



# Marine Corps League

Office of the National Jr. Vice

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From: National Jr. Vice TJ Morgan

To: Johnny Baker, Marine Corps League National Commandant  
National Board of Trustees, MCL Members

Subj: National Jr. Vice Midwinter Report dated 25 February 2022

As the National Jr. Vice Commandant, it has been my pleasure to serve the Marines of the Marine Corps League I am humbled to have this opportunity to work for each member.

This report is a culmination of activities from August of 2021. I would like to report some numbers to you on how our membership is doing. As you are aware, the virus has affected our membership in many ways so comparing data from the last couple of years, may be hard to quantify but there is some trend here to report.

Since July 1, 2021, we have a net loss of -457. Compare that to Fiscal year 2020 where we had a yearly loss of -2033. In that respect we are doing better. The numbers at the 2022 National convention will tell the whole story. Unfortunately, we don't have a way to track retention but I can say in the past 3 years or so we gain about 6-8k in membership but loose the same due to attrition. My goal is to get us in a positive trend over the next couple years and I need you, the membership to help.

Life membership saw a small uptick and we are running about 63% life members. We gained about 900 life members since July 1<sup>st</sup>.

I have made a full court press on membership which includes forming a new membership committee which the League never had. I have started a new Ad campaign featuring our own MCL members which is featured in Leatherneck magazine. I have also started a new Facebook group called "MCL Membership" where you can join to see what everyone is doing in the field of recruitment and retention as well as hear what the membership committee is working on. I will list a direct link to that Facebook group at the bottom so if you are on social media you can join.

Our membership committee has talked a lot about marketing and how we can continue to push the Marine Corps League out to our community. There are some very positive things happening in the league from the public relations committee and their push to get you information.

I would ask that you have conversations within your detachment on how you can make your detachment meetings more interesting and a little less formal. Did you know there is no minimum required number of business meetings for your detachment? Only a recommendation of 1 per month. Why not mix that up a bit

and have a couple regular business meetings the next month, have a social gathering. Family night, game night or dinner. Remember you the membership are driving the bus and with some debate in your detachment, change your trajectory to be more flexible and make it so new members can enjoy your meetings or social events. Give new members purpose and welcome them into the Tribe! Here is the direct link to the MCL Membership Facebook group. Please copy and paste to your Facebook search.

<https://www.facebook.com/groups/447677227018622>

Respectfully Submitted,

TJ Morgan  
National Jr. Vice Commandant  
Marine Corps League