



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 National Convention Report

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.

It's been a great first year with many gains and new endeavors. I am happy to report to you we are seeing positive growth in the Marine Corps League. The things that are happening such as the new Ad featuring our own MCL members has been implemented and featured in Leatherneck Magazine, online, on our MCL Webpage. The QR code we started and included in our Ad campaign as well as a stand-alone membership tool, has really turned our process into a much easy way for potential members to show their interest. The follow up time from time of data input to someone in the membership committee returning nearest detachment contact info, is about 24 hours or less. We just need all hands-on deck to follow up.

Now for some membership data. Our MCL in the last year has grown by 4,279 members. Comparing that to a few previous years. Compare to 2 years ago we are about 7% increase and compared to last year our growth is 6.9%. This is a trend I was looking for and one that can only be achieved with your help.

Our membership committee is working hard, and we have had membership zooms put on by the PR committee, I have been on many departments zooms and talked to our membership about recruiting/retention and marketing.

I also sit as National Treasurer and sit in with the Budget committee to accomplish our goals and be transparent. The work of Bob Ziltz and the budget committee should never be overlooked. The work they do is what makes our MCL successful

Please continue to recruit and more importantly, retain your members. They are our future, and we must give them purpose and a sense of belonging. Be a servant leader and together we can move forward to another successful year.

Respectfully Submitted,

TJ Morgan
National Jr. Vice Commandant
Marine Corps League