return to Veterans and our Community can be multiplied two to three-fold!

A number of Post Family Members, as well as Members of our Community, have gone above and beyond to help us reach our goal. We thank them wholeheartedly for the generosity of their support!

We made it through this Pandemic, now let's finish this last leg of the race and allow our Community and its' Veterans to be the real winners!



Legion Training Saturdays Continues!

With a successful month of training behind us, the Post will offer valuable Legion Training each week.

With subjects ranging from American Legion History, Programs, Membership, Post Operations, and Officer Training, we're sure you'll find this information interesting and rewarding.

Join us each Saturday at 10:00 AM, immediately following Coffee at the Post, as we present the latest segment of



training in the main hall/meeting room.

American Legion Riders Chapter News

Membership will be ordering vest patches from Emblem Sales and Rockers from GRAPHIX2GO.

Membership also decided to support a local business GRAPHIX2GO to do the Embroidery. The owner of GRAPHIX2GO is an Auxiliary member.

As soon as the Riders logo is ready, logo-wear can be ordered from our custom online catalog for t-shirts, sweatshirts, etc. More to come in the near future. Heights Construction generously offered to pay for the embroidery set up cost.

As a reminder, please show an ALR board member your proof of insurance and registration for your bike.

Del Kilbourne and Legion Member, Pat Kinney, are planning a ride to dust off those Bikes!!

Del will be setting up a FaceBook page for the Riders. Once this is up and going, we hope all will LIKE! the

page and follow our Adventures.

Our email address is alrid-ers257@gmail.com Any question or general correspondence can be directed there. We meet on the 1st Wednesday of each month at 6:30pm, we welcome any eligible riders to join us.

The Chapter has 8 current paid members. Members that sign up and pay your dues by March 31, 2021 will be Charter Members. A Charter Member is a member that joined during the organizational period of forming the Chapter.

Get the Chrome Polish out, riding season is almost here.

Del

Director: Del Kilbourne

Assistant Director: Jim Hoglen

Treasurer: Terry Lindauer

Secretary: Penny Wright

Judge Advocate/Chaplain: Brian Mohlman



Post Membership Report

Retention... Are we doing it right?

How are we doing as a post? Is membership in our post valued by our members? These are important questions to ask ourselves when we talk membership, the direction of post, and should ask frequently to measure post success. It can be measure in how many of our members stick around.

Keep in mind that retention is different than membership goals. Membership goals show that we are growing, and we are growing, but are we keeping the members that we work so hard at finding?

One of the goals that Bill Oxford, The American Legion's National Commander, is a 90 Percent retention rate that was highlighted in the article "A Call to Action: 90 percent retention by March 15" (<https://www.legion.org/membership/251784/call-action-90-percent-retention-march-15>). Since reading this article, as 1st Vice Commander, I've wondered how we are doing as a post? Keep in mind that 90 percent is a very high goal that will help the legion grow. A quick Google search for comparison, finds that average corporate retention rates are 83 percent, and that is a paying job!

Retention is measured by how many members the post had at the end of a recruiting year, and how many of those members carry over to the next. It's a pretty simple formula that I learned during my time as a Retention Manager for the Air National Guard: beginning year manning divided by those that are still here at the end of the year equals your retention rate.

A quick round up of last years numbers is that at the end of the 2020 Recruiting Year (30 June 2020) we had 132 current regular members,

and 15 Paid Up For Life (PUFL) members Giving us a total of 147 members at the end of the year.

So far in the 2021 Recruiting, I am counting that we have had 3 regular members join the PUFL ranks, our already 15 PUFL members, and 117 of our regular members renewed. That means we have a total of 135 members carry to the 2021 membership that were members with us during the 2020 membership.

Doing the simple math of: 135 divided by 147 gets our retention rate of 92 percent! Well above Commander Oxford's goal, and a head of the deadline!

It is great that our post is meeting both membership and retention goals. However, I still look at members that did not renew and wonder, why are they not feeling the value in membership? In the past I've tried surveys mailed to every member with questions, and asking for comment. I did get replies, but only from membership that renewed. I want to know the reason they did not renew, and will be sending those that have not the direct question; do you feel valued as a member of our post, and how can we improve so you do?

If you are one of those members that have not renewed for 2021, and are reading this, please reach out to me, or any post officer. We want to know!

You can also stop by our post that is usually open every day from 10 am till 4 pm. The post location is 7475 B Drive North, Battle Creek, MI 49014.

David Whynot, 1st Vice Commander and Chair, Membership Committee

Membership257@gmail.com

Post Family Meeting Schedule

The Post & Auxiliary meet the Second Monday of each month @ 6:30 PM, and Sons of The American Legion Squadron 257 meets the 2nd Saturday of each month @ 3:00 PM

We welcome your attendance and participation, and extend an invitation to all who are interested in membership in the SSG Michael A. Dickinson, II Post 257 Family!



Post/Auxiliary/SAL

Volunteer Opportunities!

The Post, Auxiliary, & SAL have several opportunities to volunteer in the Community and to support our Military in the near future! Now is the time to pitch in and help make a difference for our Veterans and our Community!

Mar 11 - Red Cross Blood Drive

Mar 26 - Red Cross Blood Drive

Officer Directory

Post

Commander - Brian Mohlman

1st Vice-Commander - Dave Whynot

2nd Vice-Commander - Samuel Gray

Adjutant - Robert Dirmeyer

Finance Officer - Robert Dirmeyer

Judge Advocate - Jack Carlsen

Service Officer - Ed Jinks

Sergeant At Arms - Brad Langley

Chaplain - Bill Hohman

Historian - Dave Whynot

Members-At-Large:

Dean Newsome, John Howe, Chris Jenney

Auxiliary

President - Penny Wright

1st Vice-President - Jessica Earl

2nd Vice-President - Open

Treasurer - Penny Wright

Secretary - Carol Langley

Sergeant At Arms - Renee Dickinson

Chaplain - Lee Dirmeyer

Historian - Open

Executive Committee Members:

Vicki Dickinson, Kim Siedelburg, Lisa Simon

SAL

Commander - Andrew Mohlman

1st Vice-Commander - Del Kilbourne

2nd Vice-Commander - Open

Adjutant - Ken Nierman

Finance Officer - Ken Nierman

Chaplain - Robert Dirmeyer

Historian - Brian Mohlman

Sergeant At Arms - Terry Favorite

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American Legion Post 257



Mar 2021 (Eastern Time - Detroit)

March 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	1	2	3	4	5	6
		6:30pm - Ways & Means	6:30pm - Riders Meeting	8am - Dept Service Officer		7am - Coffee @ Post 11am - Chili Cook-off
7	8	9	10	11	12	13
12pm - 3rd District	6:30pm - Post & Auxiliary		8am - Dept Service Officer	8am - Dept Service Officer		7am - Coffee @ Post 10am - Post Training 3pm - SAL Meeting
14	15	16	17	18	19	20
		6:30pm - Farmers Market	8am - Dept Service Officer	8am - Dept Service Officer 6pm - Blue Star Mothers		7am - Coffee @ Post 10am - Post Training
21	22	23	24	25	26	27
			8am - Dept Service Officer	8am - Dept Service Officer	10am - Blood Drive	7am - Coffee @ Post 10am - Post Training
28	29	30	31	1	2	3
			8am - Dept Service Officer	8am - Dept Service Officer		7am - Coffee @ Post