



Marine Corps League

Office of the National
Junior Vice Commandant
Johnny Baker

905 County Road 106, Leesburg, AL 35983

jbaker@MCLeague.org - 256-490-3916

16 July 2019

From: National Junior Vice Commandant Johnny Baker

To: Wendell Webb, Marine Corps League National Commandant

Subj: National Junior Vice Commandant Report dated 16 July 2019

As the National Junior Vice Commandant, it has been my pleasure to serve the Marines of the Marine Corps League in this position for the past two years. I am humbled to have this opportunity to work for each member. As the National Junior Vice Commandant, I have the responsibility to “create and promulgate membership incentives and programs that will produce enthusiastic response resulting in continuous membership growth.” I also fulfill the responsibilities as the Marine Corps League’s Corporate Treasurer.

For the past two years, new membership and retention has been a major focus. A major mission of the Marine Corps League is to “assist Marines.” Since my report a year ago, we announced that we were working on a Memorandum of Understanding (MOU) between the League and the Marine Corps’ Marine 4 Life Program. David Ossian has taken on the program and I believe that the Marine Corps League Detachments are truly making a difference to Marines leaving active duty. In Alabama alone, we have assisted at least six Marines (officers and enlisted) who left the Marine Corps and moved back to Alabama. We were able to assist them in getting quality jobs. The Marine 4 Life Program is a viable program and will be more successful as Detachments get more involved.

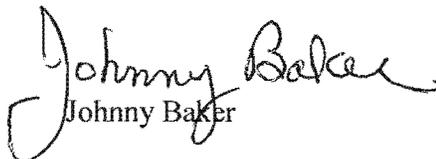
The Marine Corps League currently has approximately 63,250 members. Out of these 63,250 members, 55% are already “Paid Life Members.” That means that only 45% are annual paying members. As your Corporate Treasurer, I must advise the Leadership and Members of the League, when an organization has over 50% Life Members (we are at 55%), the organization will have less recurring revenue to support a growing organization. In the first few years (we are past that now), having 55% of our membership as Paid Life Members isn’t a major issue. But having 55% of Paid Life Members will be a major issue in a five (5) to ten (10) year period. In order to counteract this direction, our membership needs to recruit new, annual paying members. This is a must to keep our League solvent.

I want to reiterate the need for all Detachment and Department Junior Vice Commandants to be actively engaged in the recruiting and retention of all Marines. Recruiting and retention is just not the Junior Vice Commandants responsibility, all Marine Corps League members should be active recruiters. All League members responsibility is to assist in retention by engaging our members and make them feel a “part” of an organization that is bigger than us as individuals. Over the past four years, our membership numbers have steadily decreased. In August 2016, the League had 69,054 members. In August 2017, we had 66,510 members. In August 2018, we had 64,032 members. And for 1 August 2019, we have about 63,250 members. This is a trend that we must stop and improve the total amount of members. We do this by recruiting, recruiting, recruiting.

As the League's Corporate Treasurer, I worked with the Budget Committee and the National Chief Operating Officer in creating a balanced budget for the 2020 budget year. I sincerely believe that it will get harder and harder each year to maintain a balanced budget without some appropriate changes to our income revenue. Again, this could be positive effected by our total recruiting effort by all members.

Finally, I wish to convey my appreciation to the leadership of our National Commandant Wendell Webb and the Board of Trustees. We continue to step forward, make the hard decisions that support the League and ensure full compliance of the National Bylaws. We have the moral obligation to take care of each of you to the best of our ability. I am humbled and appreciative to have the opportunity to serve all Marines of the Marine Corps League. Semper Fidelis.

Respectfully Submitted,


Johnny Baker